

Post Show report



FEIMEC

Brazil International Machinery and Equipment Exhibition

**MAY
3-7
2016**

**Tue. - Fri. - 10 am - 7 pm
Saturday - 9 am - 5 pm**

SÃO PAULO EXPO EXHIBITION & CONVENTION CENTER

WWW.FEIMEC.COM.BR

Realization



Promotion and
Organization

informa
exhibitions

Sponsorship



Venue

SÃO PAULO EXPO
EXHIBITION & CONVENTION CENTER

Official Travel Agency

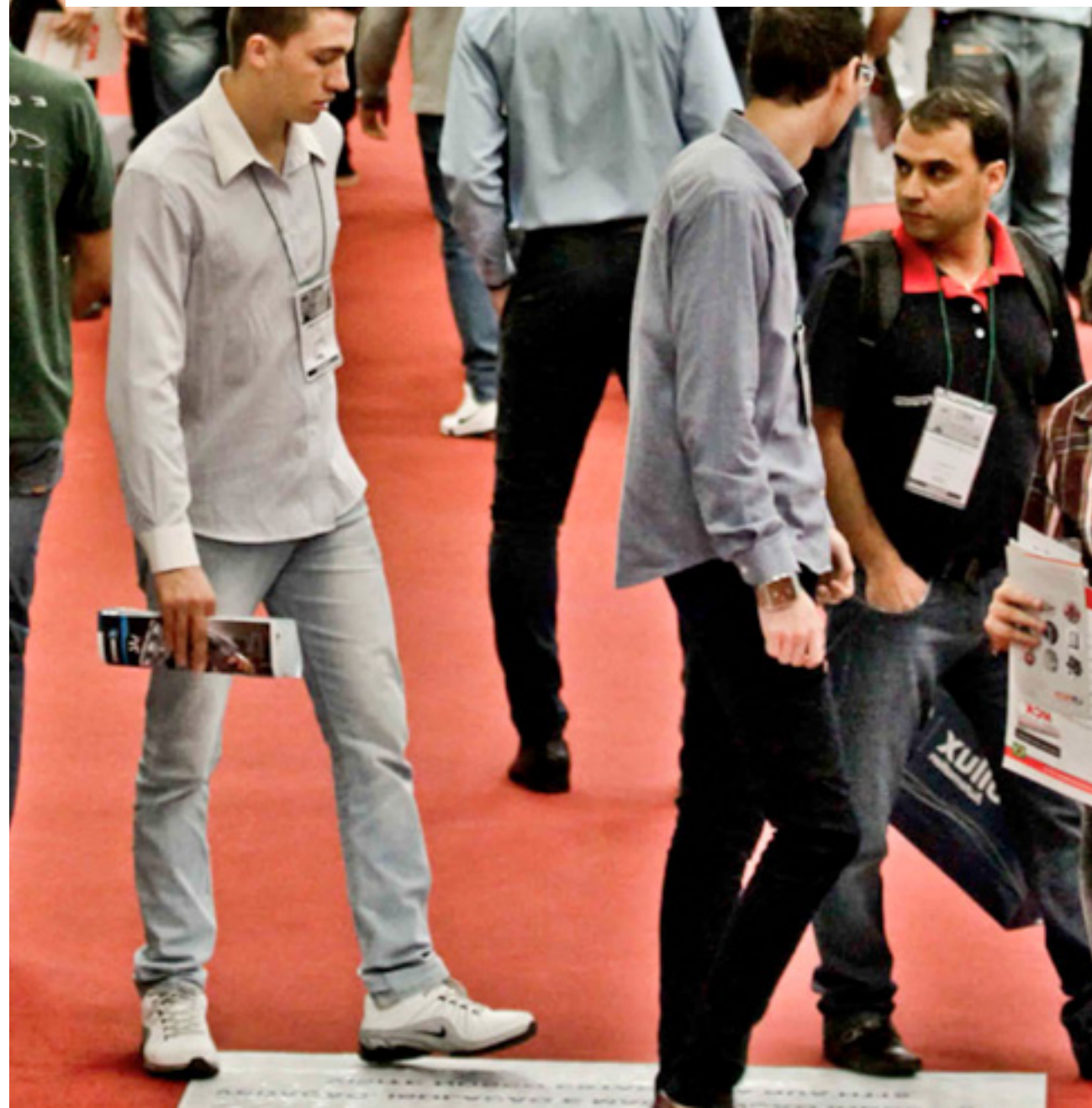


Filiated to





THE EVENT



FEIMEC

Brazil International Machinery and Equipment Exhibition

This is the official machinery and equipment industry trade show, an initiative of **ABIMAQ** (The Brazilian Machinery and Equipment Association), Informa Exhibitions and over 30 sectorial entities. This is the first edition of **FEIMEC – International Machinery and Equipment Exhibition**, and it has already confirmed its relevance to the macroeconomic scenario.

FEIMEC showcased 500 brands from top domestic and international exhibitors, including the leading manufacturing suppliers from diverse segments of the capital assets industry: Automation and Robotics, Air Compressors, 3D Printing and Digital Manufacturing, Metrology and Measurement, Drivesystems, Gear Drives and Motors, Industrial Technologies, Machine Tools, Cutting and Metalworking Machines, among others.

Professionals from the leading manufacturing companies (see partial list below) visited **FEIMEC** to learn more about the latest product launches and to negotiate new investments with the exhibitors.

