

POST SHOW REPORT 2023

# EXPOMAFE

International Machine Tool and Industrial Automation Exhibition

09 - 13 MAY 2023

INITIATIVE



PROMOTION  
AND  
ORGANIZATION



OFFICIAL  
SPONSORSHIP



Local

SÃO PAULO EXPO  
EXHIBITION & CONVENTION CENTER



ASSOCIATED  
WITH



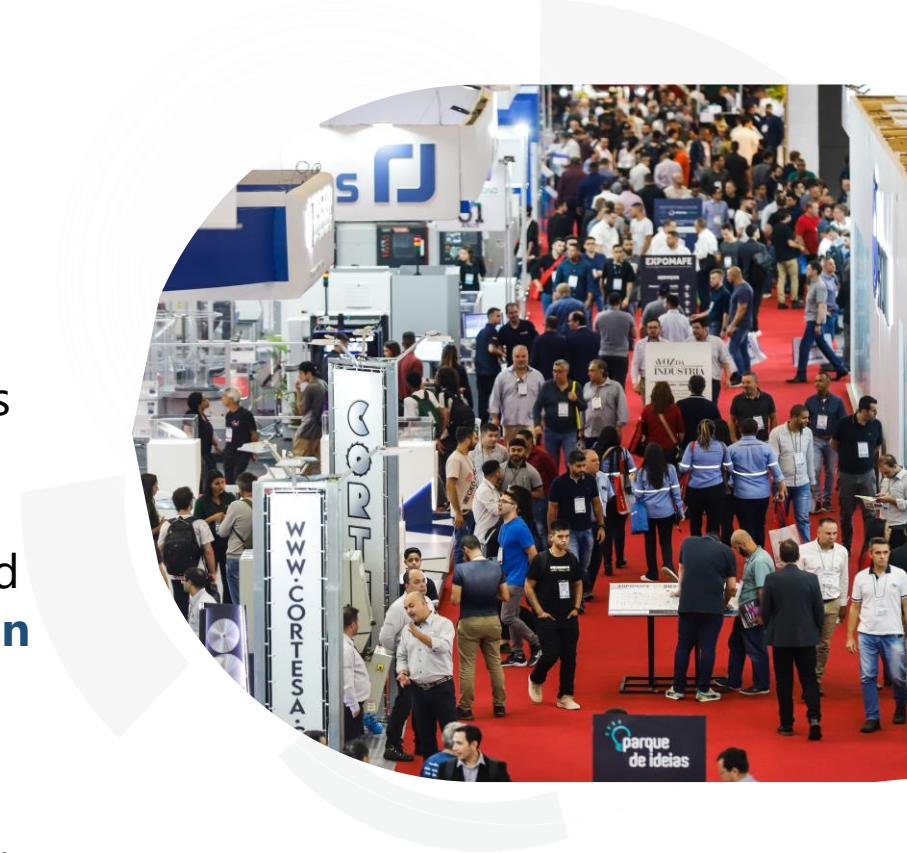
# THE EVENT

Held from **May 9 to 13** at the São Paulo Expo, **EXPOMAFE 2023** was a real success and has established itself as the **largest event** in the Metal-Mechanics sector in Latin America, with over **57,000** professionals visiting the event.

**More than 900 national and international** exhibiting brands presented their launches and main products on more than **64,000 m<sup>2</sup> of exhibition** space.

## MAIN SECTORS PRESENT

- Accessories: devices and components
- Quality control integrated into manufacturing and measurement
- Industrial automation
- Robotics and manufacturing cell integration
- Hydraulic and pneumatic equipment
- Valves, pumps and compressors
- Handling and storage equipment
- Hand and cutting tools
- Machinery and equipment for the metalworking sector
- Machine tools
- Welding and cutting
- Additive manufacturing
- Prototyping
- 3D printers



# INSTITUTIONAL SUPPORTERS



# MEDIA PARTNERS





# EXPOMAFE 2023 BALANCE SHEET



**+57** THOUSAND

PROFESSIONAL VISITS  
DURING THE FAIR



**+900**

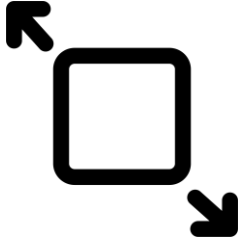
EXHIBITING BRANDS  
NATIONAL AND INTERNATIONAL



**18**

EXHIBITING COUNTRIES

Austria, Belgium, Canada,  
China, Colombia, Denmark,  
Spain, Netherlands, India,  
Israel, Ireland, Japan,  
Mexico, Singapore,  
Sweden, Switzerland,  
Taiwan and Turkey



