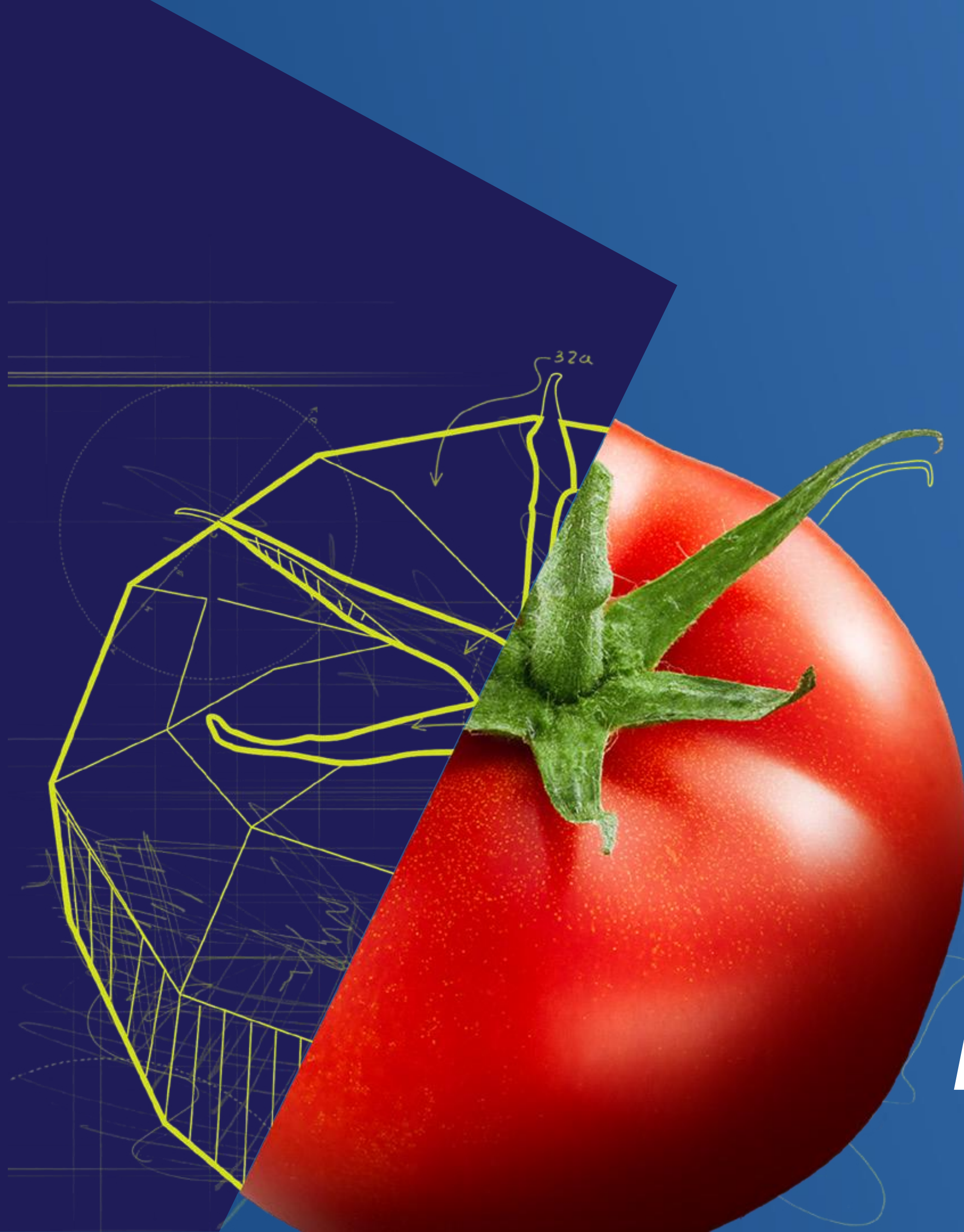




FISPAL
TECNOLOGIA

2023

POSTSHOW REPORT





Fispal Tecnologia is the largest and main technology event for the food and beverage industries.

A total of 44,000+ visitors visited the São Paulo Expo.

In addition to the 4 days at the exhibition hall, the opportunity for networking, knowledge, and business takes place **365 days a year.**

Check out the results of this major event below!



THE LARGEST AND
FOREMOST GATHERING IN
THE FOOD, BEVERAGES,
AND PROTEINS SECTOR!



