



FISPAL
TECNOLOGIA

35 YEARS
Feeding Business Growth

POST SHOW

REPORT 2019

Promotion and Organization



Fispal Tecnologia 2019 exceeded expectations, consolidating itself as the main meeting of the Latin American food and beverage industries!

The 35th anniversary edition of Fispal Tecnologia, held on June 25-28 at São Paulo Expo, **surpassed the 2018 edition which had the best result ever recorded** regarding the **qualification of visitors to the food and beverage industry**. There were **39,370 attendees** who had the opportunity to check out the news of the **480 exhibitors**, and participated in **13 different attractions**, highlighting Fispal Tec Arena, which offered **more than 200 hours of professional content**, and the national and international buyer program that, together, moved over **R\$ 23 million**.

Companies serving and offering **products, services** or **solutions** for the F&B industry cannot be left out of this business and update meeting!

Check the following pages for the details of this edition and ensure your participation in 2020!

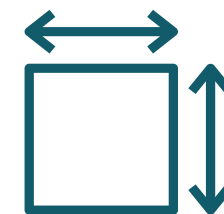
BIG NUMBERS



39,370
attendees



480
exhibitors



40,000
sqm pavilion



International Attendance of
42 countries



13 Parallel
attractions



200h
of professional
content



+ R\$23 million
generated in 2 Business round table

Parallel **ATTRACTIONS**



FÓRUM FISPAL
TECNOLOGIA

TECNO
DRINK

FÓRUM DE MARKETING
DIGITAL

FÓRUM DE EMBALAGENS



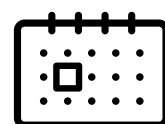
The governor of São Paulo, João Doria, together with the director of ITAL (Food Technology Institute), Luis Madi, and the chairman of the Informa group, Marco Basso, attended the opening plenary session of **FispalTec Content Arena**, the great news for this edition of the event, composed of 4 large Forums: the **Fispal Tecnologia Forum**, which approached factory management and Industry 4.0; **TecnoDrink**, with content focused on the beverage industry; the **Packaging Forum**, which addressed the main trends and innovations for packaging; and the **Digital Marketing Forum** which presented digital marketing cases for the food and beverage industries.

At the time, Doria emphasized the importance of the state of São Paulo to the country's economy and the role of the food and beverage industries in this context. In addition to the forums, the public was able to attend a wide schedule with content from entities and partner associations, such as **ABIA** Brazilian Association of Food Industries; **ABIMAPI** Brazilian Association of Industrialized Biscuit, Pasta and Breads & Cakes

Industries; **ABIQ** Brazilian Association of Cheese Industries; **ABIS** Brazilian Association of the Ice Cream Industries and Sector; **Abiad** Brazilian Association of the Food Industry for Special and Congener Purposes; **AmazonasCap**; **Afrebras** Association of Brazilian Soft Drink Manufacturers, and **SENAI Technology Institute**, which was attended by 580 delegates.

Economist **Ricardo Amorim** was the **Keynote Speaker** at FispalTec Arena. Active in the financial market since 1992, he currently shares all his knowledge through lectures and consultancies. During the event, Amorim presented an analysis of the current economic situation in Brazil and the scenario of the food and beverage industries.

FispalTec Arena also brought keynote speakers from large companies such as Ambev, Nestlé, PepsiCo, Danone, Coca Cola, Petrópolis Group, Kraft Heinz, Seara, Heineken, Natura, Klabin, Tetra Pak, among others.



4
days



+200h
of professional
content



580
delegate



+ 100
speakers

POST SHOW
REPORT 2019

Sponsors of

ARENA FISPALTEC

FÓRUM FISPAL TECNOLOGIA



FÓRUM DE EMBALAGENS



FÓRUM DE MARKETING DIGITAL



Parallel **ATTRACTIONS**

BUSINESS ROUND TABLE

**Gathering between purchasers
and sellers with a common
goal: *making business.***

2 days

R\$ 23 million in business.

