

EXPOMAFE

INTERNATIONAL MACHINE TOOL AND INDUSTRIAL AUTOMATION EXHIBITION

POST SHOW REPORT

04TH-08TH
MAY 2027
SÃO PAULO EXPO

INITIATIVE

ABIMAQ

PROMOTION AND ORGANIZATION

 **informa**markets

THE EXPOMAFE TRADE FAIR

EXPOMAFE brings together innovative technologies and the main launches for the industry of machine tools, industrial automation, and much more.

Held from May 06 to 10 at São Paulo Expo, the event was a true success and established itself as the **largest event in the metalworking sector** in Latin America.



MAIN INDUSTRIES PRESENT

- *Accessories: devices and components*
- *Industrial automation*
- *Integrated quality control in manufacturing and measurement*
- *Hydraulic and pneumatic equipment*
- *Equipment for material handling and storage*
- *Hand tools and cutting tools*
- *Machines and equipment for the metalworking sector*
 - *Machine tools*
 - *Additive manufacturing*
 - *3D printers for prototyping*
 - *Robotics and manufacturing cell integration*
 - *Welding and cutting*
 - *Valves, pumps and compressors*



BIG NUMBERS | EXPOMAFE 2025

EXPOMAFE



+ 65,000

Visits from industry
professionals



1,100

Exhibiting brands



37

Visiting countries



80,000 m²

Exhibition area



21

Exhibiting countries

Germany, Austria, Brazil, Belgium, Canada, China,
South Korea, Denmark, Spain, USA, Netherlands,
India, Ireland, Israel, Italy, Japan, Mexico, Singapore,
Sweden, Switzerland and Turkey

