



**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!

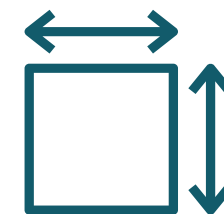
# BIG NUMBERS



**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



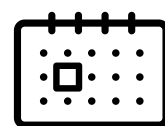
The governor of São Paulo, João Doria, together with the director of ITAL (Food Technology Institute), Luis Madi, and the chairman of the Informa group, Marco Basso, attended the opening plenary session of **FispalTec Content Arena**, the great news for this edition of the event, composed of 4 large 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

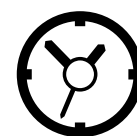
Industries; **ABIQ** Brazilian Association of Cheese Industries; **ABIS** Brazilian Association of the Ice Cream Industries and Sector; Abiad Brazilian Association of the Food Industry for Special and Congener Purposes; **AmazonasCap**; **Afrebras** Association of Brazilian Soft Drink Manufacturers, 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.



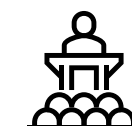
**4**  
days



**+200h**  
of professional  
content



**580**  
delegate



**+ 100**  
speakers

**POST SHOW**  
REPORT 2019

Sponsors of

# ARENA FISPALTEC

## FÓRUM FISPAL TECNOLOGIA

Fórum Fispal Tecnologia

Patrocinador Diamante	Patrocinadores Ouro	Patrocinador Prata	Apelo
	  		  



Fórum Tecnodrink

Patrocinadores Ouro	Patrocinadores Prata	Patrocinador	Apelo
 			   

## FÓRUM DE EMBALAGENS

Fórum de Embalagens

Patrocinador Ouro	Patrocinador	Apelo de Conteúdo	Apelo
 Klabin	 Braskem	 BRASIL	   

## FÓRUM DE MARKETING DIGITAL

Fórum de Marketing Digital

Apelo	
 EQUILIBRIUM CRIANDO RELACIONOS SAUDÁVEIS	 Celta seminários



# 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**

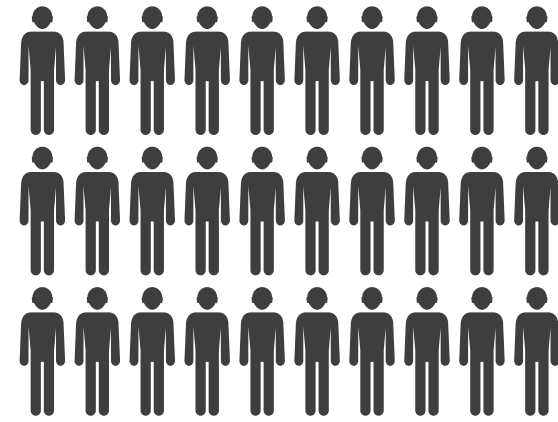
Augmented Reality interaction experience and other technologies being applied in the food and beverage industry.

**STARTUP**  
—PITCHES—

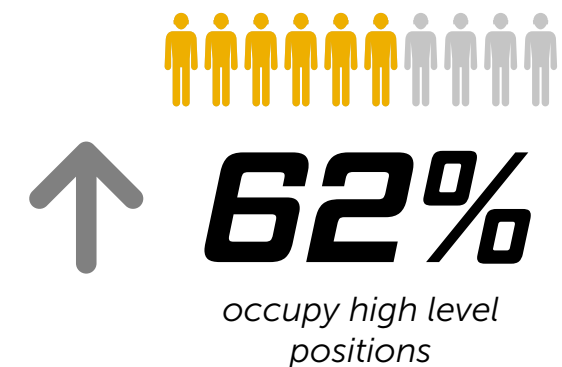
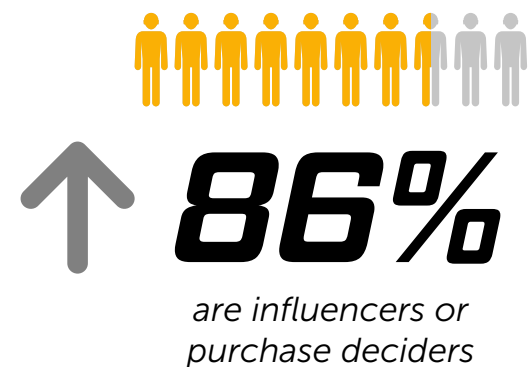
Rounds of startup presentations where Food Techs demonstrated innovative solutions.