EMBRAER, GM, Ford, Mercedes Benz, Honda, Hyundai, Volkswagen, Scania, Toyota, Peugeot, Brinquedos Banderiante, Caterpillar, ThyssenKrupp, GE, Rhodia, Nestlé, Electrolux, and many more.

The Event



INTERNATIONAL B2B MATCHMAKING

This is part of the Brazil Machinery Solutions export project under the Buyers Project and Image Project organized through APEX (The Brazilian Trade and Investment Agency).



TECHNOLOGY

Advanced Manufacturing Demonstration, an exclusive and unprecedented initiative, where a fully-integrated, flexible manufacturing cell produced personalized items during the course of the exhibition.



CREDIT LINES & FINANCING

Four leading Brazilian financial institutions were present at this edition of FEIMEC, offering financing options on machine and equipment purchases.



SÃO PAULO EXPO – FEATURING 1ST WORLD INFRASTRUCTURE

The exhibition center is air conditioned, offering comfort and convenience, in addition to a parking garage with 4,500 covered parking spaces.



EXCLUSIVE PRESENCE OF INDUSTRY LEADERS

This edition offered a unique opportunity for the manufacturing professionals to see the latest technologies and product launches from the leading manufacturing suppliers from Brazil and from around the world.



THE MOST RELEVANT EDUCATIONAL CONTENT WAS PRESENT AT FEIMEC

Advanced Manufacturing, VI International Symposium on Production Excellence: Industry 4.0 – Short, Medium and Long Term (VDI), Seminar on Energy Efficiency ISO 50002, Wind Power Day Seminar, Oil & Gas Seminar, and the Technical Arena.