(R\$ 10 million in national , 13 million in international rounds)

Statement

"I'm leaving with six opportunities, five of them are confirmed business, plus a possible new rep. It was a great opportunity to present our machines in more depth and to better understand what our customers need."

Rodolfo Schatz Silva, Export Manager, Raumak



Parallel **ATTRACTIONS**



Lectures with ICB experts on production, management, product differentials, ingredients, case presentations and tastings.



**LOUNGE
ABRE**
DA EMBALAGEM

Lectures and presentation of trends and solutions for the packaging segment.



INDÚSTRIA 4.0
ALIMENTOS & BEBIDAS

Industry 4.0 demonstrator with concepts and trends applied in practice.



IMT presented simple ways on how to begin your company's digital transformation journey.



**Visitas
Técnicas**

Companies from different market segments have opened the doors of their industries to our visitors!



**Lab de
SOLUÇÕES**

SENAI professionals find solutions to challenges of the companies participating in the fair.

**Lounge
Inovação**

Presentation of 10 innovative product projects to the market.



Free lectures and consultancies for industries wishing to serve the vegan public.



CONFREBRAS 2019
Congresso Brasileiro de Bebidas

In addition to the congress grid, included in the TecnoDrink Forum, Afrebras also provided the Bar Sabores do Brasil attractions and the "Best Flavors of Brazil 2019" and "Biggest Innovation 2019"



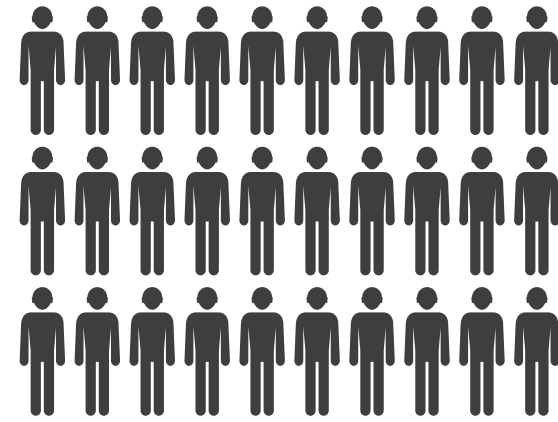
EXPERIENCE

Augmented Reality interaction experience and other technologies being applied in the food and beverage industry.

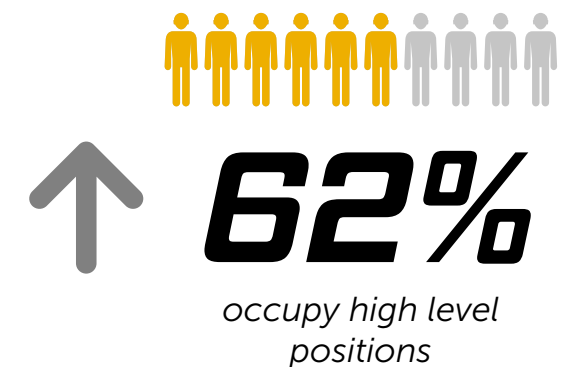
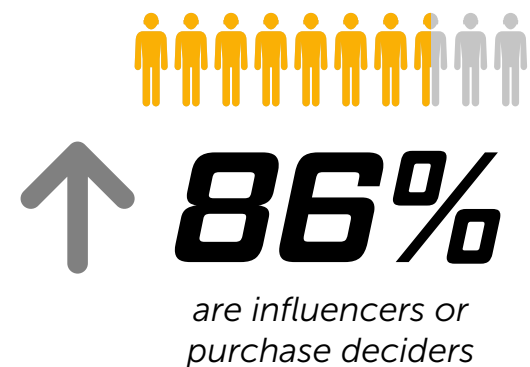
STARTUP
—PITCHES—

Rounds of startup presentations where Food Techs demonstrated innovative solutions.