**+64** THOUSAND

SQM OF EXHIBITION SPACE



**30**

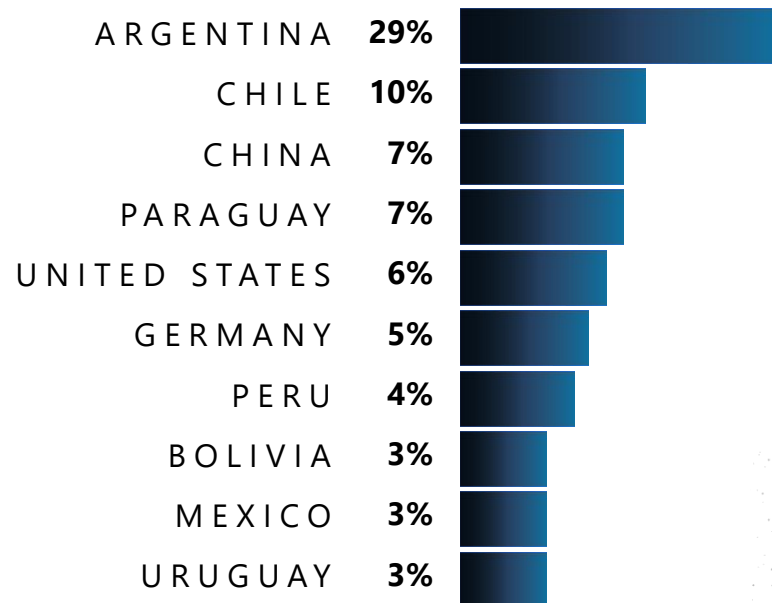
VISITING COUNTRIES

# VISITATION

**EXPOMAFE** welcomed national and international visitors, predominantly from Latin America.

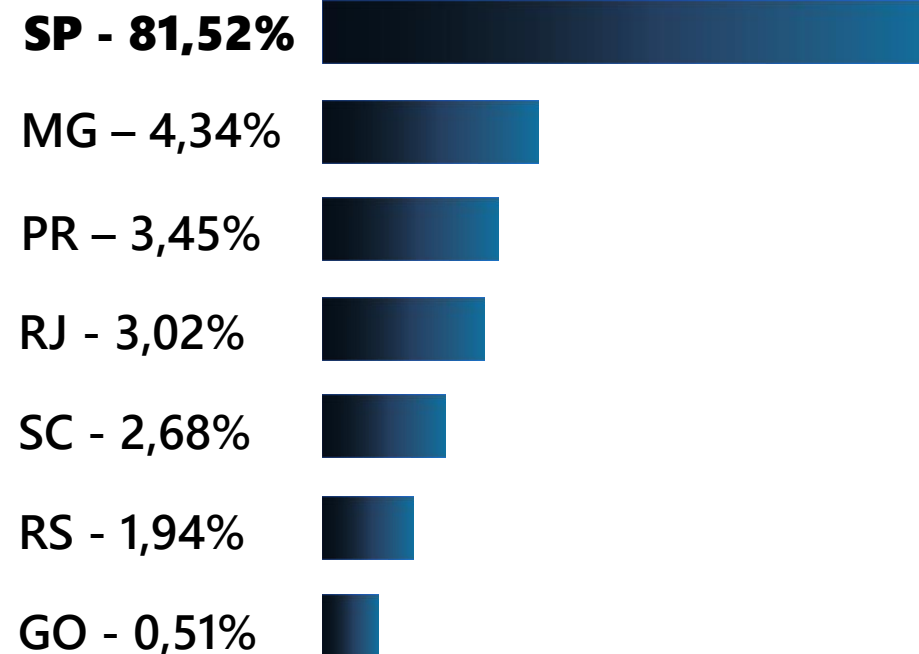
**The fair welcomed visitors from 30 different countries**  
*(9% growth compared to the previous edition)*