Sponsorships and Partnerships

Realization



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Institutional Support



Venue

SÃO PAULO EXPO
EXHIBITION & CONVENTION CENTER



Official Travel Agency



Official Airline



Filiated to



Official Research Institute



Support



Media Partners



Qualified Visitor Audience

Leading Manufacturing Companies Visited **FEIMEC 2016**

3M

AmBev

AmsledMation

Atlas Schindler

Audi

BAYER

BRASTEMP

brf

BRIDGESTONE

**CASA DA MOEDA
DO BRASIL**

CATERPILLAR

CHERY

CITROËN

Coca-Cola

DAIMLER

DELPHI

DENSO

DOW

duratex

Electrolux

EMBRAER

FIAT

Ford

FOXCONN

FURUKAWA

GE

GM

GERDAU

HONDA

Honeywell

hp

HYUNDAI

JOHN DEERE

Johnson & Johnson

Kawasaki

Kimberly-Clark

Klabin

LORENZETTI

MAHLE

Makita

MasterFoods

Melitta

Mercedes-Benz

**MITSUBISHI
ELECTRIC**

NISSAN

NOMA

PAPAIZ

PEPSICO

**Eletrobras
Eletro nuclear**

**BR
PETROBRAS**

PEUGEOT

PILKINGTON

P&G

RENAULT

Sadia

SAMSUNG

SAP

SCANIA

SIEMENS

**SUZANO
PAPEL E CELULOSE**

ThyssenKrupp

TOYOTA

VW

**Votorantim
Metais**

Exhibition Fast Facts



Exhibitors

264

Exhibitors, partners,
and supporters

516

Domestic and
international
exhibitor brands

16,7_k

manufacturing industry
professionals visited the
trade show

40
hours

of educational
content

88%

of FEIMEC 2016
visitors play
an important
role in the
decision-making
process at their
companies.

76%

of FEIMEC 2016
visitors are
responsible for
the purchase,
recommendation
or final approval of
new investments.

50%

of FEIMEC 2016
visitors went to
the exhibition
with the goal
of “finding
new suppliers/
partners”

Expositores testimonials



The tradeshow exceeded our expectations in terms of visitation.

We received visits from professionals at our booth from all over Brazil and other countries, such as: Peru, Argentina, and Japan. We were invited to participate in this new challenging business venture, and all in all, the results are very positive.”

Francisco Nakasone, commercial manager at Mazak



There is no doubt. This trade show has become a part of our commercial strategy. We already have meetings scheduled at the beginning of next week with customers who we prospected at the event to discuss the implementation of new solutions with them.”

Luciano Maia Costa, Franho customer service manager



This trade show attracted a more qualified visitor audience, more targeted. The majority of our customers were here.”

Felipe Abud, Liebherr sales engineer



We did not expect to close so many sales during the exhibition, due to the current economic slowdown. However, the visitors at the event were determined to purchase or launch new projects. And, that is extremely positive for all of the exhibitors.”

Tiago Juste, technical director at Calfran



We were extremely satisfied with FEIMEC, and certainly we will be present at the next edition. Here at Körper, right after FEIMEC, we have already commented that really we had made the right decision. Congratulations for all your excellent work! FEIMEC has already become a success!”

Anita Oliveira, Körper marketing manager

Visitor testimonials



All the innovations in machinery and equipment for the manufacturing sector are here. The trade show has been able to bring manufacturers who are market references, who anticipate trends. The proof of this is in the Advanced Manufacturing Demonstration, which provides us with a view of the future of manufacturing.”

Raphael Palmieri, invited by the Thermoval exhibitor



This solution aggregates high tech and accessible investment. It is worthwhile to emphasize the advantage of participating in a tradeshow like this, in order to see the equipment from smaller companies. I saw some outstanding products and with an optimal cost-benefit ratio in supplier booths, which were until then were not well-known.”

Sleimen Bedran, from RB Cortes and who was invited by Franho



Many commented that the renovation project was really grandiose, but I have to confess that I did not imagine that they would achieve this level in such short time. This is truly a first-world structure, in the organizational aspect, as well as in finishing, access, and architecture. I was really impressed with all the modernity.”

Orípede Cilento Filho, customer of Compair



Congratulations to the location, finally we have stopped being slaves to other pavilions. I uncovered many novelties in the fields of automation and robotics. It was very interesting to see the demonstration on advanced manufacturing, I had thought the tradeshow would be more commercial, but I saw a lot of aggregated contents, as well as new ideas and novelties. Certainly, I will participate in the next edition.”

Antônio Pacheco, ITW DELFAST DO BRASIL who was invited by STAUBLI.