44,000 +
visitors



WHO ATTENDS THE EVENT

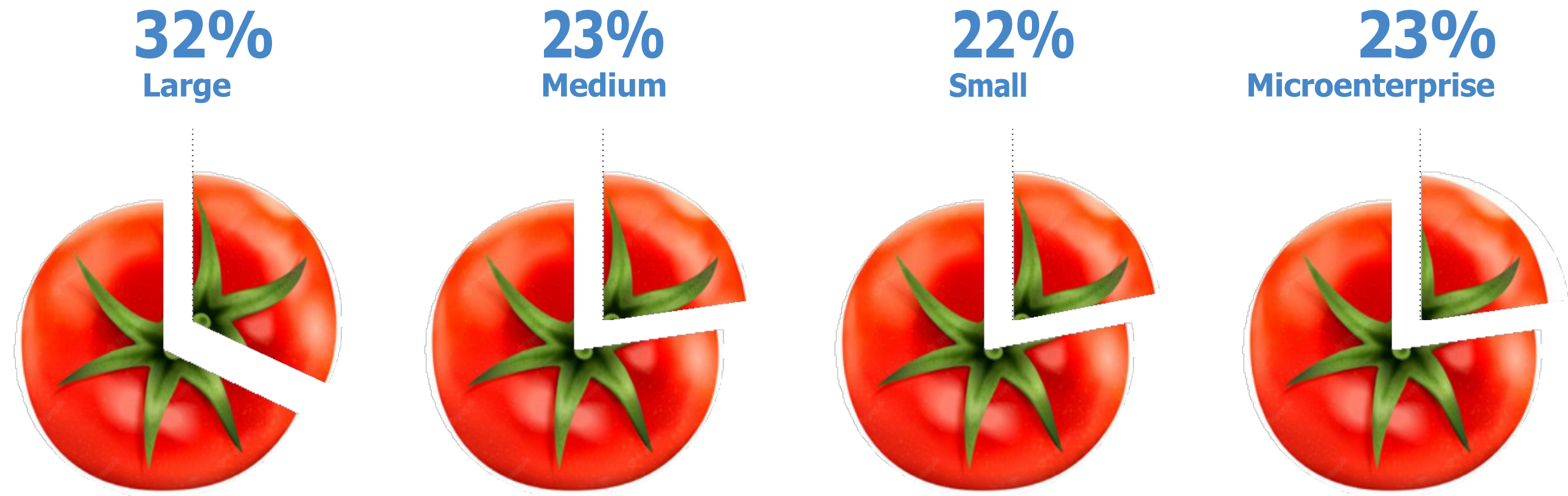


QUALIFIED ATTENDANCE

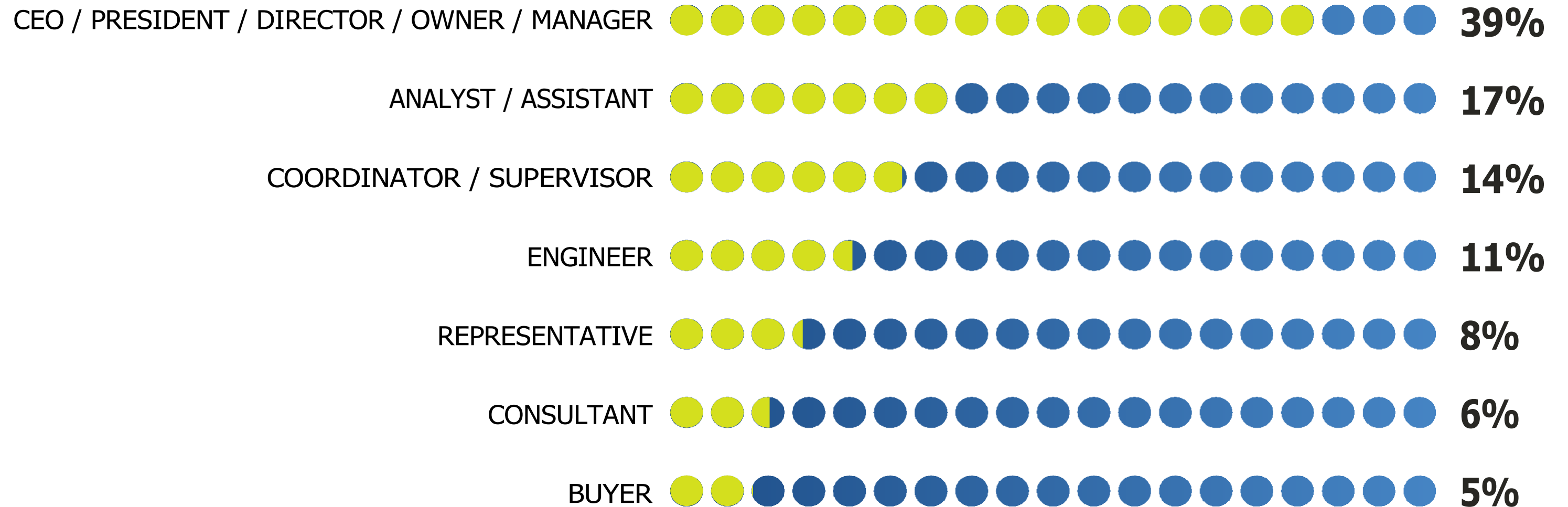
84%

of the visitors are buyers or influence purchasing decisions.