# Visitor Profile

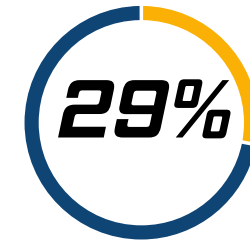


**39.370**  
attenders

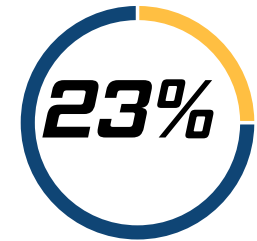


## Company Size

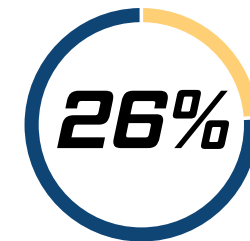
Medium



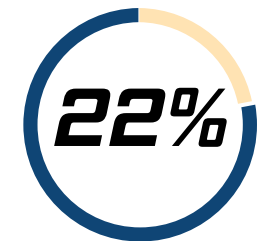
Small



Large



Microbusiness



## Gender



**21%**

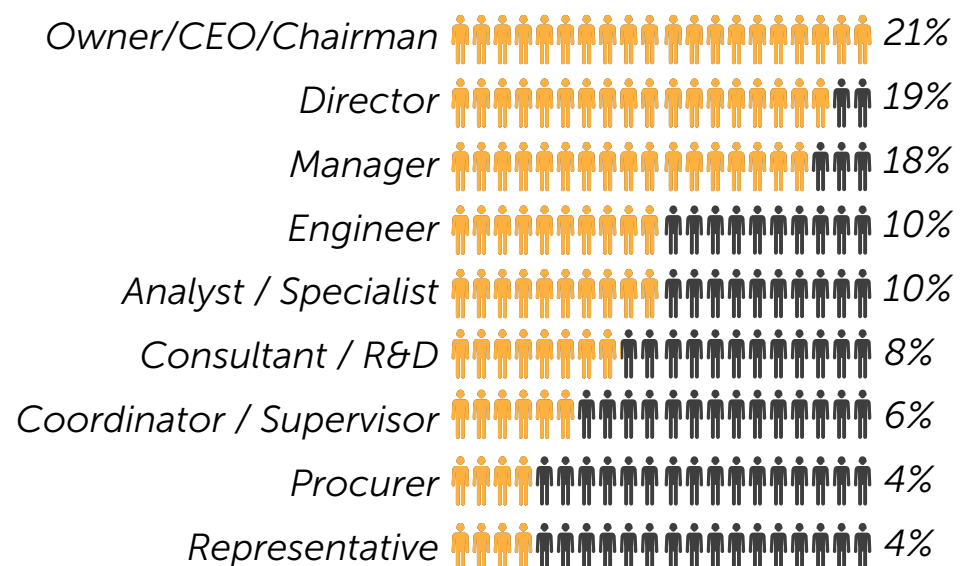


