



Feira Internacional de Máquinas e Equipamentos

Press Kit – FEIMEC 2024

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Feira Internacional de Máquinas e Equipamentos

The largest machinery and equipment exhibition in Latin America, FEIMEC will be held from May 7 to 11, 2024.

With a record number of exhibiting brands, participating countries and innovations in technology, equipment and services for the industry, the event will have great content, networking and business opportunities.

The fourth edition of **FEIMEC — International Machinery and Equipment Exhibition** — is set to be a great catalyst for innovation and technical information aimed at the sector. It will be the most complete machinery and equipment exhibition in Latin America, taking place at the Centro de Exposições São Paulo Expo, in São Paulo (SP) from May 7 to 11, 2024.

The event, which is being promoted and organized by Informa Markets Latam, is an initiative of ABIMAQ (Brazilian Association of the Machinery and Equipment Industry). It will bring together more than 1,100 exhibiting brands from 37 countries, in addition to Brazil, which will be represented by 20% more brands than in the previous edition. The event will present the latest launches and the most modern solutions in a space of over 80,000 m² (32% more than in the previous edition). This will provide visitors with an insider's view of the trends that will shape the future of the industry.

"It is a great place for networking and business, with all the latest industry trends, and with many attractions and high-quality content", states Liliane Bortoluci, Business Director of the event. According to her, the organization anticipates welcoming over 65,000 visitors over the course of four days, including buyers from a diverse range of industries, from small to large.

Attractions confirmed

In order to foster an environment conducive to the economic, technological, sustainable, and professional development of the sector, FEIMEC 2024 will present a series of distinctive attractions and experiences for visitors.

The **Industry 4.0 Demonstrator** is the result of a partnership between ABIMAQ, IPDMAQ, Informa Markets, and more than 20 companies that manufacture machinery and equipment, technology, and industrial automation. In this edition, the exhibition area is 224 m², sponsored by Beckhoff and FESTO (Diamond Sponsors), EMBRAPPII (Gold Sponsor) SKA (Silver Sponsor) and Metal Work and fit (Bronze Sponsors). Clusters of companies, startups, universities, and research centers will present technological solutions to meet the diverse needs of the sector. Additionally, the booth will host technological roundtables with the objective of connecting the



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demands of Industry 4.0 and Digital Transformation projects to professionals from various areas.

Lectures, demonstrations and the Industry 4.0 Demonstrator booth aimed at improving business knowledge and strategies will be held with the presence of renowned experts and leaders who will conduct lectures and workshops on critical topics, challenges and opportunities for the global industrial scenario.

The ***Parque de Ideias*** will be a place to find out the latest on the industrial sector, for the professional updating of participants. In this edition, the environment has the support of renowned players in the sector, including Senai, FUNDEP, CERKLOG, BIRMIND, MESSES and others.

Another attraction of the event will be the ***Arena of Intralogistics and Cargo Handling***, designed to be a ***Mega Store*** of Solutions. The Arena will feature a 1,000 m² showroom with equipment, brand exposure, and current and differentiated content. The showroom will focus on various sectors of the economy, including Industry 4.0, Agribusiness, Food and Beverages, Wholesalers, Retailers, Export, and Multimodality. Two complete lines will be set up with the objective of providing visitors with the opportunity to experience end-to-end logistics 4.0, interacting with the main solutions for the business in a single location. Qualified professionals will also have the opportunity to test-drive the equipment. The presentations of the Intralogistics and Cargo Handling Arena are curated by the Logistics Panel, a reference portal for the sector, providing an ideal environment for the exchange of experiences and knowledge between professionals in the area.

FEIMEC TECH is an initiative to promote and disseminate content focused on technology applied in the industry. In this first edition, the project is curated and mentored by the Associação Catarinense de Empresas de Tecnologia (ACATE) and involves: exhibition area (institutional), exhibition of sponsoring startups, pre-scheduled business rounds, lecture schedule, a pitch for talks, and digital content throughout the year. The project also includes the ***1st "Industry Startup" Award***, which aims to encourage technological and innovative development in the industrial sector.

Welding

The welding and cutting industry is important for building and maintaining essential structures around the world. It is a sector that requires constant technological improvement and innovation. With this in mind, FEIMEC 2024 expands the space for the theme and increases the number of exhibitors focused on the industry.