COMPANY SIZE

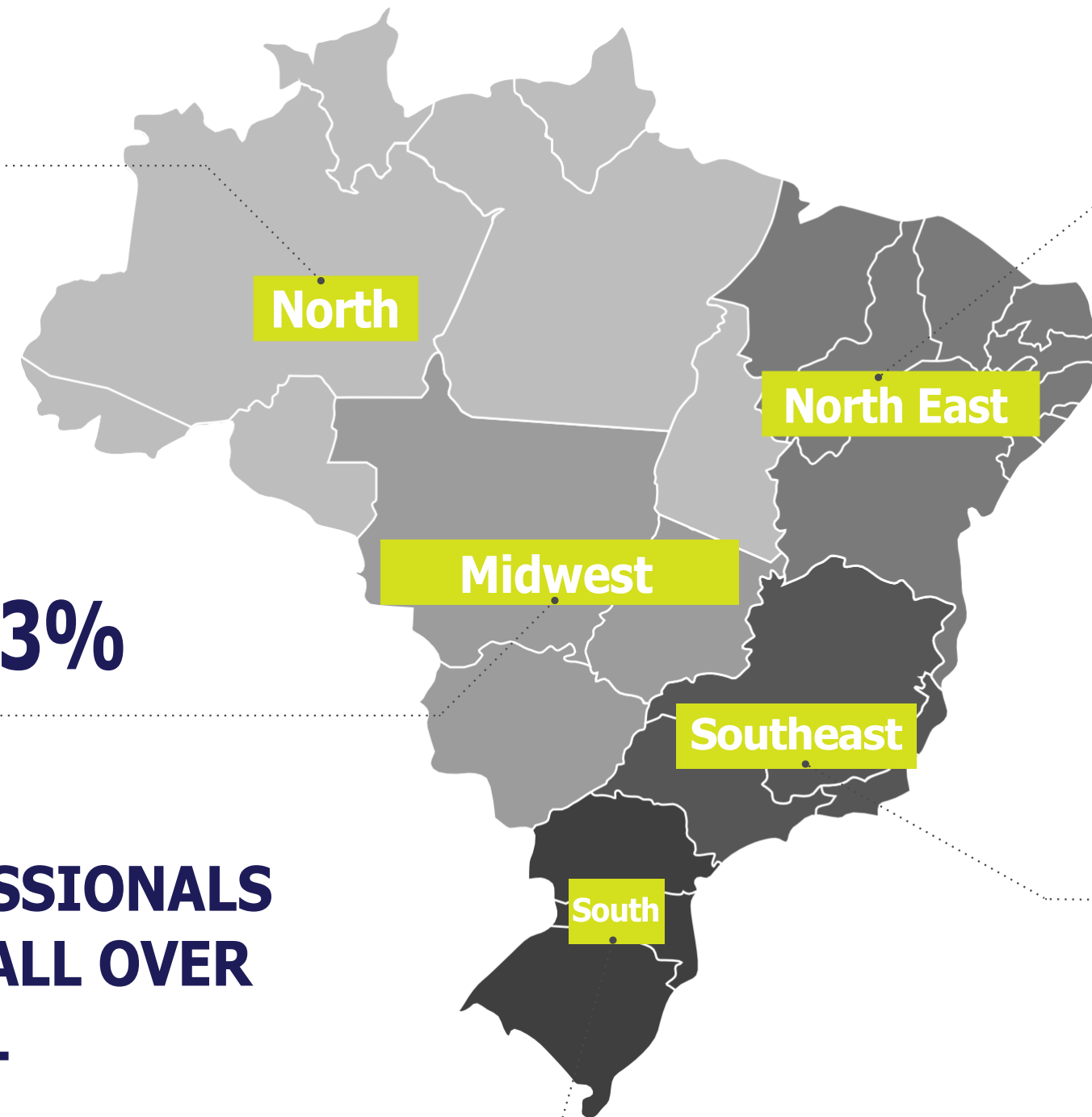


POSITION



QUALIFIED ATTENDANCE

1%



2%

3%

PROFESSIONALS FROM ALL OVER BRAZIL

83%

11%

INTERNATIONAL VISITATION



Argentina



Uruguay



Bolivia



Paraguay



Chile



Peru

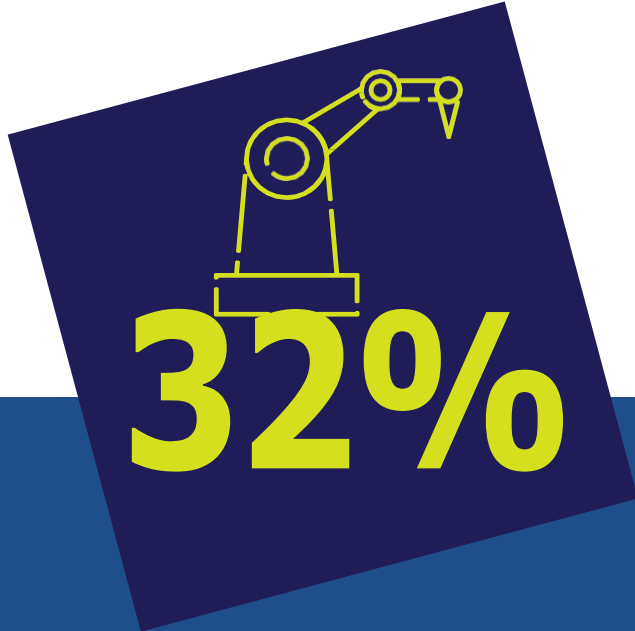
HIGHLIGHTS

South America

QUALIFIED VISITATION

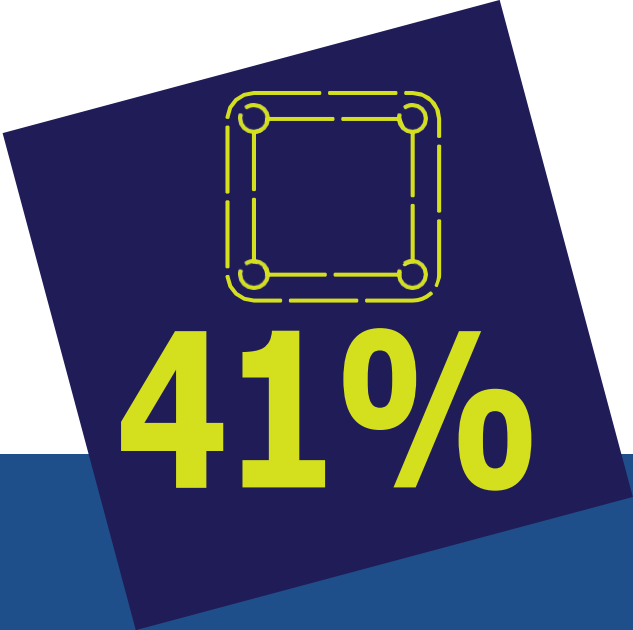
WHAT DO VISITORS LOOK FOR?

* Multiple choice question for visitor



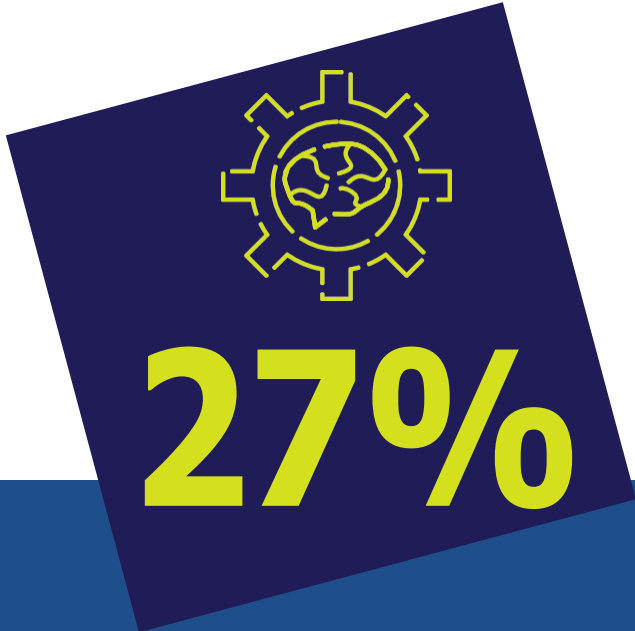
AUTOMATION AND LOGISTICS / ACCESSORIES

- Automation
- Logistics
- Components for machines
- Projects / Engineering
- Components and accessories
- Water and effluent treatment
- Industrial scales
- Laboratory equipment
- Consultancy



PACKAGING

- Supplies for packaging
- Labels and Tags
- Packing machines
- Packaging
- Packing machines
- Marking and coding



PROCESSES / TECHNOLOGY AND SOLUTIONS

- Machines for processing and beverages
- Machines for food processing
- Filling machines
- Feedstock
- Ingredients
- Refrigeration

ATTRACTIONS AND EXPERIENCES

Fispal Tecnologia featured special attractions tailored to each type of visitor.

Regardless of the industry's size—small, medium, or large—there was an attraction or networking and business experience designed for everyone.



+ 130 hours of content



+ 7 parallel attractions *



+ 100 speakers



+ 9,200 visitors took part in the content and experiential events.



* TecnoCarne and Fispal Tecnologia attractions



+ 600
participants



**ARENA
FISPAL TECNOLOGIA**

4 days with themes relevant to the F&B market.
Technologies, Packaging, ESG, Themes for micro and small companies.





**PRAÇA DA
EMBALAGEM**

**+ 500
participants**



PRAÇA DA EMBALAGEM

In partnership with ABRE (Brazilian Packaging Association) and WorldStar from WPO (World Packaging Organization), the space showcased some of the world's most innovative packaging solutions.