Visitor Profile

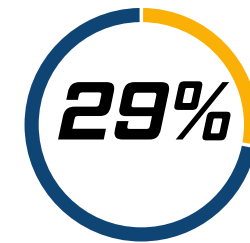


39.370
attenders

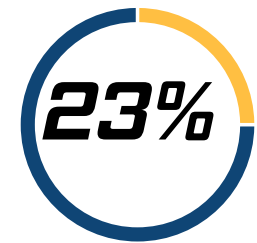


Company Size

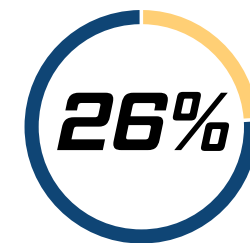
Medium



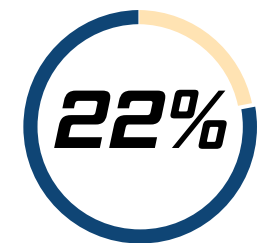
Small



Large



Microbusiness



Gender



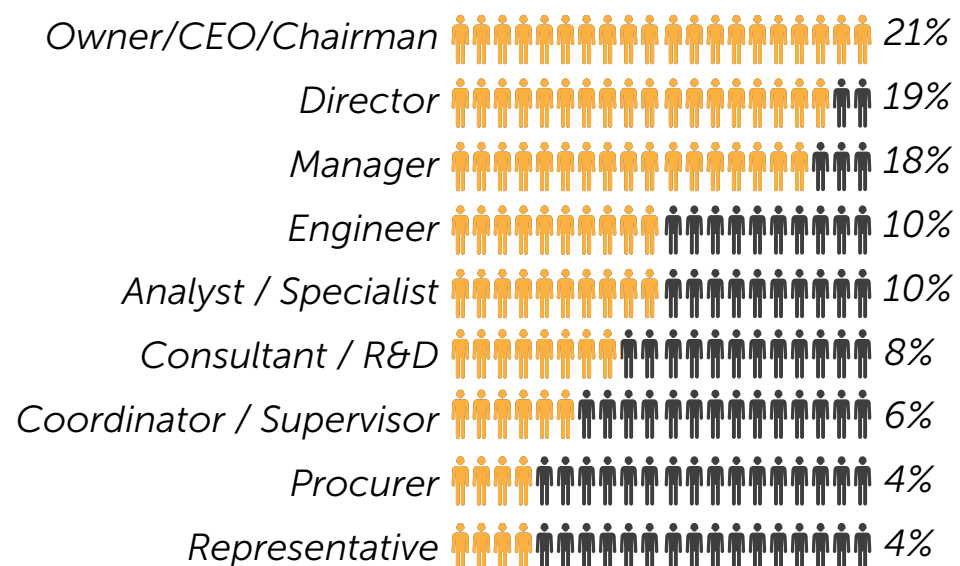
21%



79%

Visitor Profile

