



## Why Latin America?

Faster recruitment,  
**MORE PATIENTS PER SITE**  
and world-class results

Driven by the need to bring drugs to market faster, Latin America has become a must-consider alternative. Leading pharmaceutical companies see the region as a strategic imperative with relatively faster recruitment rates, improved medical infrastructure, increased awareness of ICH-GCP requirements, English speaking and highly experienced investigators

Latin America has a prevalence of diseases similar to the other countries in the world, more than 520 million people, an expressive treatment-naive population concentrated in metropolitan areas: key factors to consider for faster patient recruitment, as well as when conducting trials in rare diseases.

The six largest countries in population, Brazil, Mexico, Colombia, Argentina, Peru and Chile, encompass about 450 million people of diverse ethnical background, represent 1.5 times the population of the United States, and nearly the same population of all European countries. The Great Sao Paulo and the Great Rio de Janeiro are two Brazilian cities that are only 250 miles apart. These two cities concentrate more than 34 million people, equivalent to 60% of UK population, equal to Poland's population, 1.7 times the Australia population, 3.4 times the Czech Republic's, and 4.5 times the Switzerland's.

Eighteen percent (96 million people) of all Latin America population is concentrated in the metropolitan areas of Mexico City, Sao Paulo, Buenos Aires, Rio de Janeiro, Lima, Bogota, Santiago and Caracas.

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