Visitas Técnicas

+ 90
participants



VISITAS TÉCNICAS

In 3 mornings of visits, professionals had the opportunity to get to know, up close, the entire production process in large industries.

VISITED COMPANIES:

Petropolis Group
Chocotour – Nestlé Caçapava





+ 800
participants



ARENA DA CERVEJA ARTESANAL

Space with lectures and lots
of tastings about the beer
world.



**JORNADA
DA PEQUENA
INDÚSTRIA**

JORNADA DA PEQUENA INDÚSTRIA

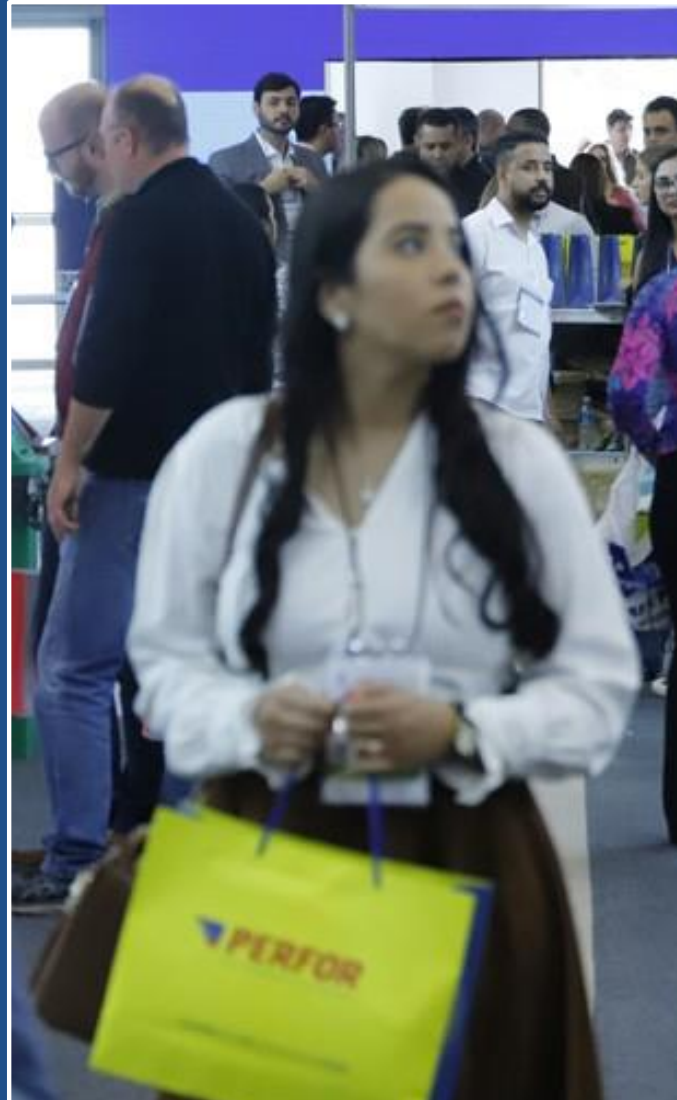
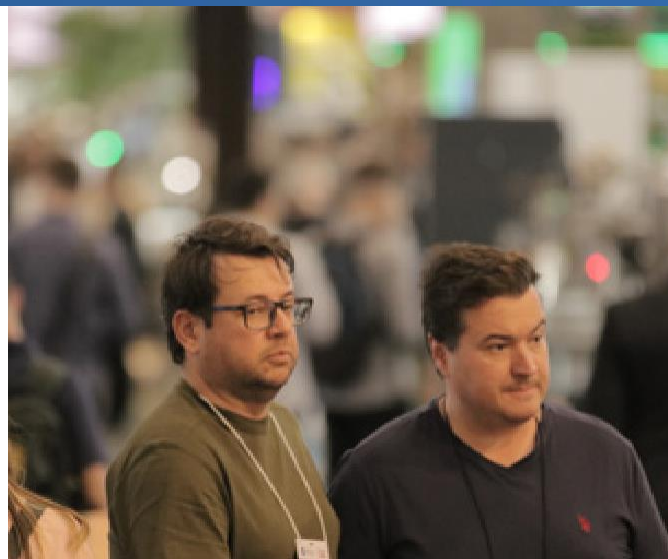
An initiative to enhance the visit of micro and small industries during the event.

We mapped out, with a special communication in our Pocket Guide, the projects and exhibitors catering to SMEs.



CONEXÃO

INDÚSTRIA ESCOLA



CONEXÃO INDÚSTRIA E ESCOLA

Special area for technical teaching institutions to promote their courses and take their students to a moment of great networking in the pavilion.



GREEN LOUNGE

With distribution of fruits and free water points, inclusion project, with massages given by blind people, bikes to recharge cell phones, rest area, the exclusive space promoted several actions to encourage sustainability in the industry, collaborating for the lasting positive impact on the world and on the businesses we promote.