International **B2B** Matchmaking

FEIMEC was the stage of the 1st International B2B Matchmaking Project, which allowed buyers from different countries to have face-to-face meetings with representatives from the Brazilian machinery and equipment industry to learn more about their products and technologies.

The result attained, between closed sales and projected future deals, is estimated at US\$ 10.5 million. In addition, this Project opened doors for international importers to get acquainted with Brazilian products and the leading manufacturers of the sector.

The International B2B Matchmaking received 17 international buyers from South Africa, Kazakhstan, Chile, Colombia, Mexico, Egypt, Peru, Kenya and Russia that met with 40 Brazilian machinery and equipment suppliers.

Over 250 pre-scheduled, face-to-face meetings were held after an intensive research process that included crossing information between Brazilian and foreign companies in order to identify product interests and market necessities.

The idea of international commercial promotion, known as the Buyers Project, was organized by the Brazilian Machinery Solutions Program in partnership with Apex-Brasil (the Brazilian Trade and Investment Agency), and ABIMAQ.



40

domestic companies
(suppliers)

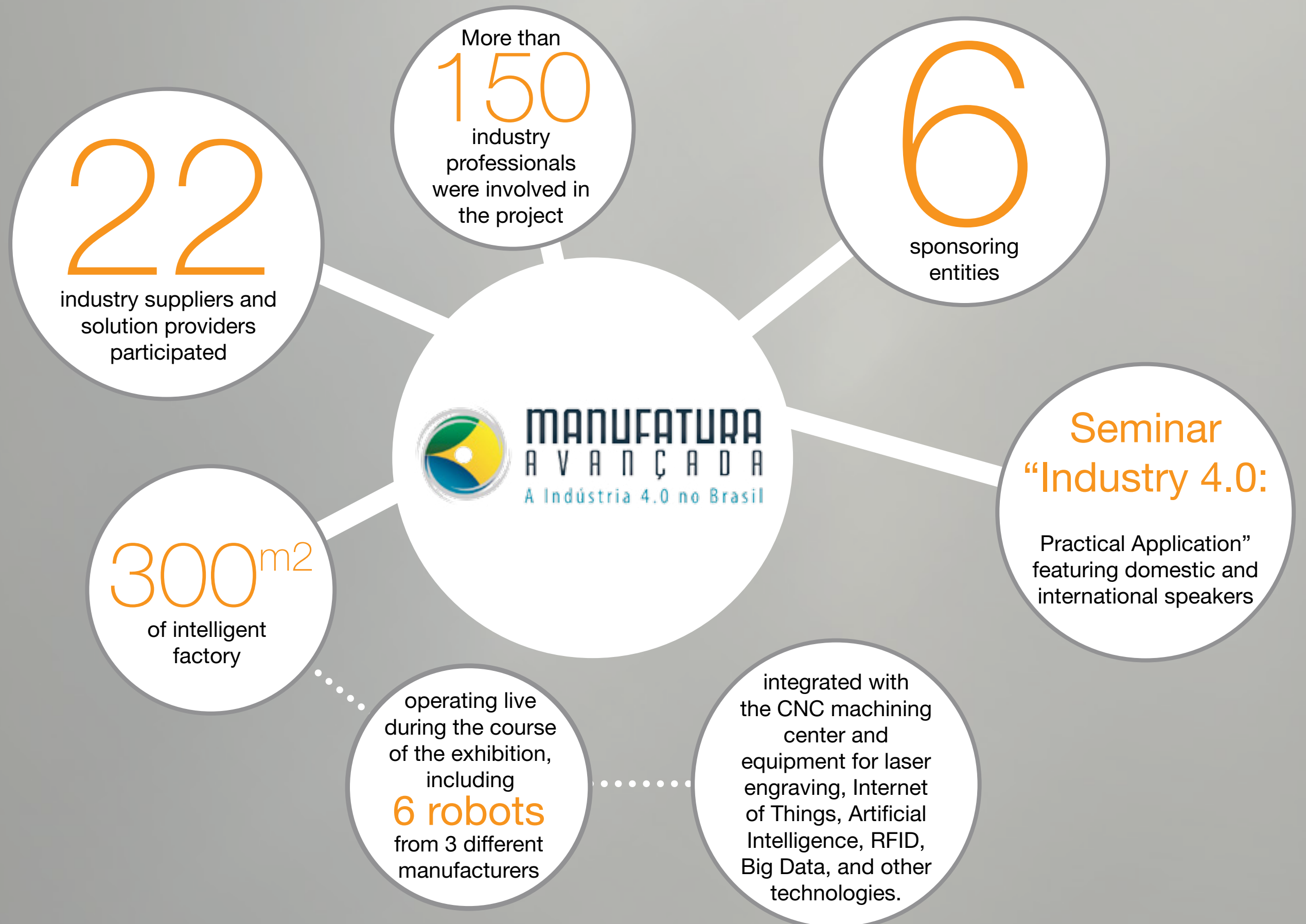
250

face-to-face meetings

USD\$ 10.5

million generated in new
business deals

Advanced Manufacturing Demonstration



Simultaneous events

The VI International Symposium on Production Excellence: Industry 4.0 – Short, Medium, and Long Term (VDI)
over 200 participants

Seminar on Energetic Efficiency ISO 50002
about 80 participants

Eolic Day Seminar
over 300 participants

Oil and Gas Seminar
about 80 participants



Arena **TÉCNICA**

offered exhibitor-led, free-of-charge presentations from 14 market-leading companies: Ascoval, Balluff, Bosch Rexroth, Certi, Cognex, Grundfos, IMI Norgren, Kuka Roboter, Miura, Schuler and others, as well as Caixa Econômica and Sebrae.

There were 21 hours of educational content provided,
with the participation of 250 visitors.