Job Position



Opinião de quem visita



68%

say that it is the best event in the industry



83%

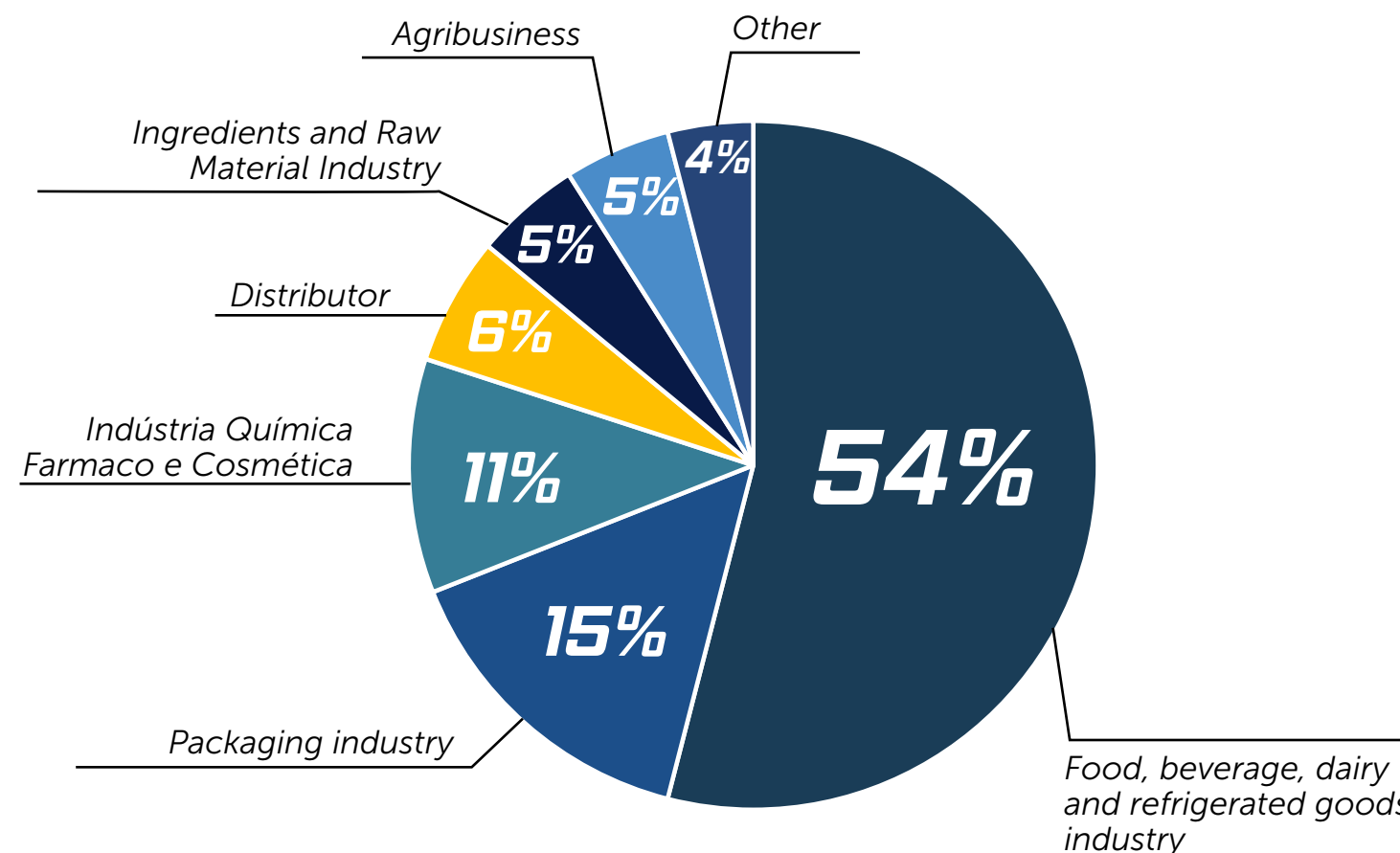
intend to return in 2020



56%

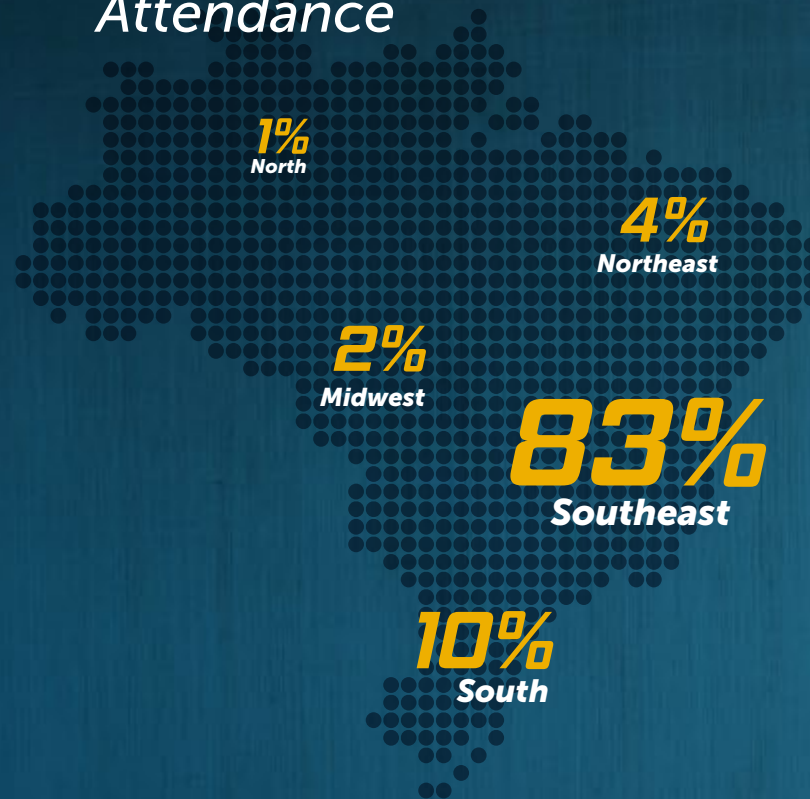
claim to have bought a product or service during the fair or are in contact with exhibitors for possible purchase

