

Second edition of FEIMEC 2018 already features 200 companies

The show, which takes place April 24-28 has already surpassed 60% of available space

São Paulo, September 4, 2017 - FEIMEC – Brazil International Machinery and Equipment Exhibition, which takes place April 24-28 at São Paulo Expo (Brazil), keeps adding new participants every day. In a little more than 3 months of marketing campaign, more than 200 companies are already confirmed, surpassing the 60% mark in total space sales for the event.

One of the main reasons for this success is the consistent growth of industrial events led by key industry organizations. "The entire FEIMEC strategy was designed around creating an optimal business environment, attracting qualified buyers from Brazil and a variety of other countries, relevant content and lots of visibility for the whole industry," explains Liliane Bortoluci, show director.

In addition, FEIMEC brings numerous unique aspects to its value proposition, which offer the most cost-benefit for the exhibitor; with participation by the industry's anchor businesses already confirmed, a comprehensive campaign to attract buyers, and the state-of-the-art infrastructure offered by São Paulo Expo. The show facility, the most modern in Latin America, is fully air conditioned, contains 4,500 covered parking spaces, is located in close proximity to Congonhas Airport and surrounded by an extensive network of hotels.

On top of this, besides being the industry's largest show in Latin America, FEIMEC also guarantees another great attraction for the attendee: a broad spectrum of exhibitors. Among the more than two hundred confirmed companies, the primary industry anchor companies are represented in machine tools and equipment, automation, measurement and control, tooling and devices, welding and surface treatments, motors, connectors, reducers, gears, valves, pumps, compressors, hydraulic and pneumatic equipment, furnaces, ovens, boilers and thermal treatments, along with material handling and warehouse equipment.

FEIMEC is the official show for the machinery and equipment industry; an ABIMAQ initiative – The Brazilian Machinery and Equipment Builders' Association, in partnership with Informa Exhibitions and more than 30 industry organizations. The event marks the beginning of the second phase of the program for new industrial trade shows; initiated in 2016 by the first FEIMEC, and based on the global trend for industry organizations to take greater ownership of their events, in order to better collaborate for improvement of their member companies, to foster sales and to promote industry development.

GOOD SIGNS FOR THE ECONOMY

The second edition of FEIMEC was launched in May, during EXPOMAFE – The Brazil International Machine Tool and Industrial Automation Exhibition, and featured a

presentation by economist Ricardo Amorim. During the meeting, Amorim emphasized that the Brazilian economy is currently at a point of comeback after the worst crisis in the last 115 years. However, based on analysis from previous crises, he believes that the economic recovery in 2017 and 2018 will be even more robust than previously indicated. According to Amorim, it won't be surprising if Brazil's Gross Domestic Product records highs of 5% to 6% over the next year, well above the forecast 2.5%.

This recovery can already be felt in previews of the second FEIMEC edition. The show anticipates bringing together around 500 exhibitors who represent 700 major brands in machinery and equipment, automation, measurement and control, tooling and devices, welding and surface treatments, machine tools, valves, pumps and compressors and other segments connected with the industrial capital goods value chain, along with service providers and industry support organizations.

Export incentives will continue to be provided when the next edition of the International Business Round Table is held, organized by the Brazil Machinery Solutions (BMS) Program, a partnership between Apex-Brazil (The Brazilian Trade and Investment Promotion Agency) and ABIMAQ. In 2016, the Round Table paired 40 Brazilian companies with 17 buyers from nine countries. The 250 meetings which took place resulted in US\$ 10.5 million in new business.

Just as in the previous edition, FEIMEC 2018 maintains its focus on professional and technical industry development through seminars, presentations and workshops on topics which directly impact the capital goods industry.