## TOP 10 visiting countries



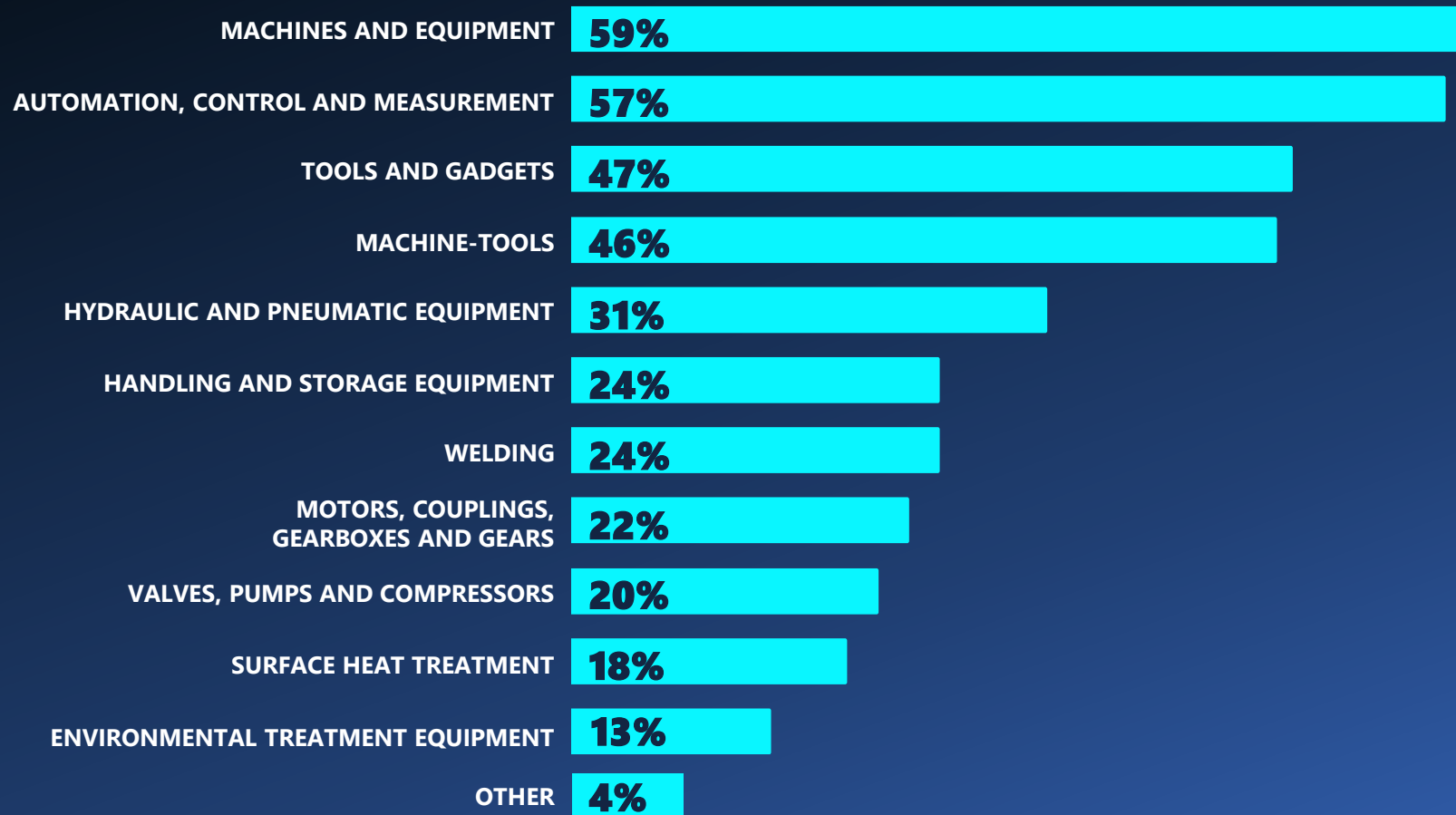
## NATIONAL

## TOP 7 states present



# VISITOR PROFILE

What do visitors look for at EXPOMAFE?