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The event will also feature the *Ilha Soldagem & Corte*, where visitors can learn about welding and cutting. The island will offer practical and theoretical experiences on new technologies and industrial solutions for industry professionals, students, technicians, and engineers.

Indústria Xperience Digital Platform

To enhance the experience, Indústria Xperience is the digital platform of FEIMEC and EXPOMAFE events that offers year-round connection with the industrial segment through content, networking, and business opportunities.

The platform offers, around the macro themes of management, traceability, production control, new technologies, intelligent machines and connectivity, interviews with the leading figures in the industry and *debates with the female representatives* who are at the forefront of digital transformation in their companies. It also showcases *success stories* and a *web series* of videos demonstrating the benefits of technology in the industry in the post-event.

"We continued to foster the connection that was initiated during the pandemic, which ultimately led to a more unified sector around key priorities. The goal is that FEIMEC 2024 bring together all this information and show the best ways to develop the industry in the coming years", completes the Business Director of the event.

Service:

4th FEIMEC - International Machinery and Equipment Exhibition

Date: May 7-11, 2024.

Hours: Tuesday and Friday (from 10 a.m. to 7 p.m.) and Saturday (from 9 a.m. to 5 p.m.).

Location: São Paulo Expo Exhibition & Convention Center.

Initiative: ABIMAQ - Brazilian Association of Machinery and Equipment.

Promotion and Organization: Informa Markets

General Schedule - Event

What?	With whom?	What time?
<i>Official Opening Ceremony</i>	Authorities, Entrepreneurs, ABIMAQ Team, Informa Markets Team, Exhibitors and Guests	Tuesday - 5/7 - 10 a.m. - Mezzanine Room 203 A and B
<i>Guided Tour</i>	Representatives of each attraction	Tuesday - 05/07 - 11:30 a.m.
<i>Exhibition</i>	The exhibition is open to all visitors and will showcase 1,100 exhibiting brands and their latest equipment, products, and services (details on the agenda).	Every day - from 10 a.m. to 7 p.m.
<i>Parque de Ideias</i>	Authorities, Experts, Guests and Visitors gathered to discuss the current moment and the future of the sector in the country and in the world	Every day - Tuesday to Friday from 1 p.m. to 6:30 p.m. and Saturday from 10 a.m. to 2 p.m.
<i>Industry 4.0 Technology Solutions Demonstrator</i>	The event is open to all visitors and will present, in practice and in real time, the main concepts and technologies applied to Industry 4.0.	Every day - Tuesday to Friday from 10 a.m. to 7 p.m. and Saturday from 9 a.m. to 5 p.m.
<i>Ilha Soldagem & Corte</i>	This is a great chance to experiment, discuss, and get to know some of the technical and practical concepts involved in improving and innovating in construction and maintenance.	Every day - Tuesday to Friday from 10 a.m. to 7 p.m.

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		and Saturday from 9 a.m. to 5 p.m.
<i>Arena of Intralogistics and Cargo Handling</i>	Showroom of 1,000 m ² , with equipment, brand exposure and current and differentiated content, focusing on various sectors of the economy.	Every day - Tuesday to Friday from 10 a.m. to 7 p.m. and Saturday from 9 a.m. to 5 p.m.
<i>FEIMEC TECH</i>	It is an initiative to promote and disseminate content focused on technology applied in the industry.	Every day - Tuesday to Friday from 10 a.m. to 7 p.m. and Saturday from 9 a.m. to 5 p.m.
<i>Lounge de Energia</i>	An initiative for the promotion and dissemination of content, face-to-face actions applied to the industry.	Every day - Tuesday to Friday from 10 a.m. to 7 p.m. and Saturday from 9 a.m. to 5 p.m.



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Industry 4.0 demonstrator will show how digital technologies can be integrated at FEIMEC, the most complete trade fair for machinery and equipment of Latin America

ABIMAQ's initiative is in its seventh year and is all about encouraging the adoption of 4.0 technologies in the Brazilian industry, with adaptations for small, medium, and large companies.

The Industry 4.0 Demonstrator will be one of the main attractions at the fourth edition of **FEIMEC - International Machinery and Equipment Exhibition**, an event that is consolidated as the great catalyst for innovation and technical information aimed at the industry. Initiative of ABIMAQ (Brazilian Association of the Machinery and Equipment Industry), with promotion and organization of Informa Markets, the most complete machinery and equipment fair in Latin America will take place from May 7 to 11, 2024, at the São Paulo Expo in São Paulo (SP).

