

EXPOMAFE 2019 confirms restored confidence and renewed investment in Brazilian industry

Business produced during the five show days demonstrates manufacturers' recognition that the time is right to modernize facilities with technology, productivity and competitive edge offered by the exhibiting companies.

Already solidified in this second edition as the largest Latin American trade show in this industry, **EXPOMAFE 2019 – The International Machine Tool and Industrial Automation Show** wrapped up on Saturday, May 11, having reached its goal of attracting 55 thousand professional attendees.

The show took place at an opportune time and met the needs of Brazilian industry as modernization of facilities and operations continues after years of pent up investment. Early activities along these lines could already be sensed at the beginning of this year: according to ABIMAQ (The Brazilian Machinery Builders' Association), net sales in the machinery and equipment industry grew 6% in the first quarter, compared with the same period in 2018.

"In order for the economy to heat back up, there must be investment. Our industrial complex is not up to date and EXPOMAFE is the place where manufacturers find the most up-to-date technology and innovation", states João Marchesan, president, ABIMAQ Board of Directors "The show provided business owners a vision of everything they need to reduce costs, increase productivity and competitiveness in a scenario where the economy is beginning to heat back up."

Over five days (May 7-11), 750 Brazilian and international brands proudly presented their innovations in industrial automation, robotics, additive manufacturing, prototyping and 3D printing, pneumatic and hydraulic equipment, metalworking machinery and equipment, machine tools, welding and cutting, and much more.

Among so many innovations, José Velloso, ABIMAQ executive president, highlights the sophisticated degree of technology found in the products and solutions presented by the exhibiting companies. "In every aisle of EXPOMAFE, the attendee encountered some type of innovation. Everything you see in the major international shows can also be seen here. EXPOMAFE today is the benchmark event for industrial technology in Latin America," he emphasizes.

The leader calls special attention to Industry 4.0, which was not only present at exhibitor booths, but also at the fourth edition of the Industry 4.0 Live Demonstration.

Presented by ABIMAQ and IPDMAQ (Institute for Technology Development for the Machinery and Equipment Industry), in partnership with a number of companies and sponsored by BNDES (The Brazilian Economic and Social Development Bank), teaching and training companies, this year the Demonstration differentiated itself by providing a group of technology solution clusters, featuring live processes highlighting the many possibilities for small, medium and large companies to embrace industry 4.0 advancements.

"Both the Live Demonstration as well as the exhibitors show the attendees that industry 4.0 doesn't need to be implemented all at once. The show offers solutions for small companies who want to take first steps in this direction as well as those larger ones who want to migrate in larger steps to digital manufacturing," Velloso illustrates.

International Market

To streamline relationships between Brazilian manufacturing and international technology suppliers, EXPOMAFE 2019 featured the presence of 40 exhibitor companies from nine countries: Germany, China, Korea, Spain, USA, France, Italy, Japan and Czech Republic.

The North American companies presented their machining technology solutions in an exclusive pavilion sponsored by AMT Brasil, an arm of AMT USA (The Association for Manufacturing Technology). The AMT members participating in the US Pavilion provided immediate decision making for sales, support and services of high-quality products for the Brazilian market with an aim of establishing a definitive presence here. For the sales director from one of these companies, Ata Tools, Fernando Tamez, participation provided payback right away, closing some significant deals in the early show days. In addition, Rego-Fix, Transor Fillter, ACME and Vektek also participated in the space.

Germany also maintained a dedicated pavilion, promoted by the German Machine Tool Builders Association (VDW), who brought together 12 exhibitors, while China came to EXPOMAFE 2019 with two pavilions: one organized by the Chinese Counsel for Promotion of International Trade (CCPIT), geared towards machinery suppliers, and the other by the Chinese Mechanical Engineering Society (CMES), with suppliers of welding solutions.

Project Buyer

Eight foreign machine tool, industrial automation and related buyers, distributors and representatives participated in this second edition of the International Business Roundtable, held during EXPOMAFE 2019. Meetings between international buyers, and the 25 Brazilian manufacturers in this sector, on May 8-9, resulted in US\$ 6.577 million in signed and future business over the next 12 months. This number represents 8% growth over the first show edition of the International Business Roundtable, held during EXPOMAFE 2017.

This current edition featured buyers from Chile, Colombia, Mexico, Peru, Kenya and Turkey. This business promotion activity, for the purpose of leveraging contact and negotiations between Brazilian manufacturers and a number of countries, is organized by the Brazil Machinery Solutions (BMS) Program, a partnership between Apex-Brazil (The Brazilian Trade and Investment Promotion Agency) and ABIMAQ (The Brazilian Machinery Builders' Association).