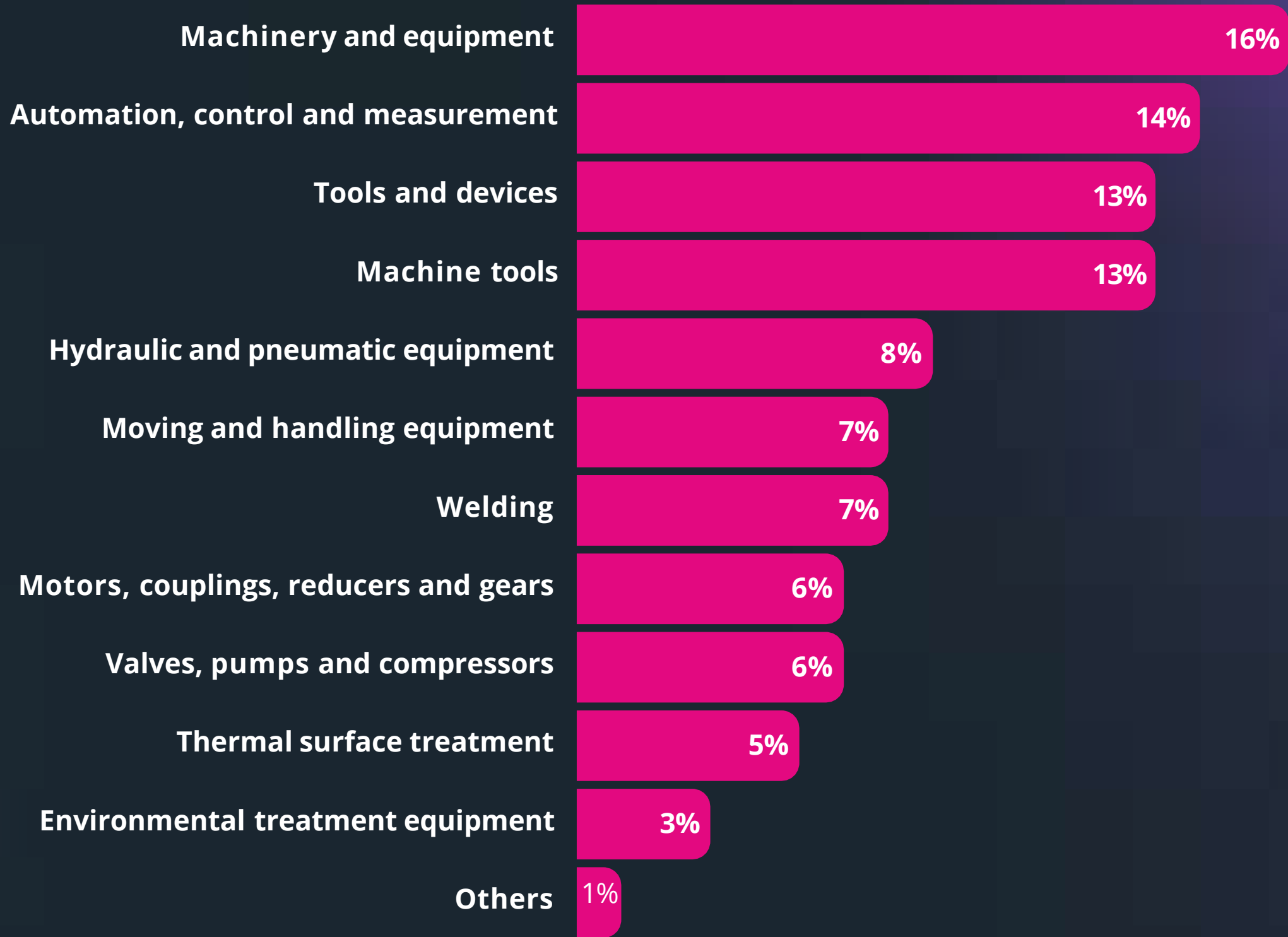
41 participating countries

33% growth in international visitation compared to the previous edition



VISITOR PROFILE

WHAT DO VISITORS LOOK FOR AT EXPOMAFE?



83%

of visitors play an **important role** in the company's **purchasing process**



69%

of visitors look for **new suppliers/partners**, buy products and services and research new trends, solutions and market launches



30%

of visitors seek **professional qualification, experiences exchanges** and **networking**