In addition to the innovative solutions of over 1,100 exhibiting brands from 37 countries, FEIMEC will feature a number of other attractions, a record participation in the event's history. Held since 2016, the **Industry 4.0 Demonstrator** is the result of a partnership between ABIMAQ, IPDMAQ, Informa Markets and more than 20 manufacturers of machinery and equipment, technology and industrial automation.

This edition of the Industry 4.0 Demonstrator occupies an area of 224 m², sponsored by Beckhoff and FESTO (Diamond Sponsors), EMBRAPPII (Gold Sponsor), SKA (Silver Sponsor), and Metal Work and Fit (Bronze Sponsors). Clusters of companies, startups, universities, and research centers will present technological solutions to meet the diverse needs of the sector. Additionally, the booth will host technological roundtables with the objective of connecting the demands of Industry 4.0 and Digital Transformation projects to professionals from various areas.

Follow what can be seen in the **Industry 4.0 Demonstrator**:

Flexible and Efficient Machines

Our simple and flexible intelligent transportation system includes data collection, analytics, and the integration of IT and MT, which reduces costs and resources.

Small and Medium Enterprises 4.0 (SMEs 4.0)

Solution for industrial process control, through data extraction, use of external sensors, for remote monitoring of the machine state, using Artificial Intelligence.

It also includes a versatile, reprogrammable and thermally insensitive measurement system for high repeatability processes.

Smart Machines

Machine with mechanical and electrical connectivity to perform complex maintenance movement and prediction of unwanted stops, through the use of AI and machine learning.

Sustainability 4.0

A water filtration system that separates particles in liquid through semi-permeable membranes. The application (4.0) enables the control of process operating parameters, allowing for the prediction of maintenance, the consumption of general inputs, and the assurance of system performance.

Maintenance 4.0

Digital platforms that facilitate remote support and automate assembly/maintenance or inspection instructions, empowering frontline operators and technicians with the use of artificial intelligence.

Intelligent Manufacturing

An industrial process that uses data and Artificial Intelligence for remote monitoring of machines and also demonstrates an integrated, flexible, multi-protocol system of communication between Machines (M2M), which allows, among others, the simulation of removal of parts, through a Cartesian robot.

Digital Management

The Smart Manufacturing cluster exemplifies the management of production activities through the use of cutting-edge tools such as MES (industrial process management), ERP (resource management), and dashboards for monitoring and operational control.

Traceability

The use of a production execution system (MES) optimizes the production process by allowing for monitoring, tracking, documentation, and control of the entire production life cycle, allowing the improvement of quality control, production time, inventory and cost reduction.

Cybersecurity

Demonstration of an effective application of advanced digital security technologies in industrial contexts. This solution, implemented in an educational pneumatic plant, employs a market-leading approach to illustrate critical concepts such as micro segmentation and zero trust.

Training 4.0

The use of a simulator to meet the needs of the training industry is demonstrated through a real forklift cockpit, providing a real and immersive learning experience in a controlled, safe, and pollutant-free environment.

Vision System

The vision system in industrial areas for the monitoring and management of safety in work environments. Applied for counting people, through cameras and an artificial intelligence algorithm capable of analyzing video streams, automatically identifying and recording the movement of employees.

For more information on the **Industry 4.0 Demonstrator**, [click here](#).

Other attractions

FEIMEC 2024 will present a series of exclusive attractions and experiences to visitors. The event aims to create an environment conducive to economic, technological, and sustainable development for professionals in the industry.

The *Parque de Ideias* will be a place to find out the latest on the industrial sector, for professional updating of participants. In this edition, the environment has the support of renowned players in the sector, including Senai, FUNDEP, CERKLOG, BIRMIND, MESSES and others. The lecture schedule, comprising over 80 hours of content, has been designed to meet the needs of those seeking to enhance their knowledge and business strategies, held with the presence of renowned experts and leaders, who will lead discussions on the challenges and opportunities facing the global industrial scenario.