Field of Activity

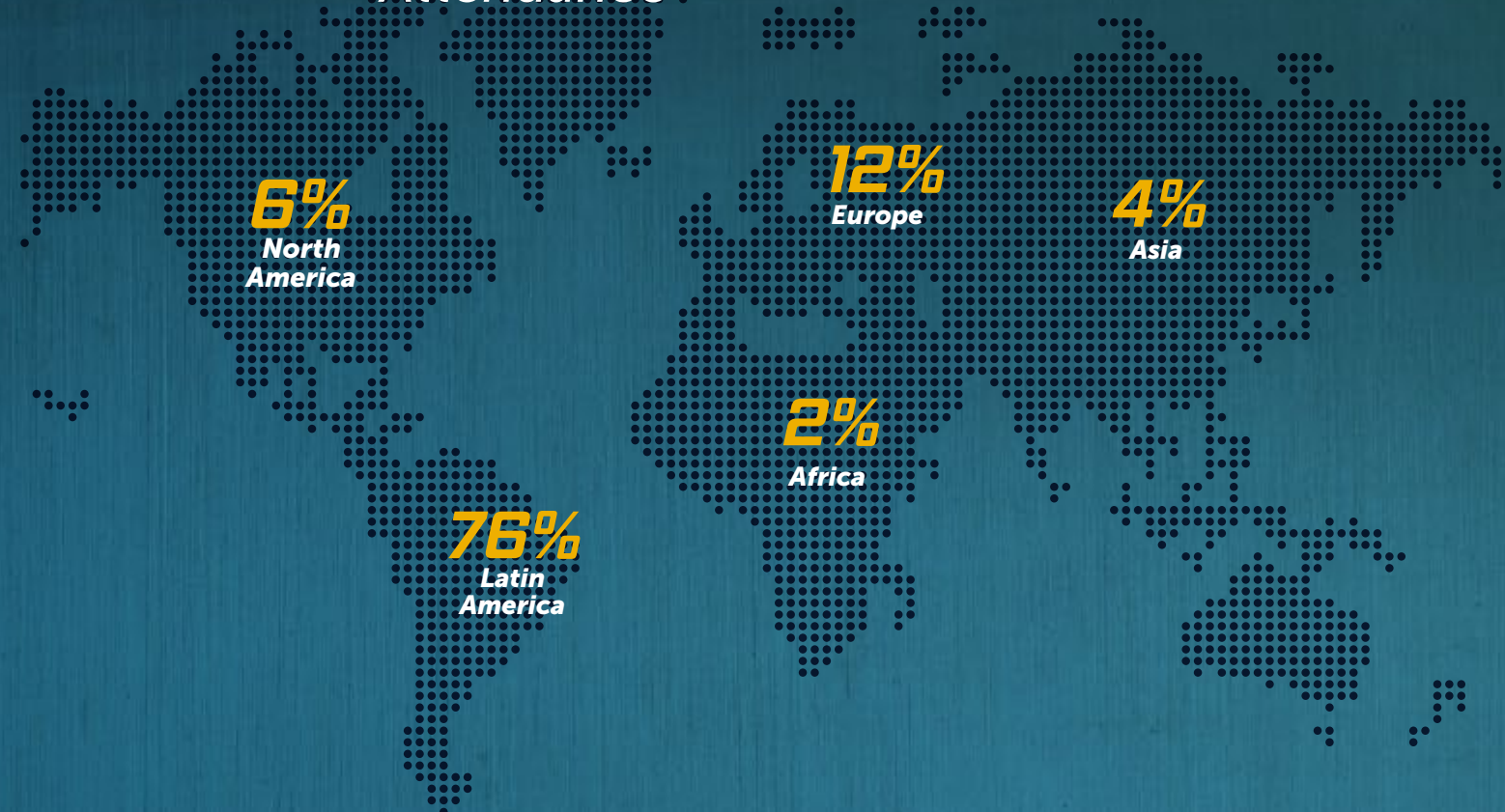


Visitor Profile

National Attendance



International Attendance 2%



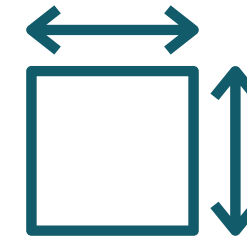
Top 10 Countries



Exhibitor Profile



480
exhibitors



40,000
sqm pavilion

Segments

Process sector

Companies providing machinery and solutions for processing, filling, stuffing, mixing, milling, drying, slicing, tanks, mats, furnaces and contamination control.

Packaging Industry

Suppliers of steel, aluminum, carton, flexible finished packaging, paper, glass, film, flow pack, sleeve, lids, inks, raw materials, molds, adhesives, big bags, labels and tags. Packing machines, cartoners, metal detectors, wrappers, sealers, daters, marking and coding, preform, seaming machines.

Logistics, automation and accessories Industry

Storage solutions, intralogistics, warehouses, forklifts, refrigeration, industrial scales, boilers, compressors, containers, conveyor belts, industrial filters, conveyors, inspectors, hoses, palletizers, robotics machinery and equipment, industrial and pneumatic automation solutions, clean rooms, water and wastewater treatment, traceability, energy, PPE, components, raw material, ingredients, inputs, services and accessories.

Exhibitor's opinion



77%

say that it is the best event in the industry



77%

intend returning in 2020