+ 500
visitors
attended the
Green Lounge





WOMEN'S

♀ Networking Breakfast

+ 65
women from the industry

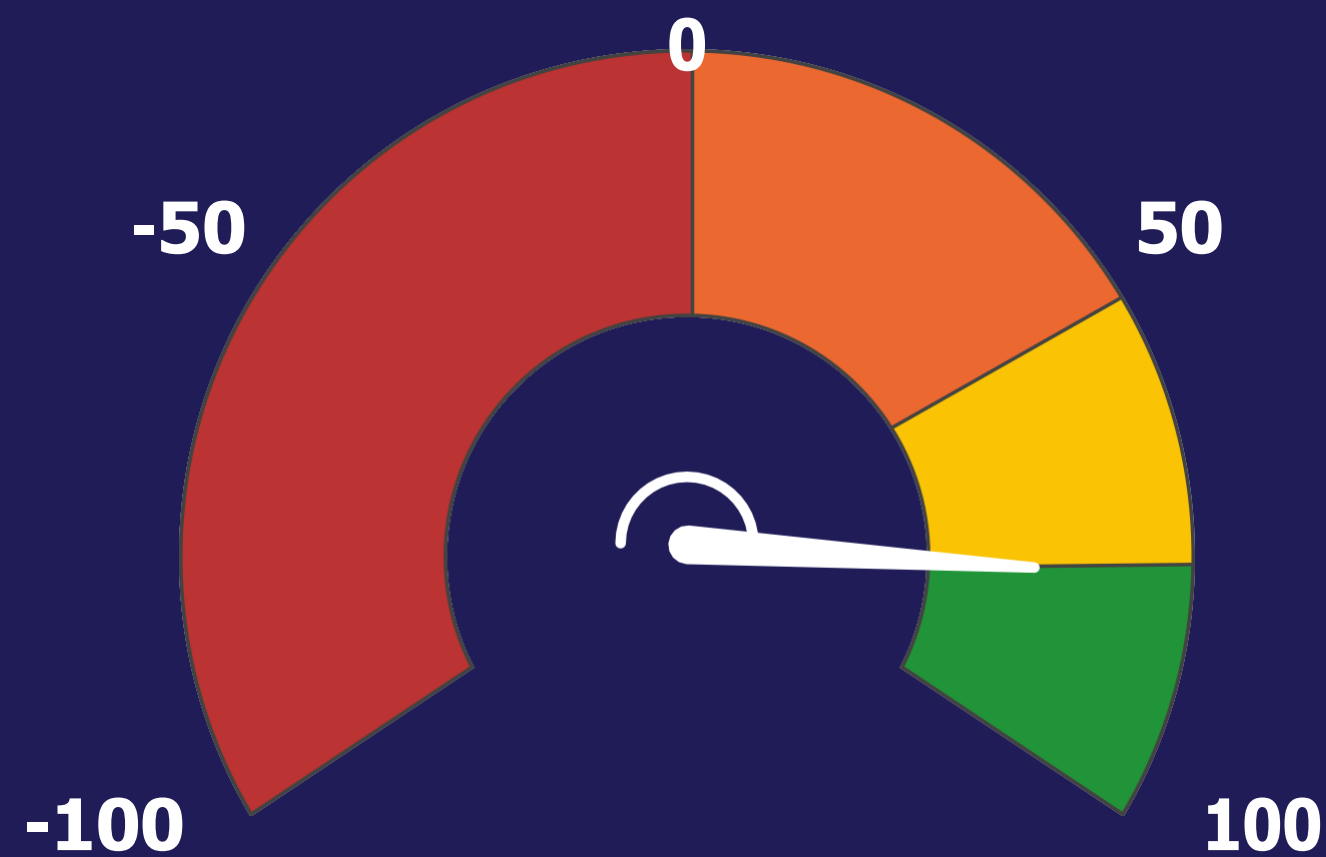


WOMEN'S NETWORKING BREAKFAST

In partnership with the **Padaria Escola Tiãozinho Project**, an exclusive breakfast for women, which led to the sustainability at the forefront, exploring the ways in which women are transforming the global food system to protect our planet's future and our population.



The satisfaction of those who participate and have a guaranteed return on investment



LEVEL OF EXCELLENCE

76 NPS - Net Promoter Score

Exhibitor survey satisfaction level.

VISITORS

87%

intend to return for the next edition

69%

visited the event to learn about the news and trends

62%

consider the best industry event

52%

visit the event networking

EXHIBITORS

88%

are interested in exhibiting again in 2024

89%

consider the event as an opportunity to close new clients

67%

performed networking during the event

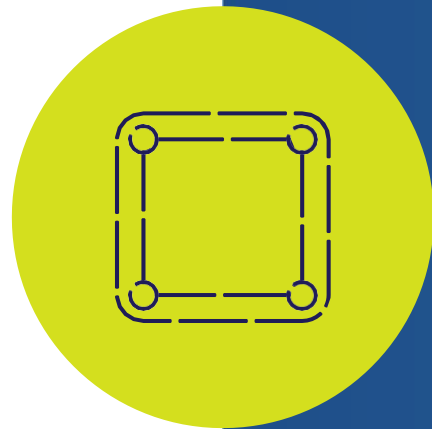


EXHIBITORS



Automation and Logistics Sector

Storage solutions, sheds, forklifts, conveyor belts, inspectors, hoses, palletizers, refrigeration, industrial scales, boilers, compressors, containers, conveyor belts, industrial filters, machines and equipment for robotics, solutions in industrial automation and pneumatics, clean rooms, water and effluent treatment, traceability, energy, PPE, components, raw materials, ingredients, inputs, services and accessories.



Packaging Sector

Packaging suppliers (steel, aluminum, cardboard, flexible, paper, glass, film, flow pack, sleeve, lids, inks, raw materials, molds, adhesives, big bags, labels). Packing machines, boxers, metal detectors, packers, sealers, date stamps, marking and coding, preform, crimping machine.



Process Sector

Suppliers of processing machines and solutions, filling, filling, mixers, mills, dryers, slicers, tanks, conveyors, ovens and contamination control.

SUCCESS IN THE WORDS OF THOSE WHO PARTICIPATED.

“

“We intend to set a sales record. We've already started the day well – the fair opened at 1:00 PM and we've already sold two pieces of equipment, which indicates that we are on track to achieve our goal.”

Joice Paganelli,
Marketing Coordinator – Indumak

“

“We rallied the entire company for this moment of engaging with our customers and networking with audiences of interest.”

