

Postshow Report

FEIMEC

International Machinery and Equipment Fair

**YOUR CONNECTION
WITH THE INDUSTRY**



Initiative



Promotion and Organization



MAY 7th - 11th, 2024

feimec.com.br



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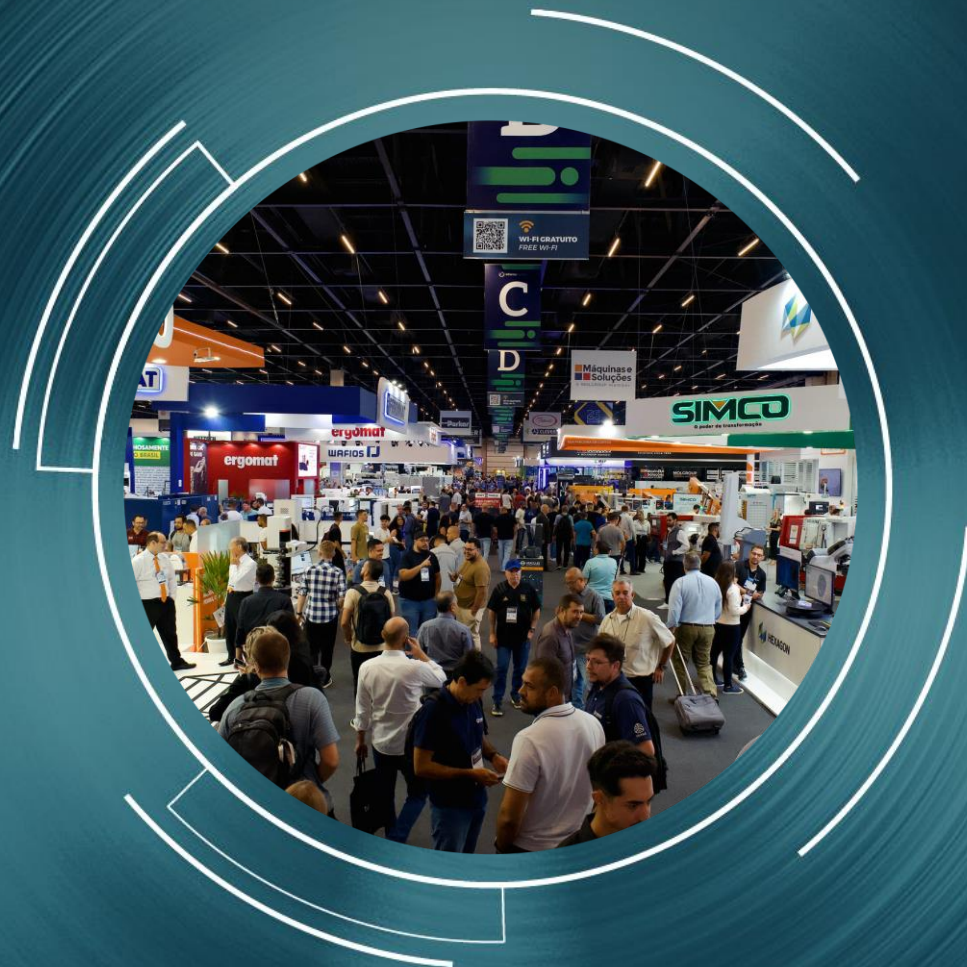
| The Fair

FEIMEC (International Machinery and Equipment Fair) is the largest and most important trade fair in the sector in Latin America, which brings together the main innovations, technologies, and launches of the industry.

An initiative of ABIMAQ (Brazilian Association of the Machinery and Equipment Industry) and organized by Informa Markets Latam, FEIMEC is a strategic meeting point for the machinery and equipment industry, playing a crucial role in boosting the sector, by bringing together the main players in the industry, the event promotes innovation, competitiveness, and technological development.

FEIMEC is more than a fair; it is an essential platform for companies that want to expand their presence in the market, learn about new Technologies, and establish strategic contacts.