# 90%

Visitors play an important role in the buying process

# 86%

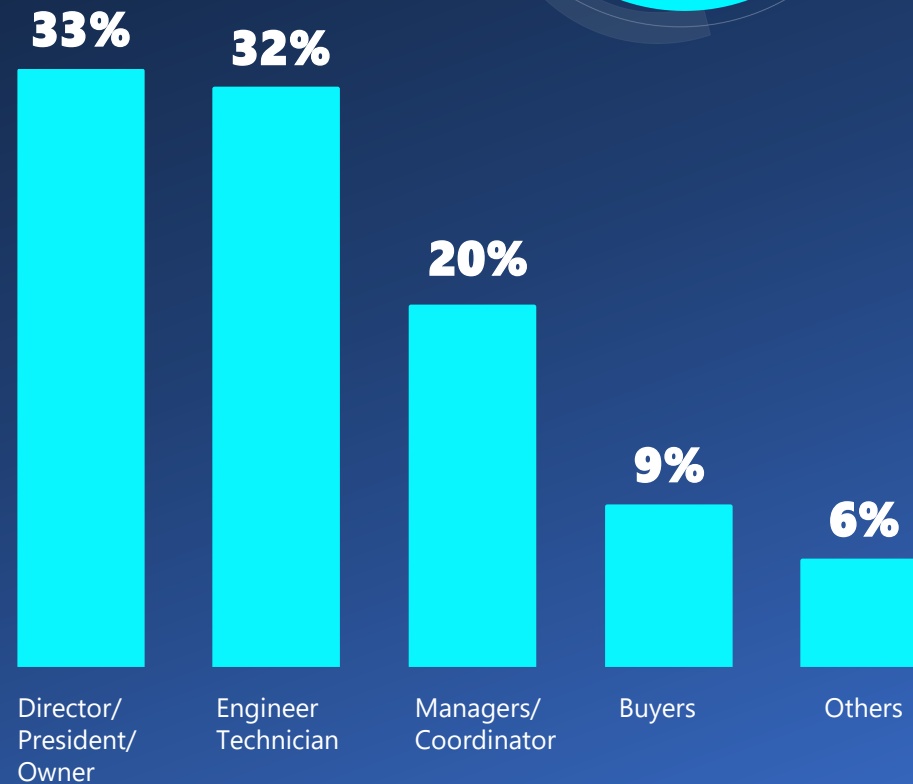
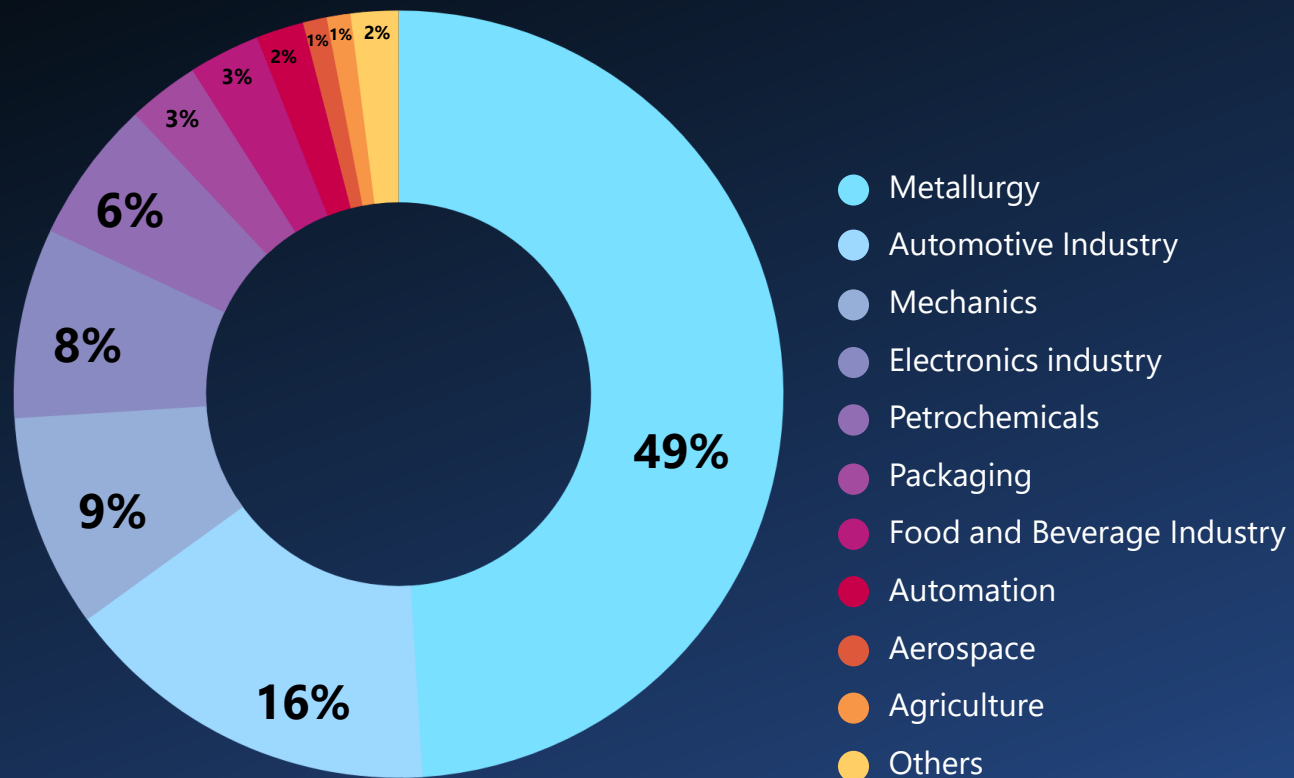
Of the visitors search for new suppliers, buy products and services and search for new technologies, solutions and market launches