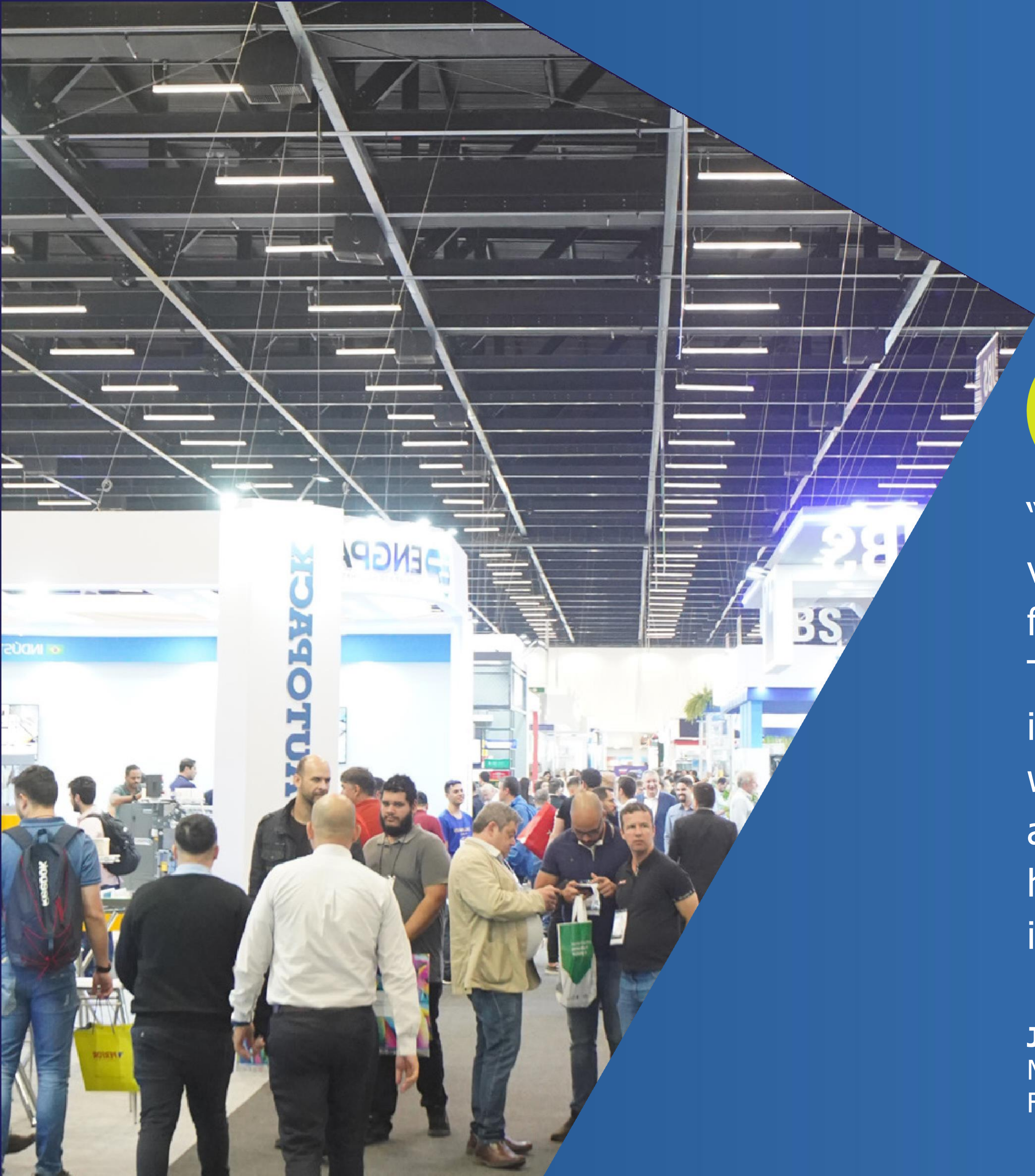
Camila Felix,
Marketing Analyst - Sunnyvale

“

“Today we had a significant movement and we took the opportunity to present our news to visitors.”

Thais Ribeiro, Marketing
Coordinator – Raumak
Group





SUCCESS IN THE WORDS OF PARTICIPANTS

“

“The event has a large volume of people, and the fact that we have TecnoCarne as a neighbor is very interesting because we reach a slaughterhouse audience that we normally have more difficulty impacting.”

Jacqueline Oliveira,
Marketing Coordinator –
Furnax Group

“

“The fair was wonderful; the people came very focused on closing the deal. Didn't come for a walk. In other words, a highly qualified public.

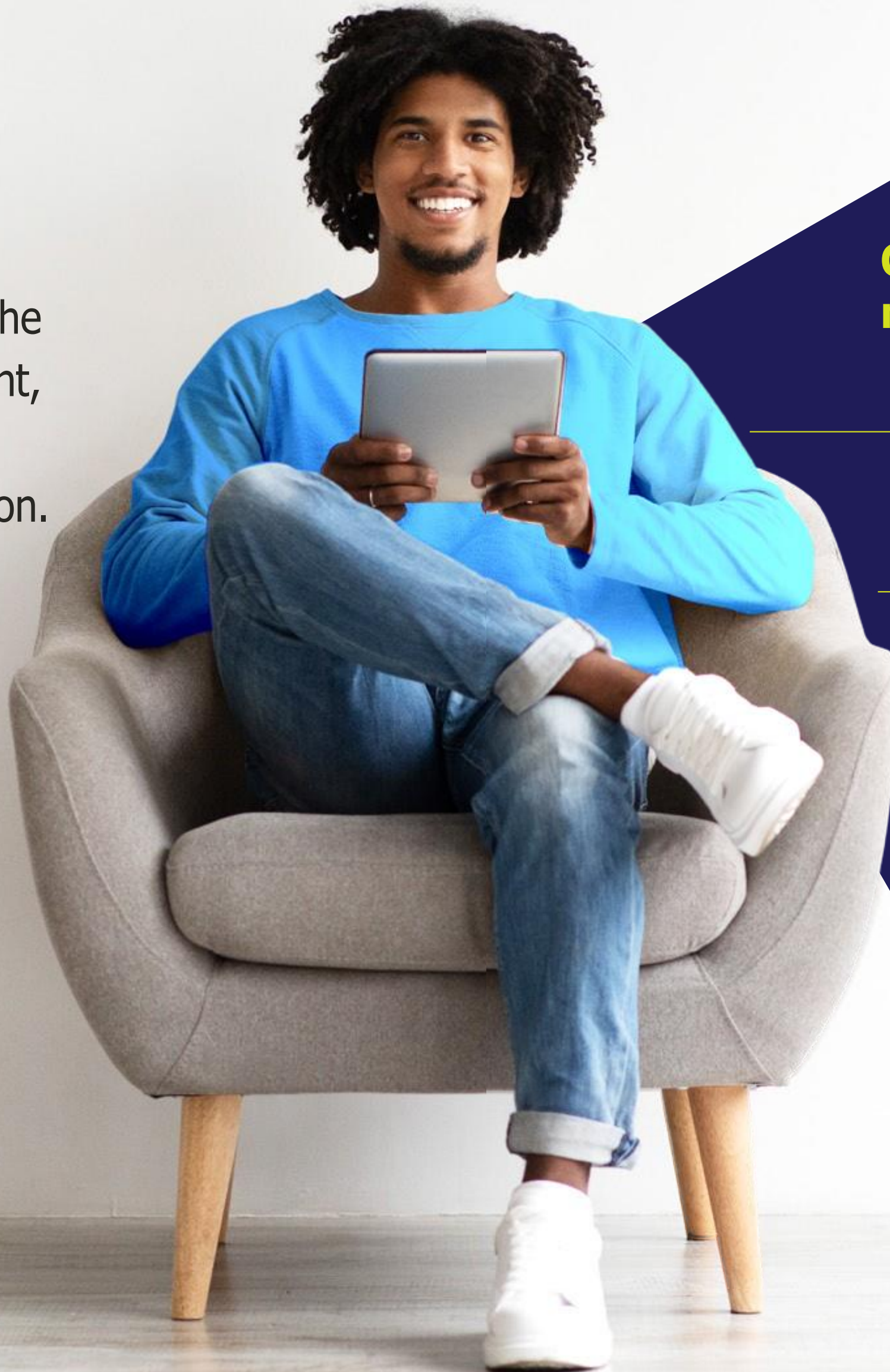
Some of the biggest players in the food and beverage industry sat down at our table to negotiate. We are very optimistic and we have already reserved a space for next year”.