ASCOVAL

BALLUFF
sensors worldwide

CAIXA

COGNEX

FESTO

CYDAK
Do Brasil Ltda

GRUNDFOS



IMI NORGREN

KUKA

MiURA

Rexroth
Bosch Group

RP2M
Rede SIBRTEC de Serviços Tecnológicos
para Produtos de Manufatura Mecânica

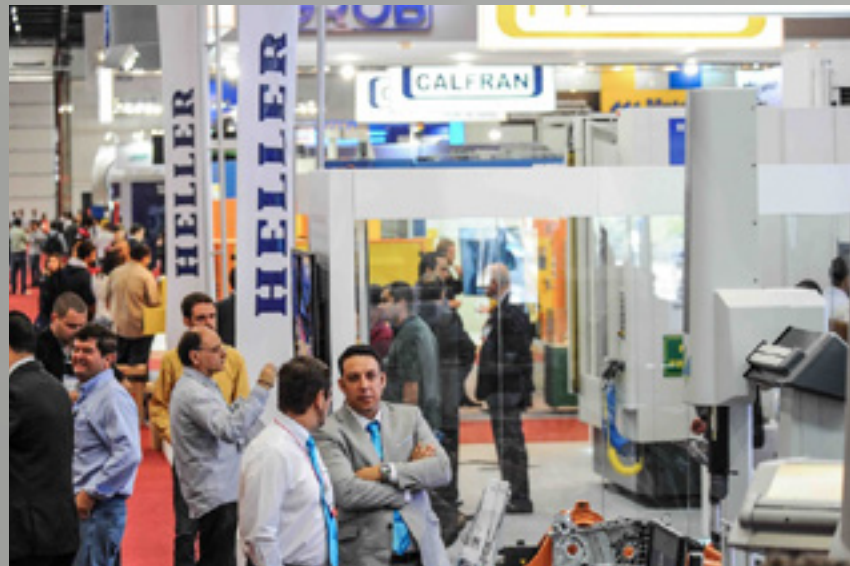
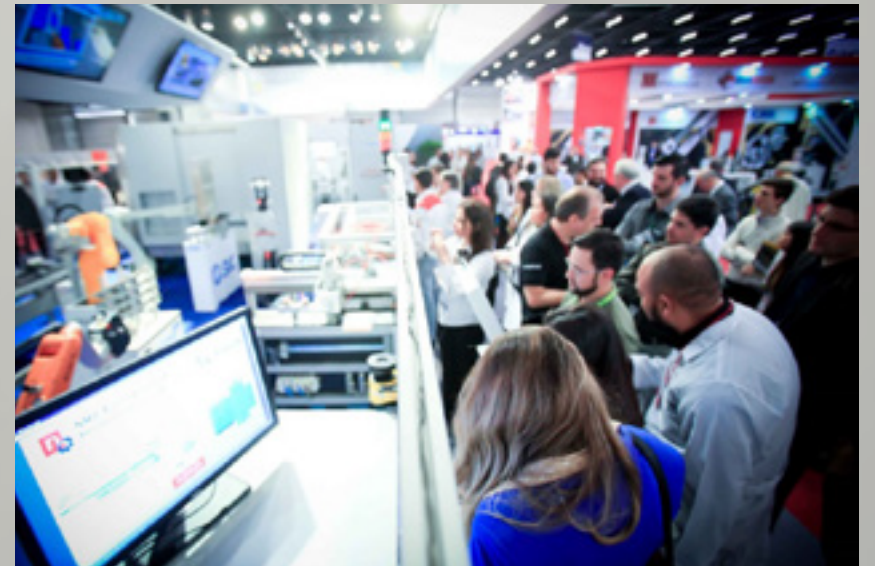
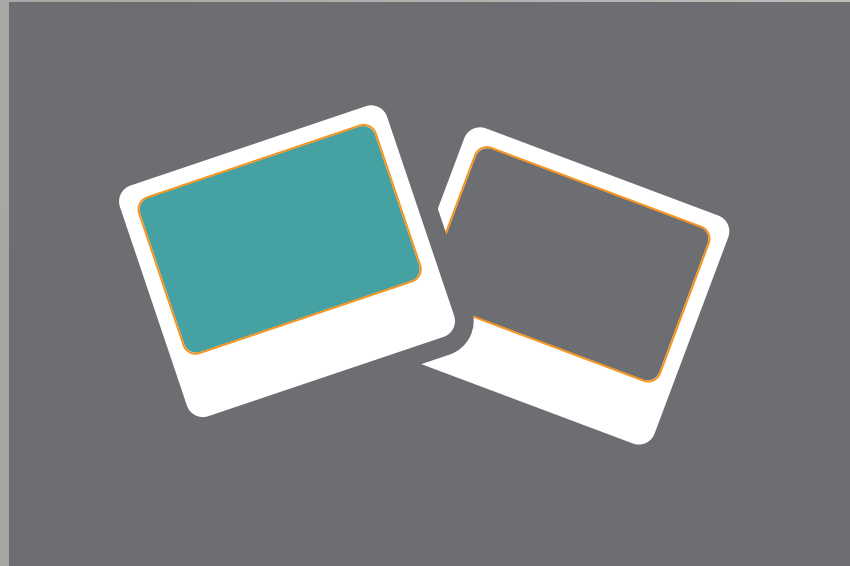
SCHULER
Member of the ANDRITZ GROUP

SEBRAE

Photos: Opening Ceremony



Photos: **Business exhibition**



We look forward to
seeing you in **2018!**

FEIMEC

Brazil International Machinery and Equipment Exhibition

APRIL | **Tue. - Fri. - 10 am - 7 pm**
24-28 | **Saturday - 9 am - 5 pm**
2018 | SÃO PAULO EXPO EXHIBITION & CONVENTION CENTER

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