# 86%

Of the visitors intend to return to EXPOMAFE 2025

# VISITOR PROFILE

## Visitors by Industry and Branch of Activity





# parque de ideias

With a focus on innovation **Parque de Ideias** EXPOMAFE 2023 brought together some of the largest educational institutions in Brazil — **SENAI, FEI - Faculdade de Engenharia Industrial, IMT - Instituto Mauá de Tecnologia, Universidade Anhembi Morumbi, ACATE - Associação Catarinense de Tecnologia, among others** - to present their innovation projects and talks to the audience.

Contributors to this program include institutions such as : INPI, TOTVS, Ford, EqualWeb, Techboard Latam, etc.

The space brought together industry professionals and students, who attended more than **20 hours of content and 22 free lectures** given by important names in the sector.

## ATTRACTIONS

A total of **+300 people** took part in the attraction







# INDÚSTRIA 4.0

SOLUÇÕES TECNOLÓGICAS NO BRASIL

**An initiative of ABIMAQ - Associação Brasileira da Indústria de Máquinas e Equipamentos**

**The Industry 4.0 Demonstrator** presented the main technologies and concepts related to this evolution: **how the integration of digital technologies can change the way industrial production is carried out**, increasing efficiency and productivity and reducing costs.

## Industry 4.0

In this issue, we present a variety of applications, from traceability solutions for industrial processes to intelligent manufacturing using artificial intelligence, with applications and technological solutions for Industry 4.0.

## Technological Rounds

The rounds took place within this attraction and connected demands for Industry 4.0 and Digital Transformation projects with professionals from different areas, with the aim of showing paths for investments and actions.

## ATTRACTIONS



A total of **+4,000 people** took part in the attraction



# ilha da **Soldagem** & corte

The space brought together experiences and business for visitors interested in learning about innovations in this important industrial process.

In the era of intelligent, integrated and autonomous industrial systems, basic processes such as cutting and welding are showing that they are not left out of the evolutionary process. Manufacturers of machinery and equipment in these segments are investing more and more to improve automation and productivity.

*“The idea is to align experience with offering solutions to generate business.”*

In 2023, we brought together four companies that cover different links in the chain in one area for practical demonstrations: CNES, Nederman, Uniarch and Spin contributed to this realization and exchange of knowledge and networking with the public present.

Visitors were able to see the latest in technology and understand how it has evolved over time and contributed to industrial development.

## ATTRACTIONS



The **Ilha da Soldagem & Corte** was sponsored by **White Martins** in 2023. An initiative of **ABIMAQ**, together with **GT de Solda** and **Informa Markets Latam**.





# ESTANDE TEMÁTICO

## Estande Temático – 100 years of industrial evolution

An important attraction to clarify the importance of machine tools in today's world, with everything that surrounds us, from a simple pencil, vehicles, digital devices, submarines, robots, spaceships, education, teaching, health, quality of life, and everything else.