By promoting networking, innovation, and training, the fair contributes significantly to the technological and economic advancement of the industry, making it an unmissable event for professionals and companies involved in the area.



BALANCE FEIMEC 2024

**Comparison with a FEIMEC 2022*



+72 THOUSAND

PROFESSIONALS
VISITS DURING
THE FAIR



+80 THOUSAND

M² OF EXHIBITION AREA



+1.100

NATIONAL AND INTERNATIONAL
EXHIBITING BRANDS

**30% Growth*



45

PARTICIPATING
COUNTRIES



+20

DIFFERENT SEGMENTS
OF INDUSTRY

National Visitation

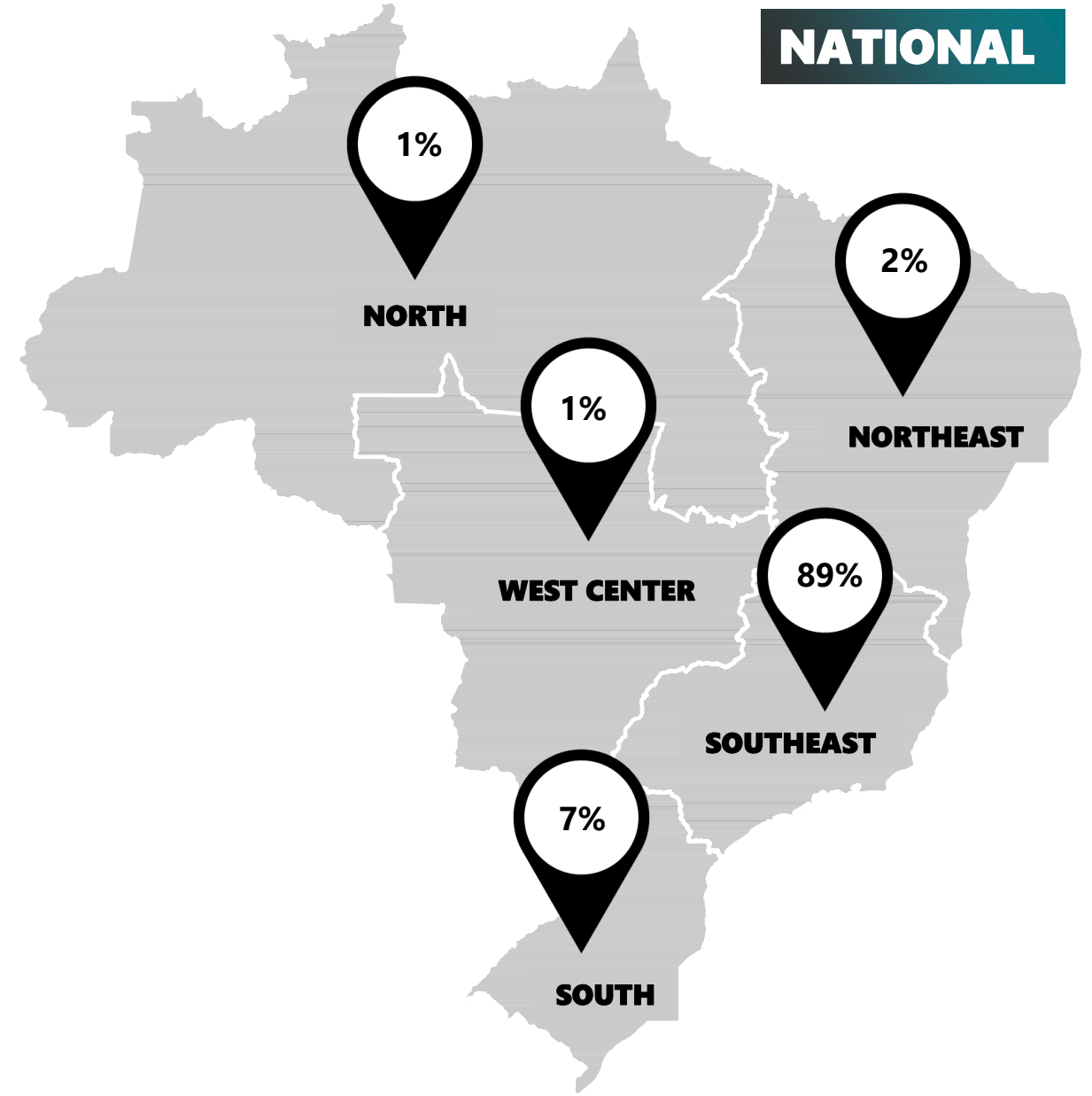
TOP

Visitation

São Paulo
Minas Gerais
Paraná
Santa Catarina
Rio de Janeiro
Espírito Santo
Rio Grande do Sul
Goiás
Bahia
Ceará

Growth

Paraíba
Pará
Piauí
Sergipe
Mato Grosso
Distrito Federal
Alagoas
Rio Grande do Norte
Espírito Santo
Ceará