**79%**



# Visitor Profile

## Job Position



## Opinião de quem visita



**68%**

say that it is the best event in the industry



**83%**

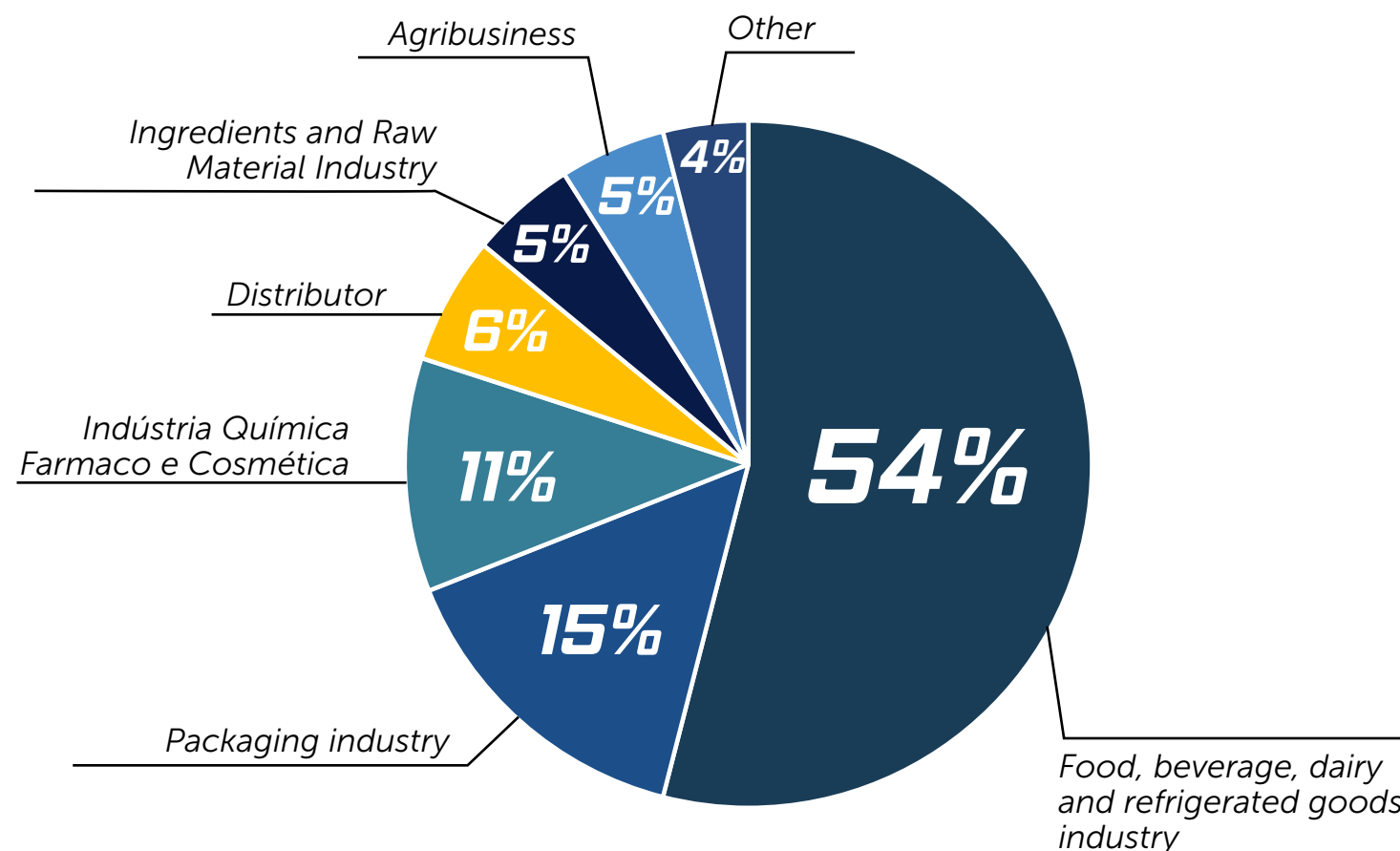
intend to return in 2020



**56%**

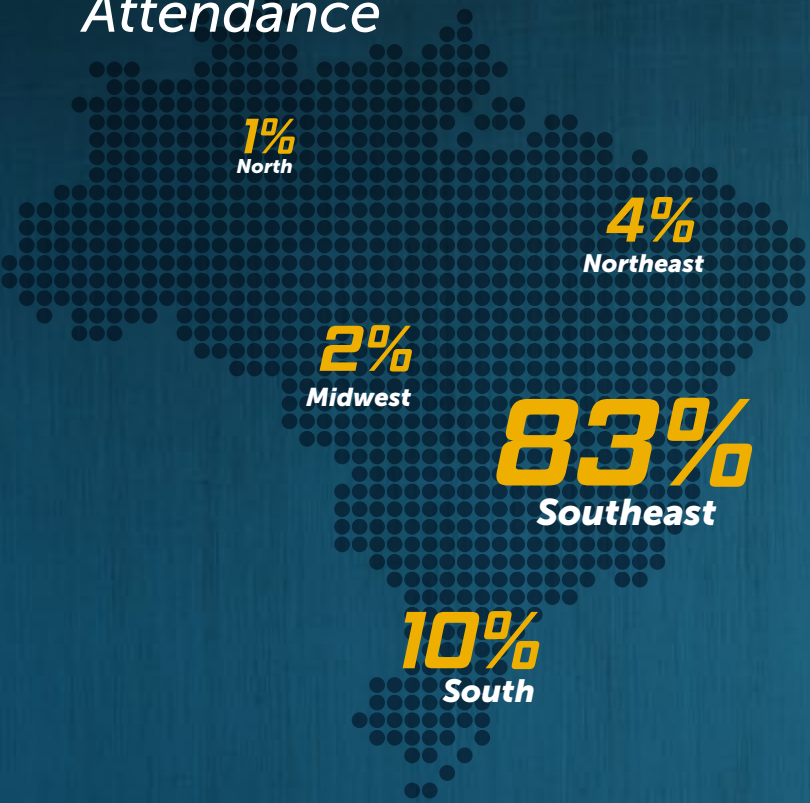
claim to have bought a product or service during the fair or are in contact with exhibitors for possible purchase