"There are many visitors, procurers of the beverage industry from all the states of Brazil and from all different areas, including countries from Latin America and the European continent. Fispal TEC has become the company's main means of exposure to the market, and acts as a worldwide business card. The biggest challenge in participating in all editions of Fispal Tecnologia since 1991 is not accommodating with the same booth and same products. The event always urges Zegla to innovate."

Antônio Carlos Stringhini, President, Zegla Indústria de Máquinas para Bebidas

Has participated in Fispal Tecnologia for 28 years and the main factor to be present in all these years is mainly the visibility that the exhibition brings..

"A more qualified audience in this edition, this was our perception, with more consultations than the last attendance, precisely because the visitors were decision makers with the position of director, or even small and medium business entrepreneurs. As a result, we were able to prospect new business every day of the fair."

Caroline Hannickel, Caroline Hannickel, Market Development Coordinator, Aptar

Exhibition Promotion



Site visits:

1.02 million
views

(*Jul 2018 to jun 2019)



Content Channel

147,000
views

(*Jul 2018 to jun 2019)

Programmatic Media
10.6 million
prints
21.6 mil
clicks



Google ads
6.8 Million
prints
85,800
clicks



Social Media
+ 35,553
followes



28,000
prints



18,500
messages submitted
13,100
views



APP
22,945
views
SMS
73,800
submitted



NEWSLETTERS
1.5 million



100,000
printed invitations
submitted

62
ads

152
Digital ads in
40 publications

Institutional Support



BUILDERS.