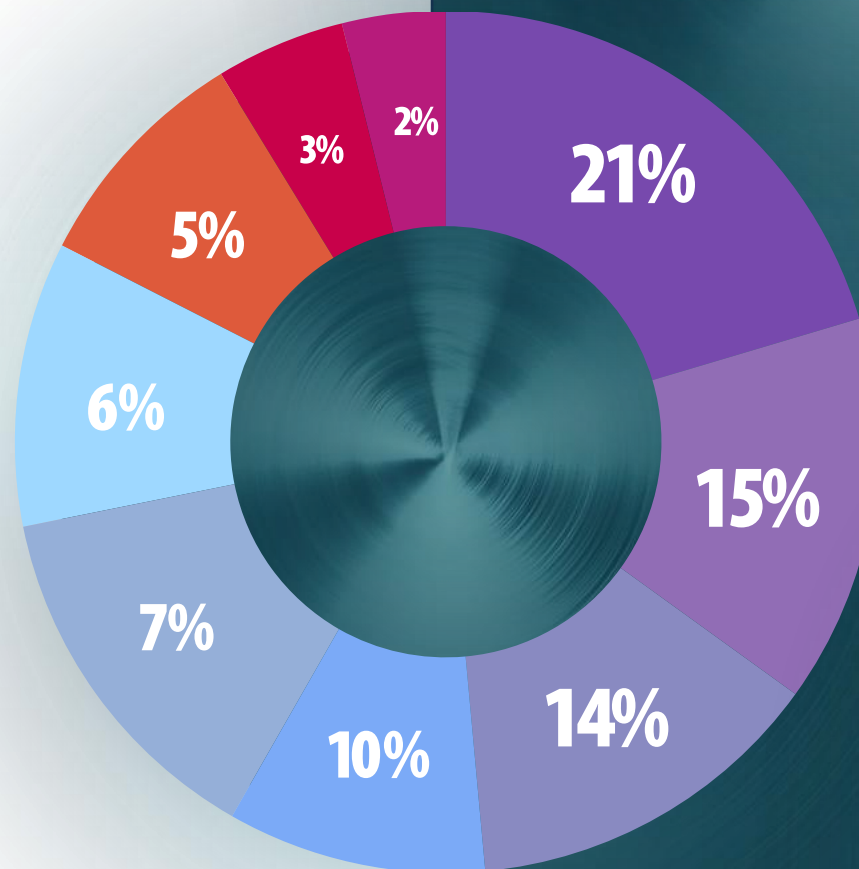
International Visitors

Comparison with FEIMEC 2022



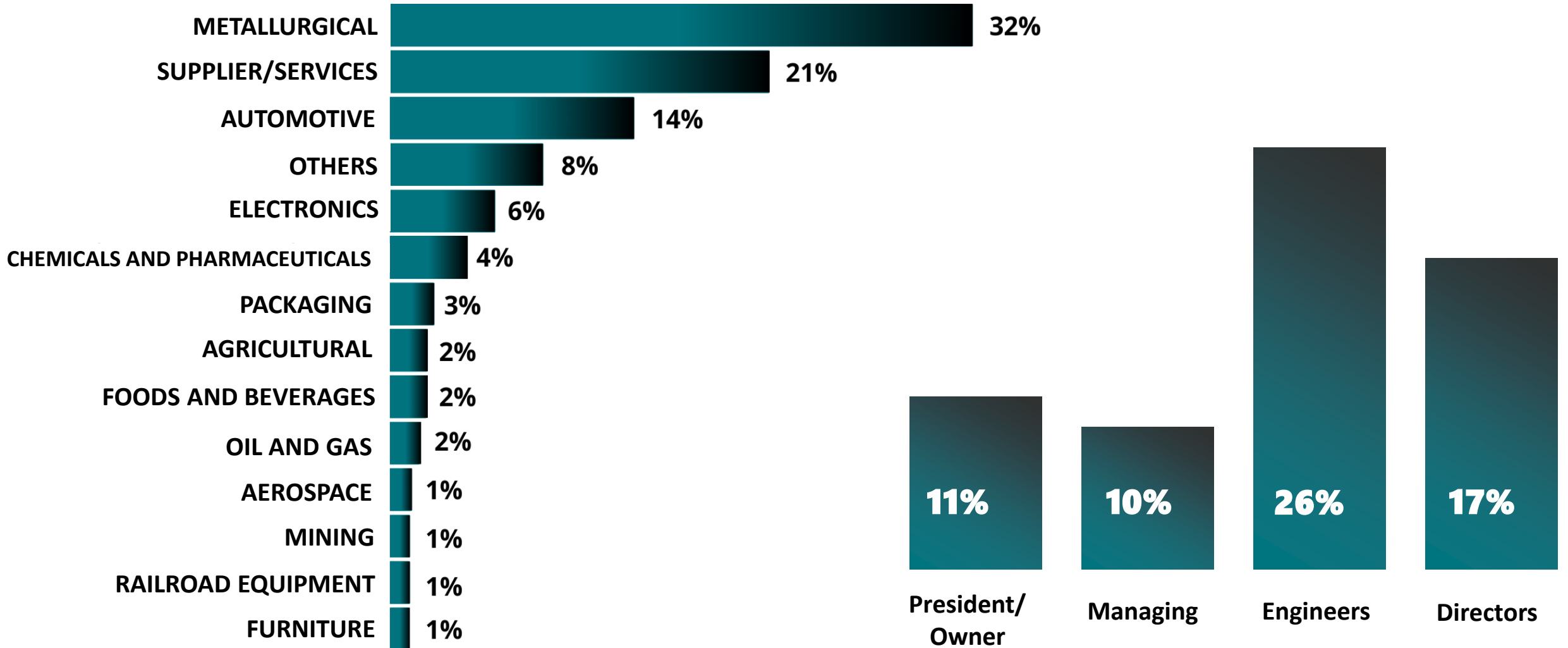
***GROWTH OF 299% OVER 2022**

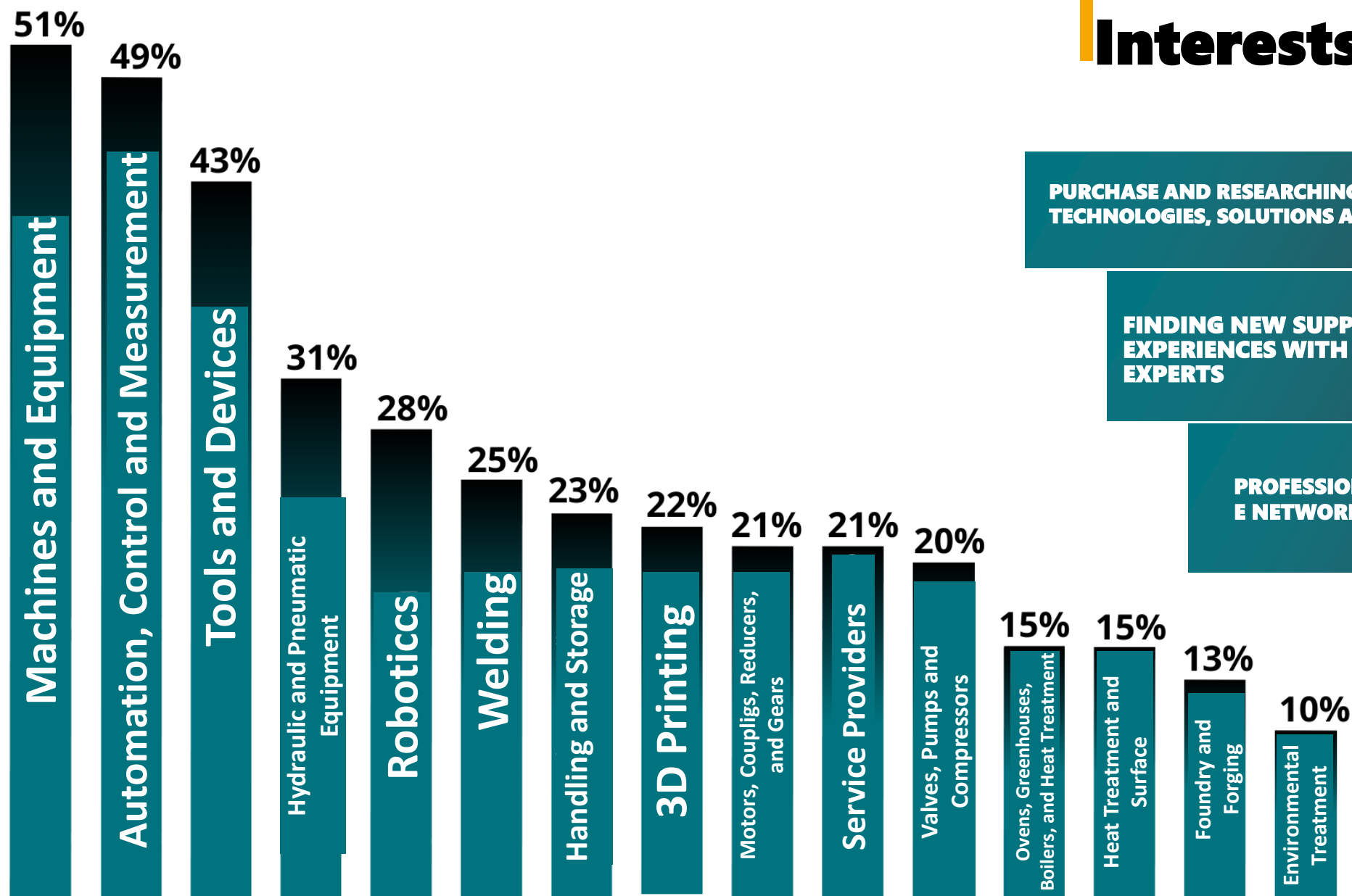
Visiting Countries



- ARGENTINA
- CHINA
- CHILE
- PERU
- UNITED STATES
- PARAGUAY
- BOLIVIA
- ITALY
- COLOMBIA
- URUGUAY
- GERMANY
- JAPAN
- TURKEY
- SPAIN
- INDIA

| Position and Segment





Interests and Objectives

PURCHASE AND RESEARCHING NEW TECHNOLOGIES, SOLUTIONS AND LAUNCHES 33%

FINDING NEW SUPPLIERS/ EXCHANGE EXPERIENCES WITH PRODUCERS AND EXPERTS 29%

PROFESSIONAL QUALIFICATIONS AND NETWORKING 25%

NO ANSWER 11%

Attractions

During FEIMEC, several simultaneous attractions took place contributing to the success of the event

New Technologies: Exhibitors presented technological launches and innovations revolutionizing the machinery and equipment industry.