## Field of Activity

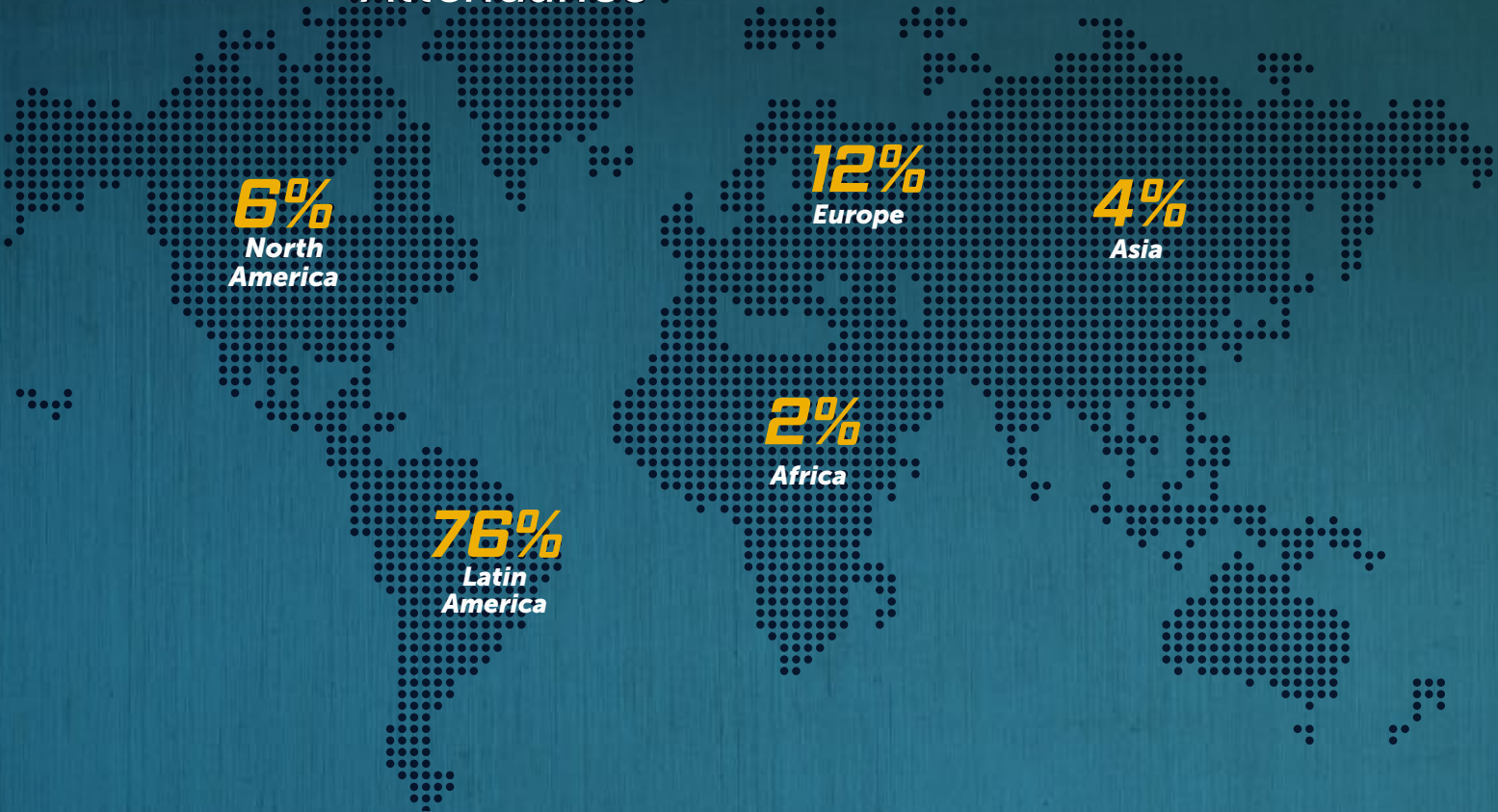


# Visitor Profile

## National Attendance



## International Attendance 2%



### Top 10 Countries

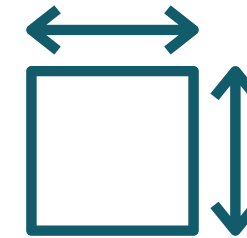




# Exhibitor Profile



**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**

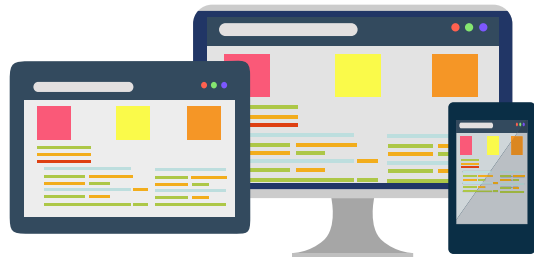
Has participated in Fispal Tecnologia for 28 years and the main factor to be present in all these years is mainly the visibility that the exhibition brings..