### The evolution of engines

We brought you the 1958 Willys engine, the first car engine made in Brazil. The Zetec Rocam engine, manufactured nationally and then exported to integrate FORD vehicles in Europe, Mexico, South Africa and India.

### The evolution of automobiles

We highlight the 1929 FORD Phaeton and one of the automaker's most recent models in our country, the Mustang MACH E, an all-electric sports car.

### The evolution of machine tools

We present the evolution of automatic and mechanical lathes, from the legendary TRAUB A25 of the 1930s to the latest models from ROMI and Ergomat.

## ATTRACTIONS



A total of **+2,000 people** took part in the attraction

# ESCOLA MÓVEL

# SENAI

## INDÚSTRIA 4.0

A fully interactive attraction with demonstrations and practical experiences of Industry 4.0, using state-of-the-art scientific equipment and informative materials on:

- Augmented reality
- IOT solutions (energy consumption monitoring)
- Industrial process automation
- Additive Manufacturing (3D Printing)
- Robotics and Data Integration

# ATTRACTIONS

A total of **+150 people** took part in the attraction





# Indústria Xperience

The platform for connecting with industry

This is the digital community of the FEIMEC and EXPOMAFE events that offers a connection with the industrial sector through innovation, content, networking and business opportunities 365 days a year.

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**118.000** Registered users

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**165** Specialist speakers

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**1.000** National and international brands

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**2.600** Products and services

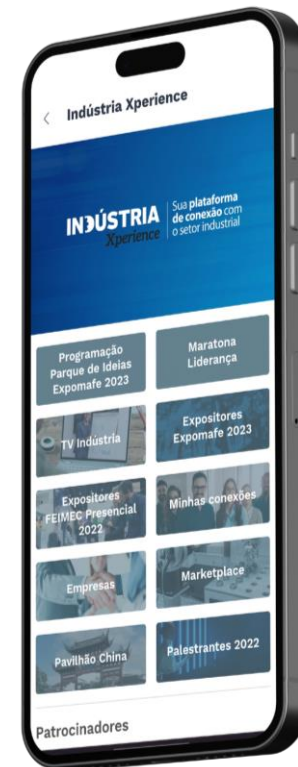
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**+300** Videos of specialized content

## Did you know?

Industria Xperience offers :

- Video content on the most relevant topics for industry professionals, such as: leadership, efficiency, automation, business, sustainability, technology and much more
- Direct contact with the main brands and collaborators in the industrial sector
- Broad portfolio of national and international products and companies
- Networking area including video calls and chats
- Discussion groups
- Personalized agenda
- Digital events with renowned experts from the iron machinery



# CARAVANS AND GROUPS

EXPOMAFE welcomed groups and caravans from associations, universities and technical schools from different states of the country, including São Paulo, Minas Gerais, Paraná, Santa Catarina and Rio de Janeiro.

In 2023 we had +3,500 caravaners from all over Brazil





# Social Networks and Website

Facebook reach

**3.213.496**



65,7%

Instagram reach

**1.230.686**



671,3%

**481.276**

Page Views - EXPOMAFE website

**24.995**

Engagement with publications



**+50.000**

followers on our social networks



**+30 Thousand**  
Followers



**+11 Thousand**  
Followers



**+6 Thousand**  
Followers



**1000**  
Followers

# Sustainability

Following Informa Markets' global strategy, EXPOMAFE seeks to align its sustainability initiatives and content with the UN's sustainable development goals.

**FasterForward**, our sustainability program, contains ambitious commitments to embed sustainability in everything we do and help our customers and markets do the same with a series of activities between 2020 and 2025 that will ensure the shift to an increasingly sustainable impact business.



## ODS WHICH GUIDED OUR ACTIONS DURING THE FAIR:





# Video gallery

## EXPOMAFE 2023

Check out the daily summaries of the **EXPOMAFE 2023** and get ready for the next edition!



SEE YOU IN **2025!**

06-10 **MAY**

# EXPOMAFE

INTERNATIONAL MACHINE TOOL AND INDUSTRIAL AUTOMATION EXHIBITION

THE **FUTURE**  
OF INDUSTRY

Initiative

**ABIMAQ**

Promotion and Organization

**informamarkets**



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