INSTITUTO DA CERVEJA
Brasil





 ARENA
FISPALTEC



*Technical
visit*

NOVELTIES 2019

 cafezInn0
com
Tecnologia

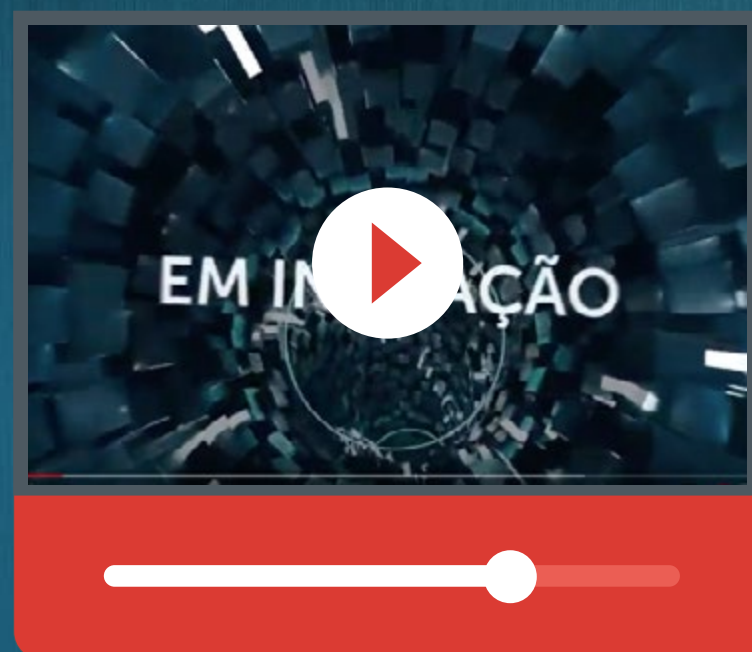


FISPAL TEC
EXPERIENCE

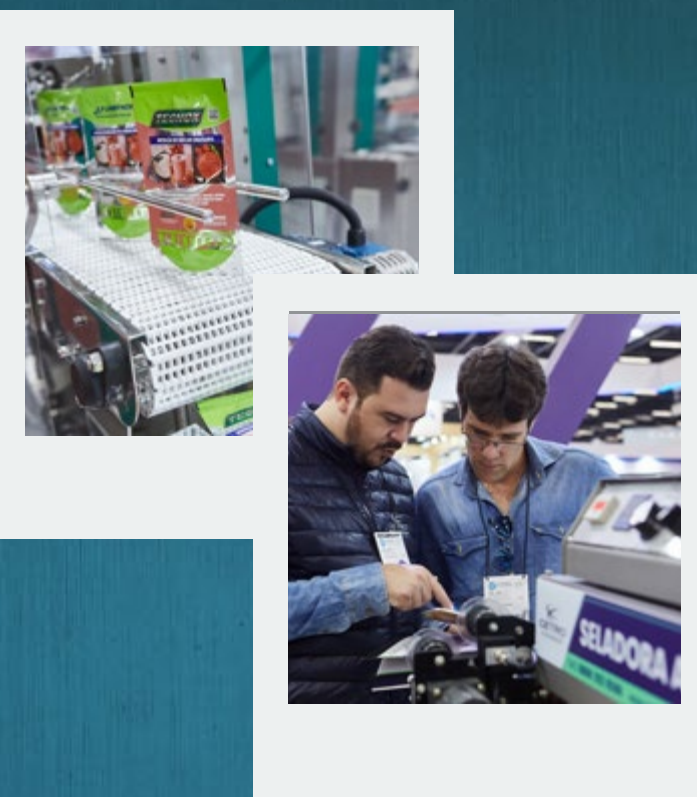


CONFREBRAS 2019
Congresso Brasileiro de Bebidas

Click to watch our 2019
promotional video



Click on the image and
check our photo gallery





FISPAL
TECNOLOGIA

June 16-19 | 2020

São Paulo Expo

#FispalTec2020

**We are preparing new experiences, with more content.
Contact us and find out to become an exhibitor in our next edition**

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Promotion and
Organization



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