"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

in



f



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

 **cafezinho0**  
com  
**Tecnologia**

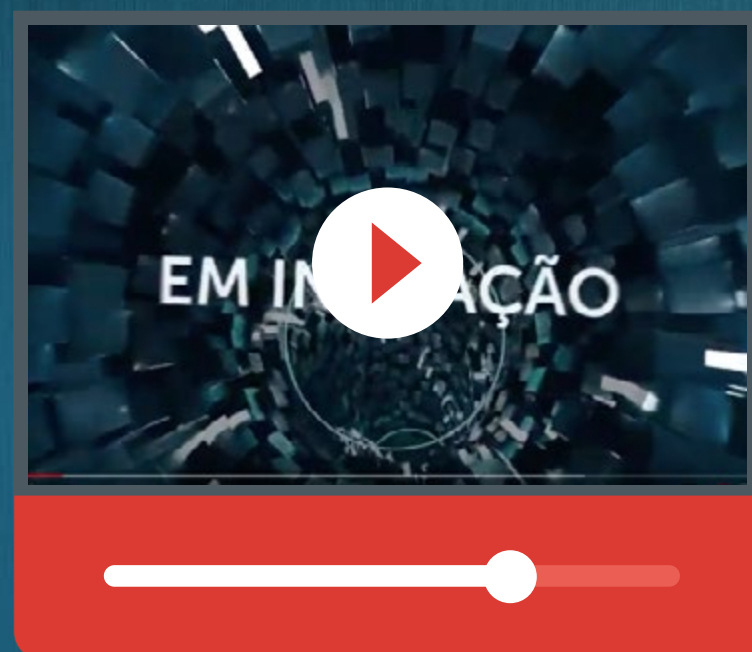


FISPAL TEC  
**EXPERIENCE**

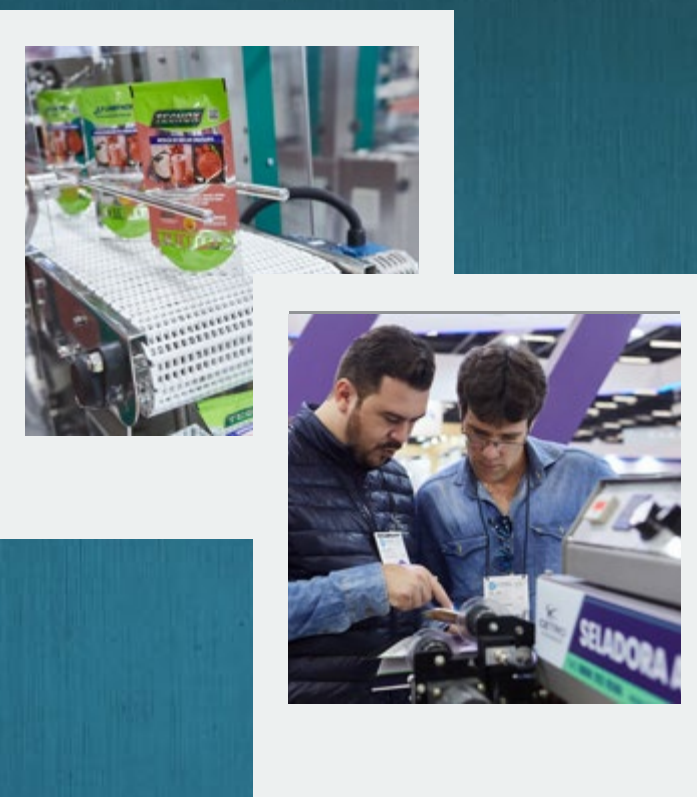


**CONFREBRAS 2019**  
Congresso Brasileiro de Bebidas

Click to watch our 2019  
promotional video



Click on the image and  
check our photo gallery







**FISPAL**  
TECNOLOGIA

**June 21-24 | 2022**

São Paulo Expo

*#FispalTec2022*

**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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