Thiago Chiaratti,
CEO - Empilha

FISPAL TEC DIGITAL PLATAFORM

The **Fispal Tec Digital Platform** is the marketplace's year-round meeting point, fostering connections, business opportunities, and knowledge expansion.

ווארמאפ
FISPAL TEC + TECNOCARNE



Check our audience numbers*

+ 75,000
Total platform access

+ 12,000
visitors

+ 45 hours
Of available content on the Plataform

+ 308
speakers

**Data from June 25, 2022 to August 2, 2023



MEDIA PARTNERS



ABEA-SP



Associação Brasileira de Frigoríficos



CarneTec

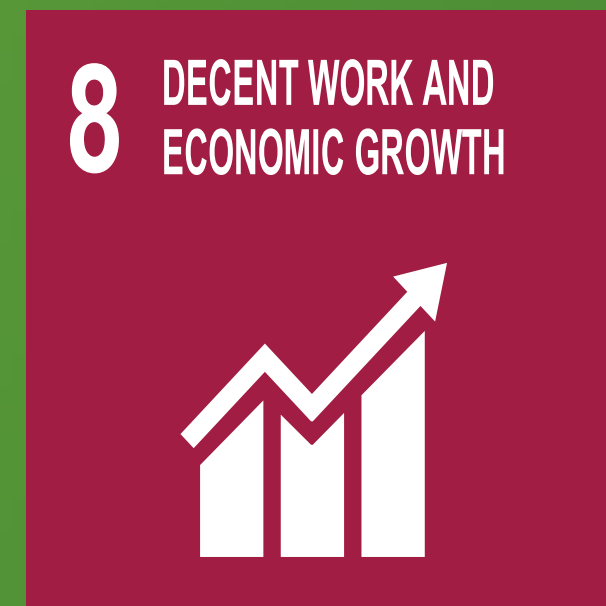


Pack

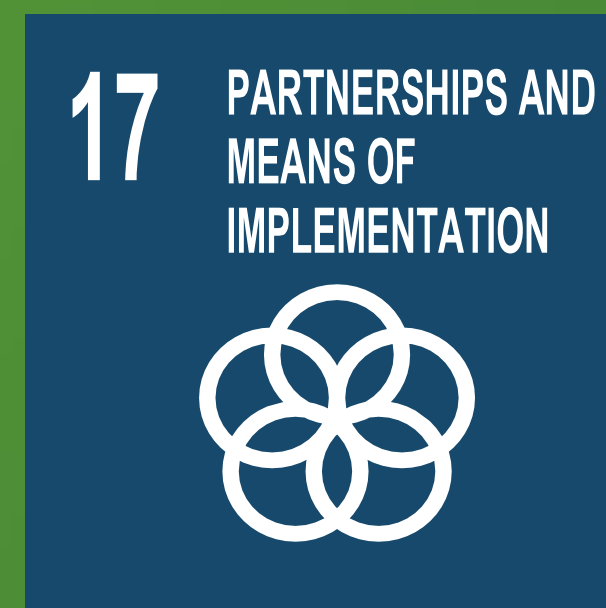


COMMITMENT TO SUSTAINABILITY

Fispal Tecnologia implemented a series of initiatives aimed at consistently engaging in the following areas, committed to contributing to the attainment of the **goals set by the United Nations Sustainable Development Goals.**



Our mission is to contribute to the sustainable growth of the industry!





A special day with topics dedicated to micro and small industries.



Meeting with women who inspire the industry.



We support the project that fights food waste.



Partnership with the company that works with the immigrant population, black and feminine in the city of São Paulo.



Space featuring hydration points and bicycles that charge phones using clean energy generated through pedaling.



Support for a professional training project aimed at the community's population to facilitate their entry into the job market.



Socially impactful massages through employment and income generation.



We provide free transportation for visitors to the event.



Recognition of sustainable practices by exhibiting companies.

**Check all sustainability actions on the website:
www.fispaltecnologia.com.br**

MEDIA COVERAGE

Fispal Tecnologia and TecnoCarne 2023 events were extensively promoted in specialized industry media, garnering a valuation of over **R\$ 2 million** and reaching an estimated audience of **850,000 people**.

Media outlets from the industry, food and beverage sectors, business, technology and innovation, events, packaging, and agribusiness, have promoted and/or covered the event. Regional outlets also did so, resulting in media coverage from all over Brazil.