"This year 103 pre-scheduled meetings were held between companies and importers," sums up the Executive Director of External Market for ABIMAQ and BMS Program Manager, Patrícia Gomes. "Once again we met our objective of providing opportunity for foreign buyers to have direct contact with our

machine tool, industrial automation and related manufacturers, and expanding Brazilian exports for this product group," she states.

Project Image

During EXPOMAFE 2019, the BMS Program also presented Project Image, which promotes and highlights Brazilian machinery and equipment manufacturing to the international market through visits by journalists, influencers and specialists to Brazil to familiarize them with the industry. This show edition welcomed professionals from Mexico's Vanguardia Industrial communication group, and from Metalworking, based in South Africa.

This effort is made possible by Apex-Brasil, in partnership with ABIMAQ. The visits are planned in conjunction with the show organizers and take into account the interests and features of Brazilian products in the industry sector in a variety of markets in the countries invited.

Exhibitors

Marco Basso, president of **Informa Exhibitions**, emphasizes that EXPOMAFE is the show offering the largest display of industrial technology in Latin America. "It's a show for those who are passionate about technology." In the executive's view, EXPOMAFE's success is the exhibitors' success.

President of the Organizing Committee and exhibitor representative to the show organizers, Mauricio Lopes credits EXPOMAFE 2019's success to the manufacturers' awareness of the need for technology growth to achieve greater productivity.

In this sense, the show brought together the world's primary suppliers of industrial automation, machine tools, welding, measurement and much more. Here, the business owner attendee, who knows his or her needs, was provided a clear view of where to focus investment," Lopes emphasizes.

Sales director for **Romi**, once again a sponsor of this EXPOMAFE edition, Lopes believes that the show presented results compatible with the market's progress. "A show looks to create opportunities, and considering the possibilities and where Brazil finds itself right now, EXPOMAFE fulfilled its role well. What we saw over five days was an event focused on the industry's modernization and those who don't keep up will get left behind. This is what the show showed us, opening doors for those who want to update," he points out. One of the new offerings Romi prepared for this show edition was the Romi GL line of horizontal turning centers, featuring high productivity, robust and precise technology.

Other show exhibitors highlighted the perception that manufacturers' confidence and investment are being restored by the number and quality of attendees visiting their booths and the deals already put together during the show.

Stäubli, with its vast portfolio of accessories for molds, robots and quick-connects, underlines the importance of the show both regarding deals with their customers and prospects, as well as with other exhibitors who partner with the company. According to Marcelo Silva, CEO of Stäubli Brasil, at EXPOMAFE 2019 the company confirmed 150 partners. "All of our goals were met by the second day of the event, we were able to close a number of projects. To give you an idea of the success, on a single day, the third day, more than 600 attendees visited our booth," he celebrates.

KUKA Roboter do Brasil, a robotics company responsible for one of the major EXPOMAFE 2019 attractions, RoboCoaster – the first industrial robot licensed to carry humans - unpacks the show's importance. According to Edouard Mekahalian, general director, "the number of attendees and opportunities reached the highest anticipated levels. The public has a huge interest in robotics, which left us extremely satisfied," the director states. Mekahalian also confirms that the company noticed maturity in the market, more easily understanding and having more previous knowledge about strongly investing industrial automation, using robots and other Industry 4.0 technologies. "For our team, it was gratifying to be at EXPOMAFE 2019, because we started to see a market with more confidence in new business."

Trumpf highlights the quality of the show audience. For João C. Visetti, the company's executive president, the event was excellent. "Our booth was very active every day, with great contacts and quality visits with attendees." In addition, from the company's perspective, the show indicated a real desire for investment by business owners. "At the show we sold or finalized sales for 10 TruLaser 1030 fiber machines, 2 TruLaser 5050 fiber - 10 kW power, and 1 TruBend".

For Roberto Manzo, sales director at **Heller**, EXPOMAFE 2019 played a vital role, mainly regarding audience. "Our goal is to meet and service everyone interested in our solutions, whether customer, supplier, student or partner, and the show provides us that relationship. Heller came to build relationships and we did." Manzo says that during the event, you could tell the audience is more optimistic; "taking their foot off the brake." "The show brought the market to us, showing their interest in technology and innovation. EXPOMAFE 2019 contained both." Heller featured their series of horizontal machining centers, with application engineering, turn key installation, retrofitting and technical support.

Ingersoll considers customer quality highly important and at EXPOMAFE found what they were looking for. According to Raquel Antônio, marketing coordinator, the show leads were extremely qualified, with customers interested in solutions, "Attendees came to the show focused on doing business, which made our job easier."

From Ingersoll's **ARO** (fluids) division, Alexandre de Ponte, who oversees sales for the company, guarantees: "Without question we'll be back to the next EXPOMAFE, because we didn't waste a minute of the time we spent there this time. We welcomed significant visits and exchanged valuable information with those who understand our product. In addition, we noticed the market to be more optimistic regarding business activities."