Experiences: Practical demonstrations of innovative equipment and solutions allowed visitors to see the technologies in action.

Lectures and Seminars: Dozens of hours of content and presentations were held with industry experts, addressing topics such as Industry 4.0, Automation, Innovation, and, Sustainability.

Workshops: Training and practices for training professionals in new technologies and methodologies.

Content Capture: Recordings of live lectures with industry leaders and experts, transformed into webinars and digital content, providing a valuable educational resource for the FEIMEC community and Experience Industry.





Arena

de Intralogística

& MOVIMENTAÇÃO DE CARGA

For the first time at FEIMEC, it was designed as a Megastore of Solutions for the segment, with an impressive showroom of 1,000 m², bringing together a wide range of equipment, exhibitions of renowned brands, and current and differentiated content, creating an environment of learning and experimentation for visitors.

INTERACTIVITY AND EXPERIENCES

One of the main goals of the Arena was to allow visitors not only to observe but also to interact with the solutions presented. This was made possible through hands-on demonstrations, simulations, and interactive activities that illustrated how technologies can be applied to improve efficiency, reduce costs, and increase business competitiveness.



Access Page: [Arena Intralogistics](#)

parque de ideias

The Parque das Ideias is a space specially dedicated to the dissemination of relevant and updated content on the industrial sector, aiming at the updating and professional improvement of the participants.

Content Grid and Speakers: With more than 30 hours of lectures, the program has been carefully planned to offer a wide range of knowledge and business strategies with renowned experts and leaders:

The Parque das Ideias at FEIMEC has established itself as an indispensable environment for professional updating and the development of new business strategies. With the support of renowned partners and a comprehensive lecture schedule, the space provided an enriching experience for all participants, reinforcing the importance of continuous learning and innovation in the industry sector.



Access Page: [Parque de Ideias](#)

ILHA SOLDAGEM & CORTE

Welding & Cutting Island facilitates not only learning, but also networking between professionals and academics interested in the area. The interaction between different personas promotes enriching discussions and strategic collaborations that drive technological and practical advancement in welding and cutting.

Professional Update: Provides an essential opportunity to update skills and knowledge in welding and cutting with a lot of technological innovation.

As an integral part of FEIMEC, Welding & Cutting Island plays a crucial role in enriching the experience of participants by offering an educational and inspiring environment to explore and learn about welding and cutting.



Access Page: [Welding & Cutting Island](#)

FEIMEC TECH

FEIMEC TECH is an innovative initiative in this edition of FEIMEC dedicated to the promotion and dissemination of content focused on technology applied in the industry. Curated and mentored by the Santa Catarina Association of Technology Companies (ACATE), this attraction is designed to offer an enriching and transformative experience to participants.

1st "Industry Startup" Award

One of the highlights of FEIMEC TECH is the launch of the 1st "Industry Startup" Award. This innovative award aims to recognize and encourage technological and innovative development in the industrial sector. The initiative not only celebrates the startups that are shaping the future of the industry but also spurs the creation of disruptive solutions that drive digital transformation and market competitiveness.



Access Page: [FEIMEC Tech](#)



LOUNGE

DA ENERGIA

Another attraction that made its debut in this edition of FEIMEC was dedicated to presenting and promoting energy solutions for industries. With the expansion of the free energy market, this sector becomes a vast ocean of opportunities.

Energy Efficiency: Solutions and practices that help industries reduce energy consumption and increase operational efficiency.

Smart Technologies: Application of IoT, AI, and Others advanced technologies to optimize energy use and management.

Cyber Security: Approaches to protect energy infrastructure against cyber threats.

Energy Transmission and Storage: Exploring the challenges and advances in transmission and storage technologies.