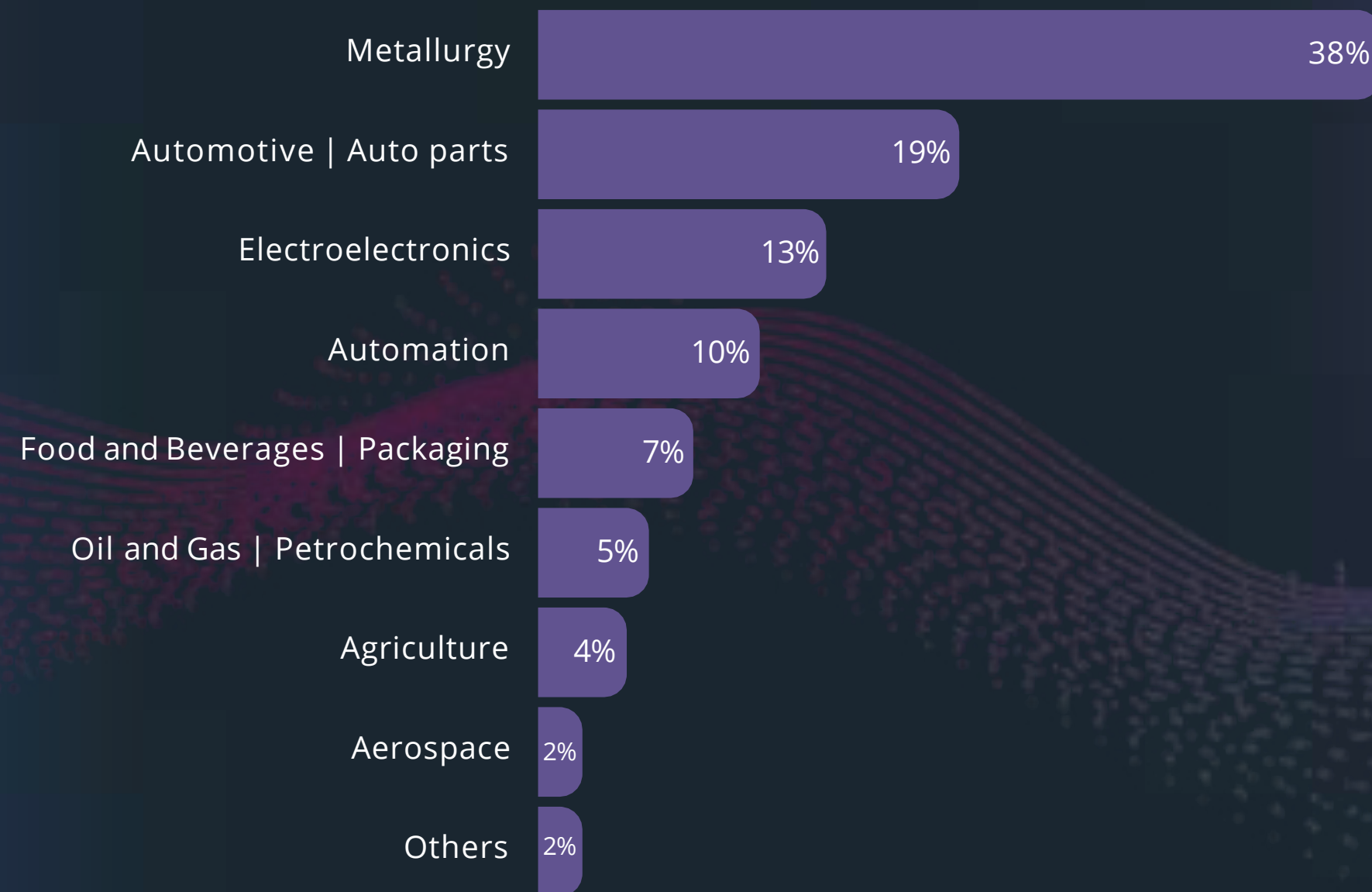


88%

of visitors plan to **return to EXPOMAFE 2027**

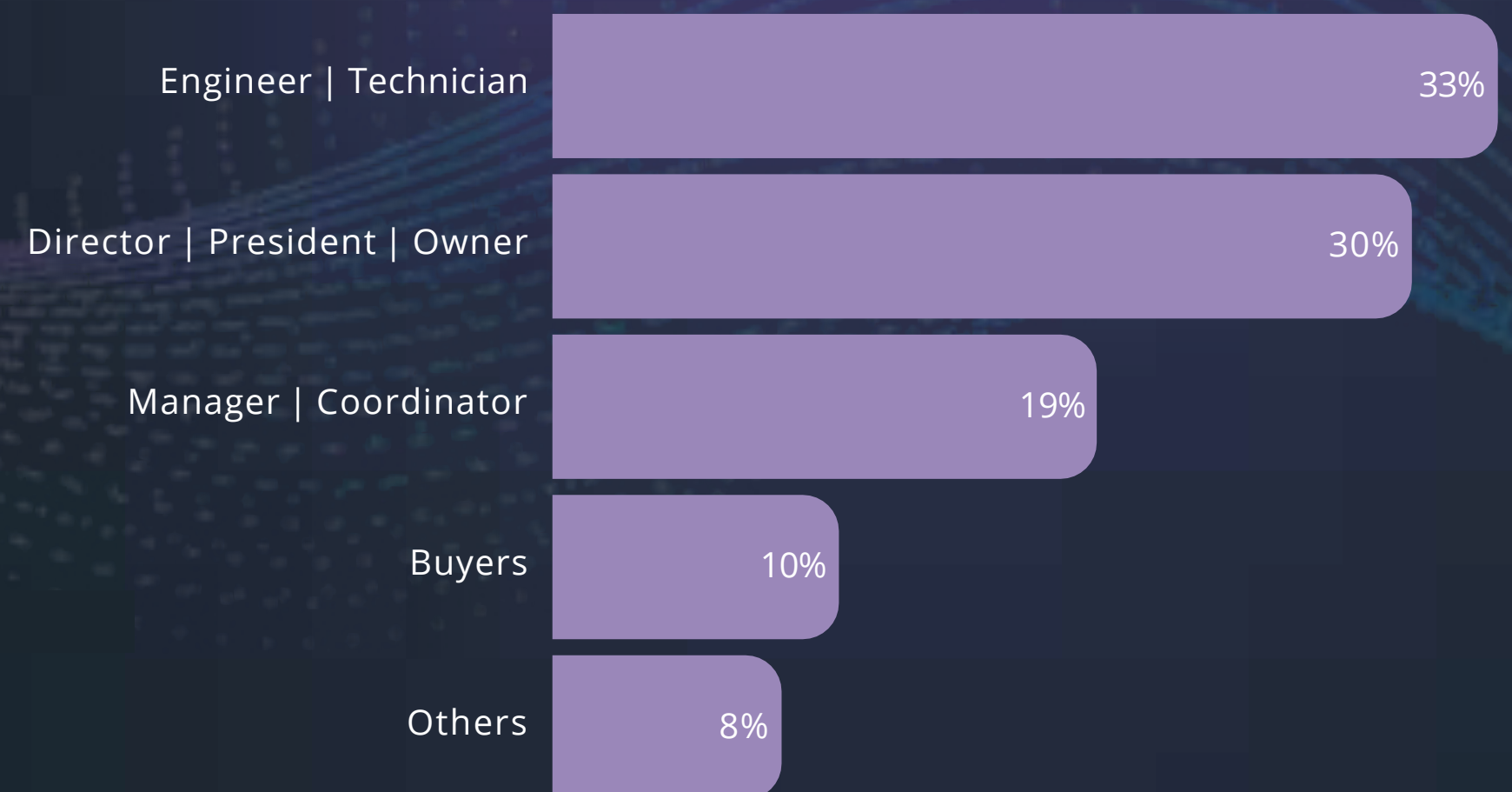
VISITOR PROFILE

VISITORS BY INDUSTRY



VISITOR PROFILE

VISITORS BY FIELD OF ACTIVITY





The **EXPOMAFE Stage** is a new space dedicated to content, knowledge and the exchange of ideas, where the leading names in the industry shared insights on the most current and impactful trends in the sector.

**+ 800 PROFESSIONALS
attended this attraction**

ATTRACTIONS



EXPOMAFE



The **Ideas Park** always attracts a professional audience with dynamic and interactive content in its diverse schedule, from academic talks to discussions on the most advanced technologies in the industrial sector.

+ 400 PROFESSIONALS
attended this attraction

ATTRACTIONS



EXPOMAFE



In 2025, this traditional attraction innovated with the goal of highlighting smart products at different stages of 4.0 maturity, following the model of the German Academy of Sciences and Engineering (ACATECH), 2020.

Practical examples and essential requirements were presented for machines and equipment, enabling interconnected and collaborative processes.

+ 3,850 PROFESSIONALS
took part in this attraction

ATTRACTIONS



EXPOMAFE



Visitors were able to watch live demonstrations of technologies that boost energy efficiency, such as machines with reduced consumption, smart energy monitoring systems, heat recovery and the use of renewable sources in the industrial sector.

**+ 1,050 PROFESSIONALS
attended this attraction**

ATTRACTIONS



EXPOMAFE



Space dedicated to demonstrations of the most advanced automated logistics solutions, where visitors had the opportunity to explore technologies that optimize the **management**, delivery and storage of materials.

From vertical storage systems and autonomous robots to WMS (Warehouse Management System) and WCS (Warehouse Control System) management software.