Another highlight at the event will be the *Arena of Intralogistics and Cargo Handling*, designed to be a Megastore of Solutions. The Arena will feature a 1,000 m² showroom with equipment, brand exposure, and current and differentiated content, focusing on various sectors of the economy such as: Industry 4.0, Agribusiness, Food and Beverages, Wholesalers, Retailers, Export, and Multimodality. The goal is to present and experience, from end to end, logistics 4.0, interacting with the main solutions for your business, all in one place. The presentations of the Intralogistics and Cargo Handling Arena are curated by the Logistics Panel, a reference portal for the sector, providing an ideal environment for the exchange of experiences and knowledge between professionals in the area.



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Something new in this edition is **FEIMEC TECH**, which is all about promoting and sharing content about technology in the industry. The Associação Catarinense de Empresas de Tecnologia (ACATE) is curating and mentoring this attraction, which includes an exhibition area for sponsoring startups, pre-scheduled business rounds, a lecture and talk series, and generating digital content throughout the year. The project also presents the **1st "Industry Startup" Award**, which aims to encourage technological and innovative development in the industrial sector.

In this edition, the event will feature **Ilha Soldagem & Corte**, which is all about bringing together professionals, companies, and enthusiasts in the area. This meeting is a great chance to experiment, discuss, and get to know some of the technical and practical concepts about technological improvement and innovation in the construction and maintenance of essential structures around the world. This space was all about the theme, and it brought in more exhibitors focused on the sector involving an exhibition area with new technologies and industrial solutions, as well as specialized content aimed at industry professionals, students, technicians and engineers.

Indústria Xperience Digital Platform

To enhance the experience, Indústria Xperience is the digital platform of FEIMEC and EXPOMAFE events that offers year-round connection with the industrial segment through content, and opportunities for networking and business.

The platform offers access to FEIMEC's **list of exhibitors** and **interactive plant**, **resources to connect** speakers, exhibitors and accredited visitors, in addition to professional updating opportunities with **exclusive and free content** on the macro themes of management, traceability, production control, new technologies, intelligent machines and connectivity, **interviews** with the main players in the sector, **debates** with representatives ahead of the digital transformation in their companies, **success stories** in a diverse library with hundreds of videos that demonstrate, in an uncomplicated way, the benefits of technology in the industry.

"Since the pandemic, we have maintained a close connection with the FEIMEC and EXPOMAFE audiences through our Indústria Xperience digital platform, where our face-to-face industry meetings have further strengthened this connection. The objective of FEIMEC 2024 is to consolidate all these connections and facilitate access to the most promising business and industry development opportunities in the coming years through the use of technology", completes Liliane Bortoluci, Business Director of the event.

Record FEIMEC growth in 2024

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FEIMEC has already registered a 20% increase in exhibiting brands since the last edition, which will be gathered in a space of more than 80,000 m² of exhibition - 32% larger than in the previous edition - in which they will present the latest launches and the most modern solutions. These will afford visitors a privileged view of industry trends.

"It's a great place to network and learn about the latest news and trends in the industry, and with many attractions and high-quality content", states Liliane Bortoluci According to her, the organization anticipates welcoming over 65,000 professionals over the course of five days, including buyers from a diverse range of industries, from small to large.



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About - Event and Promoter

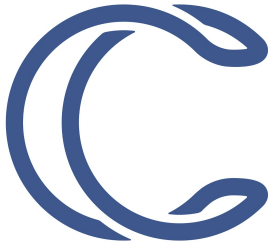
About FEIMEC - feimec.com.br

FEIMEC has become a complete business platform for all industrial segments, both domestic and international, generating business, relationships and delivering quality content in all environments: digital and physical, in a synergistic manner. The database currently contains over 60,000 contacts of professionals in the sector, and it has several channels, including a digital platform, website, social networks, and an exclusive content and business tool. This tool allows the company to promote brands, launch products, generate leads, and carry out personalized actions to obtain a better return on investments.

About Informa Markets

Informa Markets creates platforms for industries and markets that specialize in doing business, innovating and growing. Its global portfolio consists of 550 international events and brands, with more than 30 in Brazil, in markets such as industrial, health and nutrition, infrastructure, construction, food and beverage, agribusiness, technology and telecommunications, among others. Through hybrid trade shows and events, specialized digital content and market intelligence solutions, Informa Markets offers clients and partners around the world the opportunity to *network*, experience life and do business, building relationships and business journeys between companies and markets 365 days a year. For more information, visit www.informamarkets.com.br or contact us at institucional@informa.com.

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