Focused on demonstrating connectivity concepts for managing data with *Measurlink* software, **Mitutoyo** underscores the importance of EXPOMAFE 2019 for this business area. "The outcome of our partnership with the show was great, reflected in good selling, in addition to providing institutional support to the event, which exceeded expectation, reveals Mayra Mitsuyo, from the company's marketing department.

What surprised **Mausa** most, was how quickly deals were coming together. "We closed partnerships in the first couple days, which was wonderful, because we weren't expecting such immediate results," highlights José Azanha, one of the company's engineers. "Something else worth pointing out is

the show's organization, which left nothing to guesswork." The company displayed their various machine tool models, including machining, milling, turning, and mandrel centers.

Pilz participated in EXPOMAFE 2019 with industrial automation and safety relay solutions. According to Pedro Medina, the company's general director, the show is ideal to strengthen the brand among the attendees, since it attracts a specialized audience. "We established a variety of contacts with professionals who have decision-making authority and business potential," Medina confirms.

According to Mairon Anthero, administrative director at **Schunk Inter-BR**, EXPOMAFE is extremely important to the company. "Besides featuring the most well-known brands on the market, the show attracts an audience of decision makers interested in new technology." Marion goes on to say that during the first three days, the company was visited by more than 1,500 attendees and received more than 450 leads. Schunk believes there will be a 30% increase in sales over the previous show. "This edition will certainly break all the records for attendance and deals compared to any other show we've participated in," he comments. Among the company's products, pneumatic actuators were featured, along with work holding products and touch sensors.

Dardi recorded a positive bottom line, mainly on the third day of the event, with attendees interested in both water jet and laser cutting machinery, according to Marcos Ribeiro, engineer and general director. "We had customers interested in new equipment, which on the fourth day we'd already sold six machines." Also according to Ribeiro, those customers came from different parts of Brasil, mainly from the South, Southeast and interior of the State of São Paulo.

"We had an impressive number of qualified attendees, which generated lots of sales consults and great possibilities for business, some of which were finalized right at the show," celebrates Márcia Garcia, director of robotic solutions for **Yaskawa Motoman**. Since the company demonstrated several applications at their booth, the demand was diversified, not just servicing the metalworking industry, but manufacturers in general.

Grupo Junker, exhibiting at EXPOMAFE 2019 featuring the Junker, Zema (high-performance grinders) and LTA (exhaust systems) brands express how pleased they were: "The show has the potential to attract attendees for our products and that's what happened beyond expectations," celebrates Dirk Hüber, general director. He continues: "There were inquiries for projects and for new solutions. No question we'll have sales from the show."

GRV Software considered EXPOMAFE 2019 a great opportunity present their CNC Monitor software. "We attracted hundreds of attendee visits, many of them qualified," points out Valdecir Pereira, the company's R&D director. While promoting their product, a program for machining center monitoring and management, according to Pereira the audience was impacted. "We believe that we still have a long road ahead, but the show helped launch the product, fulfilling its role."

EXPOMAFE 2019 **ABB's**, who positively evaluated activity at their stand. "In addition, we made great contacts and improved our networking," comments Ana Paula Silva, in charge of the company's marketing.

Haimer's results kept improving each day of the event. "As each day went by, we surpassed the previous one. We closed significant projects which had been stuck given the market rebound," explains Tatiane Daniel, marketing coordinator. Products on display from Haimer featured 3D sensors, thermal induction machines, balancing machines, thermal tool holders and presetting technology

For **Mazak**, it was a very good event. Gustavo Vianna, sales engineer, feels that "EXPOMAFE 2019 brought quality, focus and good selling, to a single show. The audience level was the best." Mazak displayed industrial automation, turning centers, machining centers, lathes, among other equipment.

Content

Along with all the innovations featured by the exhibitor companies to continue supplying manufacturers with greater productivity and competitiveness, innovation was also present in more than 120 hours of technical programming and presentation in Idea Park, Roadshow VDI: Application of official German guidelines for Industry 4.0 in Brazil, and the Technology Evolution Space, consisting of three attractions: the Industry 4.0 Live Demonstration, RoboCoaster, and a machine tool application display for crafting of 14-bis and Demoiselle aircraft replica motors.

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ABIMAQ - The Brazilian Machinery Builders' Association represents more than 7,800 companies in a variety of capital goods machinery manufacturing sectors, whose development brings direct impact to other domestic production sectors, and is structured nationally with headquarters in São Paulo, nine regional offices and one political affairs office in Brasília. Providing much more than institutional representation for the industry, ABIMAQ is professionally managed and its activities are aimed at creating business opportunities for its members, actively promoting the industry to political and economic agencies, stimulating trade and cooperation internationally, while contributing domestically to improved technology performance, human resource training and management modernization.

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