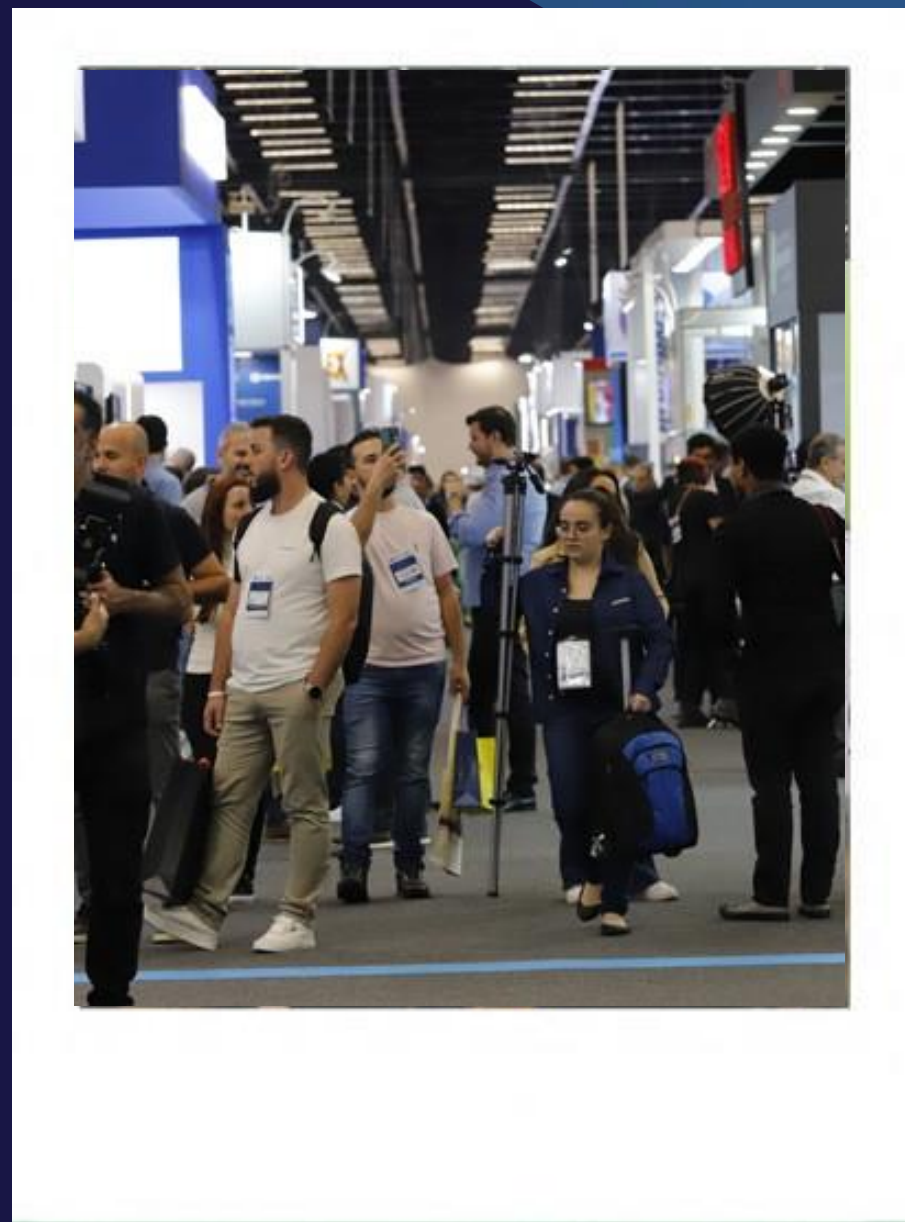
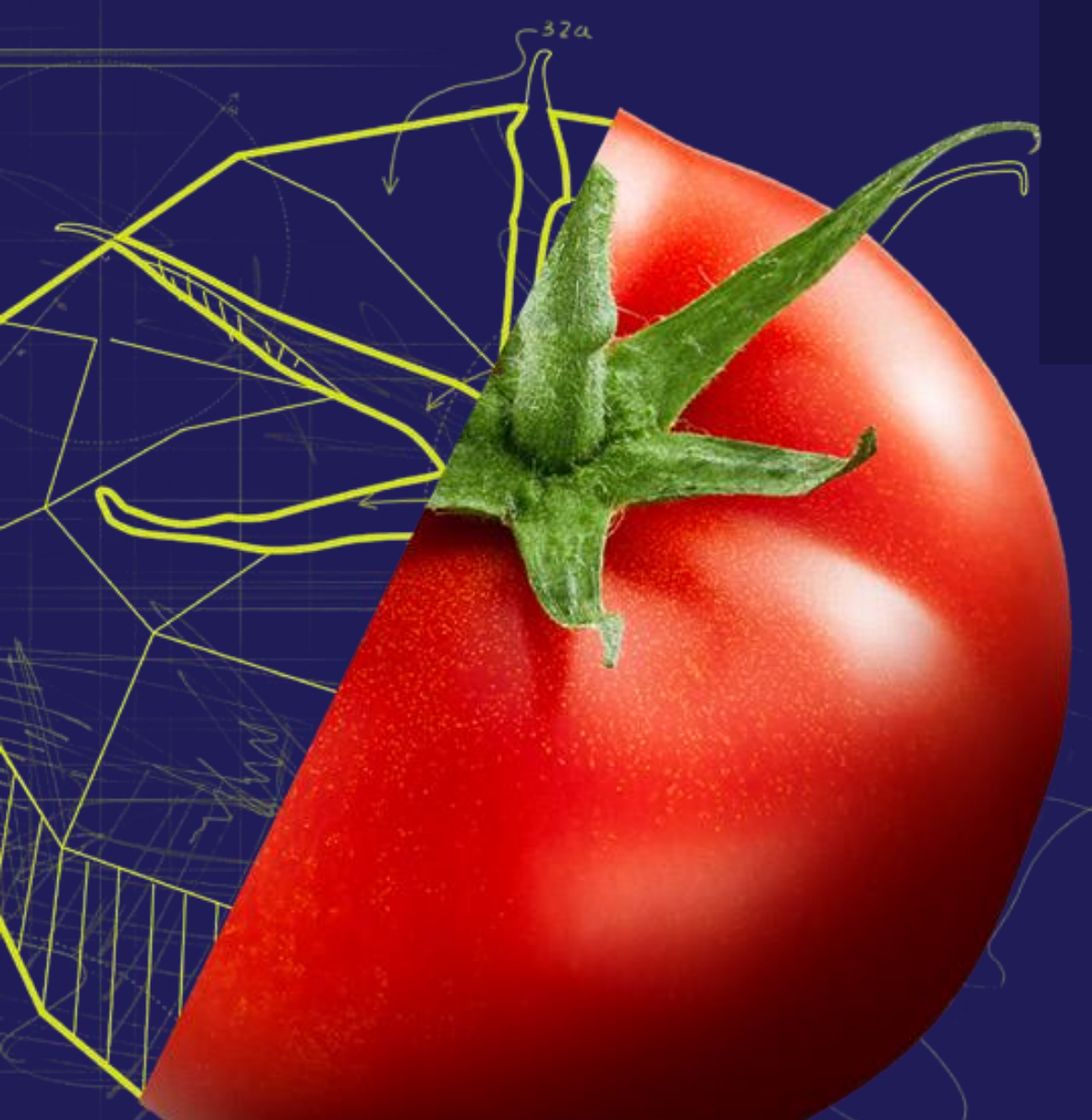


+21 Communication pieces
(press releases, bulletins, and
others)

+457 Published articles

+2,467,900.20
Estimated investment value
of published articles





Check out the photos of the **2023 edition**

CLICK HERE



Watch the video from the **2023 edition**

CLICK HERE



FISPAL
TECNOLOGIA

40 Anos

Our journey continues **365 days a year**
on **the Fispal Tec Digital Platform!**

18-21

JUNE|2024|

SÃO PAULO EXPO

SÃO PAULO, BRAZIL

Simultaneous Event

TECNO
CARNE

Promotion and Organization



Affiliated to



Strategic Partner