+ 360 INTERACTIONS
in this demonstration arena



ILHA SOLDAGEM & CORTE

The trade fair was the stage for one of the most challenging and prestigious competitions in professional education, the **National Qualifier of the World Skills SENAI**.

Visitors had the chance to closely observe the performance of young talents in the running to represent Brazil in the largest global competition of professional education.

+630 PROFESSIONALS
were present to this attraction

ATTRACTIONS



EXPOMAFE



The **Industry 360** space provided an immersion into the future of industry!

With experience exchanges among professionals, showing how the industrial sector can evolve in an integrated manner towards a new technological level.

+ 420 INTERACTIONS
in this networking space

ATTRACTIONS



EXPOMAFE



IndStart

For the first time at EXPOMAFE, **IndStart** became the major hub of startups in the industry, bringing innovation and technology to the production sector.

An initiative launched by the production vertical of ACATE, the space brought together entrepreneurs, specialists and disruptive solutions that are transforming the industry.



ATTRACTIONS

EXPOMAFE



We hosted the SENAI Ideas Challenge at EXPOMAFE 2025.

An innovation contest that challenged students to develop solutions for true industry needs.

With creativity, technical knowledge, and a vision for the future, participants presented innovative projects that can directly affect the industrial sector.

ATTRACTIONS



EXPOMAFE



The **SENAI Mobile Welding School** was present at EXPOMAFE 2025, bringing a unique experience of learning and professional training.

This mobile unit was designed to bring specialized training to various regions of the country, combining theory and practice to address industry needs.