Access Page: [Lounge Energy](#)



INDÚSTRIA 4.0

SOLUÇÕES TECNOLÓGICAS NO BRASIL

Since its inception in 2016, the Industry 4.0 Demonstrator project has been in its 7th edition. This ABIMAQ initiative aims to present the main technologies and concepts related to Industry 4.0.

Digital Integration: A demonstration of how digitalization and Interconnectivity can optimize industrial processes.

Advanced Automation: Display of automated systems that improve efficiency and accuracy.

Data Analytics: Using big data and advanced analytics to take more informed and strategic decisions.

The Internet of Things (IoT): Application of connected devices that allow real-time monitoring and control.

Artificial Intelligence: Using AI to predict failures, optimize processes, and increase productivity.



Access Page: [Industry 4.0](#)



Equipped with cutting-edge technology, this itinerant learning center offers hands-on training and courses on the latest trends in connectivity, preparing you for the challenges of the digital world. Explore new skills, learn the latest tools, and dive into the future of education and technology.

Skills Development: Students acquire essential skills to excel in the job market and face the challenges of the digital future.

Access to Advanced Technology: Opportunity to learn and practice with the most advanced technologies, ensuring up-to-date and relevant training.

Flexibility and Convenience: The mobile and well-equipped structure of the school allows for high quality directly to students, anywhere.



Access Page: [Mobile School SENAI](#)

VOZ DA INDÚSTRIA

EXPOMAFE and ABIMAQ initiatives are aimed at professionals in the machinery and equipment sector. It offers exclusive content focused on the Brazilian industry, translating the needs of trade show visitors into information and training materials focused on innovation.

The channel offers reports, **articles**, **interviews**, and **special articles** in various formats, including **e-books**, **white papers**, **infographics**, and **technical articles** from partner institutes, both national and **international**.

Specialists in the segment participate to **promote technical** and relevant content, as well as managerial information, trends, and new technologies. Interviews, **videos** and **webinars** are used to deepen topics of interest to **industry professionals**.

Official Channel

FEIMEC
and EXPOMAFE Fairs

+400 THOUSAND
Unique accesses

Full coverage

FEIMEC 2024

E-Books

and Exclusive
Content

| Social Media and Website

+1.7 Million

Page Views –FEIMEC website

+450 Thousand

Unique Visitors

24.995

Engagement with
posts



+40,000
Followers



+23,000
Followers



+10,000
Followers



+1000
Followers

INDÚSTRIA

Xperience

LARGEST DIGITAL PLATFORM FOR
INDUSTRY PROFESSIONALS

826

Exhibitors
present

334

Content made available
free of charge

121,036

Connected
professionals

2891

Exhibitors products
subscribed

Watch the Coverage FEIMEC 2024



| SUSTAINABILITY

FEIMEC recognizes the importance of sustainability in its initiatives, as a commitment to both the present and the future, highlighting our responsibility to promote an environmentally conscious, socially equitable, and economically viable world.

In the machinery and equipment industry sector, where movement and transportation are key, we face significant challenges when it comes to sustainability, including the carbon emissions associated with logistics operations. Energy efficiency, more sustainable raw materials, and the inclusion of professionals and technologies in the sector are also part of the scenario. However, we see these challenges as opportunities to innovate, seek efficient solutions, and promote more sustainable practices.

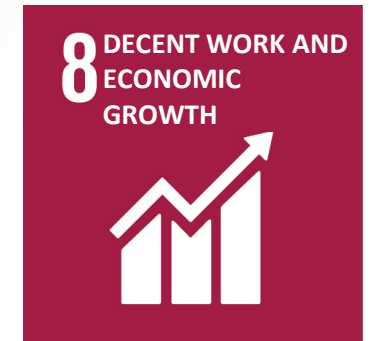


Photo and e video galleries

INSTITUTIONAL SUPPORTERS



MEDIA PARTNERS



FEIMEC

International Machinery and Equipment Fair

May 5th-9th

**YOUR CONNECTION
WITH THE INDUSTRY**

SEE YOU IN 2026

