

# EXPOMAFE

Brazil International Machine Tool and Industrial Automation Exhibition

May,  
09-13  
2017

SÃO PAULO EXPO  
EXHIBITION & CONVENTION CENTER



10 am to 7 pm - Saturday, 9 am to 5 pm

## EXPOMAFE drives business in the metalworking industry and energizes renewal in industry investment

The show presented the latest machine tool and industrial automation technology from 630 national and international brands, and attracted business owners interested in preparing their industrial sites for the new cycle of economic growth.

Saturday May 13, 2017, was the final day of the first edition of **EXPOMAFE - Brazil International Machine Tool and Industrial Automation Exhibition**, at São Paulo Expo, in São Paulo. Brazil's largest event for the industry, the show gathered 400 exhibitors representing 630 major national and international brands from all segments of the metalworking industry, and was considered a success by the organizers and exhibiting companies.

For **José Velloso**, Executive President of **ABIMAQ – The Brazilian Machinery Builders Association**, the show took place at an important time of bringing industrial facilities up to date. "The crisis is behind us, and after nearly three years without investment, the business community knows they need to update their lines to begin recovering productivity earnings and competitiveness. EXPOMAFE fulfilled that mission of presenting the latest technology to the industry," he said.

Velloso affirmed that the show "started out strong", and put on display all the variety the various business segments have to offer, delivering a broad, thorough presentation for the machine tool, cutting tool, welding and forming, measurement, tooling and automation markets. "At EXPOMAFE the most up-to-date generation of technology solutions was presented, which will equip domestic manufacturers to address the challenge of Industry 4.0."

**Maurício Lopes**, Coordinator for the **EXPOMAFE Organizing Committee** and Machine Tool Sales Manager for **Indústrias ROMI**, called attention to the fact that the exhibitors brought the latest and greatest in their portfolios, to the show. "Everyone is very pleased with the organization and with the high level of attendee qualification. The booths were visited by decision makers and shop floor technicians in search of solutions for their facilities. For sure, the companies which exhibited at the show have 45 to 60 days of hard work ahead."

### Export

On May 10 and 11, EXPOMAFE presented the **1st International Business Round Table** for show exhibitors and importers invited by the Brazil Machinery Solutions Program. The initiative resulted in **140 meetings** among **26 exhibitors** and **8 buyers from 6 countries**: Chile, United States, Egypt, Nigeria, Peru and Kenya. The meetings took place in a space dedicated exclusively to the activity and their primary purpose was to maximize contact and negotiations between Brazilian manufacturers and industry buyers from abroad.

The business promotion exercise, called Project Buyer, was organized by the BMS Program, fruit of the partnership between the Brazilian Agency for Promotion of Export and Investment (Apex-Brazil) and The Brazilian Machinery Builders' Association (ABIMAQ).

### Industry of the future

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In an exclusive initiative EXPOMAFE presented the **Advanced Manufacturing Demonstration**, a production cycle set up at the show by which visitors could view the primary concepts and technologies behind Industry 4.0 applied in practice. **João Alfredo Delgado**, Director of Technology for **ABIMAQ**, commemorates the initiative's enormous success. "The space was completely filled with attendees the entire time, by business owners interested in implementing the new technologies in their plants."

The Advanced Manufacturing Demonstration was developed by ABIMAQ and SENAI-SP, along with 12 director and sponsor companies, 6 startups, The MAUÁ Technology Institute, FEI University Center, 8 companies which provided complimentary technologies to operate the line, support from Informa Exhibitions and instructional support from the Brazilian Agency for Industrial Development (ABDI), the Funding Agency for Studies and Projects (FINEP) and the Research Support Foundation for the State of São Paulo (FAPESP).

## Technical and professional content

In addition to the Advanced Manufacturing Demonstration EXPOMAFE presented more than one edition of the **Thematic Booth**. Coordinated by the ABIMAQ Machine Tool and Integrated Manufacturing Systems Industry Chamber (CSMF), the space demonstrated, in practice, the importance of machine tools in the production of any and all manufactured goods.

This year, the Thematic Booth focused on the farm implement and machinery industry, and was in partnership with Jacto, who demonstrated the advanced technology offered via their equipment and the importance of machine tools and integrated manufacturing systems in their production processes.

With those two booths combined, EXPOMAFE offered more than **60 hours** of advanced content as a strong contribution to technical and professional development for the machine tool and industrial automation industry sectors. Seminars, symposiums and panels discussed relevant topics and featured the presence of Brazilian and international authorities and specialists.

**Marco Basso**, President of **Informa Exhibitions** agrees that the market is emerging from a difficult period and starting to react. "What we witnessed at EXPOMAFE showed that the industry is betting on a new cycle of growth and in the process recovering investments." The executive recalled that this was the third show in an exhibition series put together by ABIMAQ, which was kicked off by FEIMEC, in 2016, and Plástico Brasil in March of this year – all evaluated very well by the market.

As an ABIMAQ initiative, with show organization and promotion by Informa Exhibitions, the next edition of EXPOMAFE will take place **May 7-11, 2019** at São Paulo Expo, and is expected to grow even more and solidify itself as the flagship event for doing business in the machine tool and industrial automation industry.

## EXPOMAFE – Brazil International Machine Tool and Industrial Automation Exhibition

Held May 9-13, 2017, at São Paulo Expo Exhibition & Convention Center

In association with: ABIMAQ - The Brazilian Machinery Builders' Association

Promotion and organization: Informa Exhibitions

Official Sponsorship: Romi

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Additional information: [www.expomafe.com.br](http://www.expomafe.com.br)

## Additional press information

### Primeira Página Assessoria de Comunicação e Eventos

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