ATTRACTIONS



EXPOMAFE

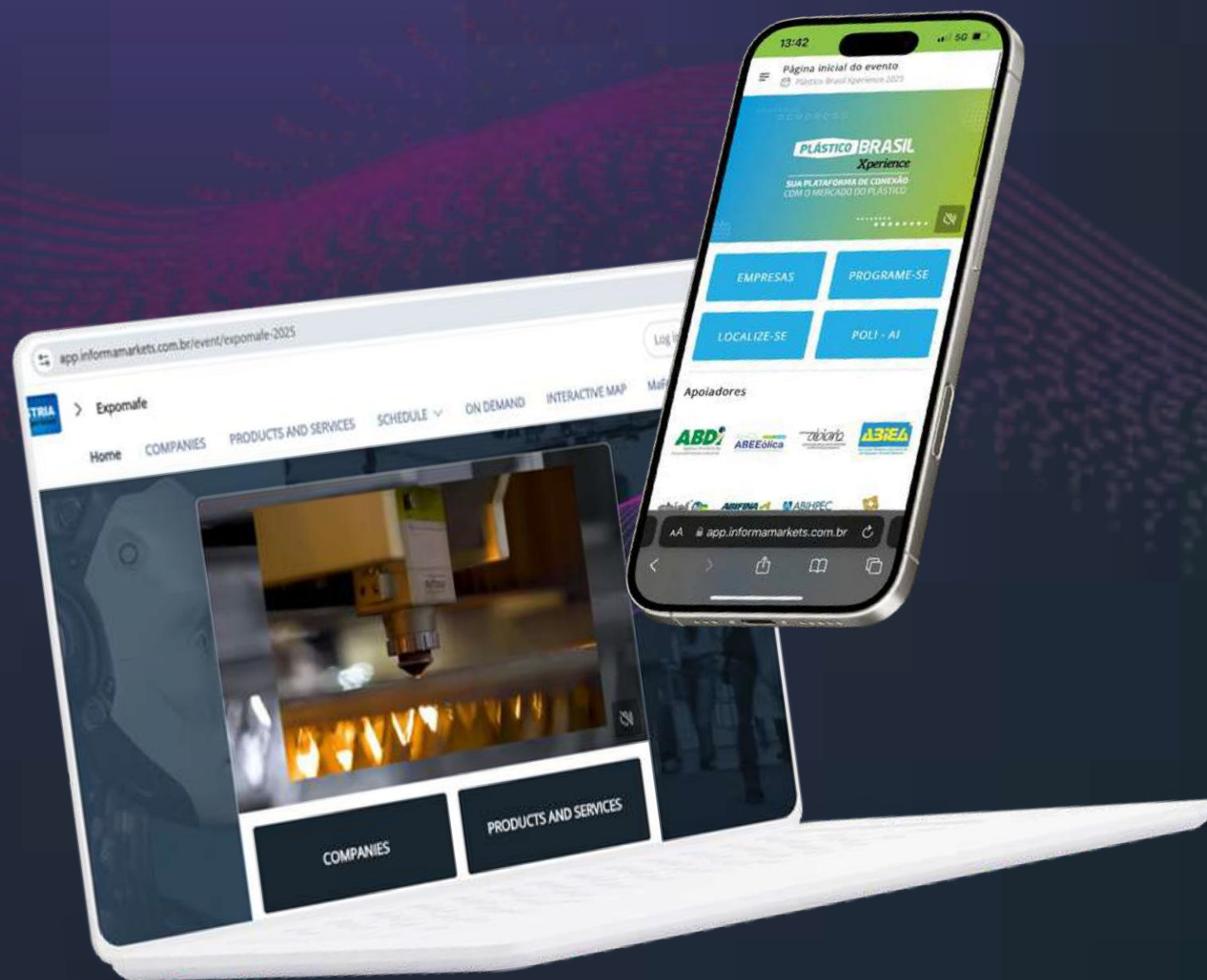
INDUSTRY XPERIENCE

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

+ 32,400
visits to the platform

+ 5,300
visits to company pages

+ 2,400
visits to the products page



INTERACTIVE MAP AND VIRTUAL ASSISTANT

Total of
45,000 *visits*

+ 16,800
routes mapped

+ 38,700
searches



CARAVANS AND GROUPS

EXPOMAFE received groups and representatives 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 2025, we had more than 3,700 representative groups from all over Brazil.



SOCIAL MEDIA



1,726,220

Reach on Instagram from March to May



3,385,820

Reach on Facebook from March to May



436,529

Page Views of the EXPOMAFE website



46,680

Interactions with
Facebook and Instagram Posts



24.6K
Instagram



31.4K
Facebook



6.5K
LinkedIn



1.15K
Youtube

SUSTAINABILITY

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



[CLICK HERE TO LEARN MORE ABOUT OUR ACTIONS](#)



BETTER STANDS

Better Stands is a global program by Informa Markets that aims to eliminate waste generation at stands.

To this end, we encourage exhibitors and stand builders to replace disposable (single-use) stands with reusable stands, significantly reducing environmental impact.

97% of EXPOMAFE stands were assessed and approved under Better Stands

▶ VIDEO GALLERY



[CLICK HERE TO ACCESS](#)

🖼️ PHOTO GALLERY



[CLICK HERE TO ACCESS](#)

INSTITUTIONAL SUPPORTERS



MEDIA PARTNERS



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See you on

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