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São Paulo, 7th of August, 2019

Press information

Smart.Con: new event for the construction industry in Brazil will be launched in June 2020

Smart.Con, a new event format for the construction industry, will be held on 17 and 18 of June, 2020, in São Paulo Expo. Organized by Messe München do Brasil in partnership with SOBRATEMA (Associação Brasileira de Tecnologia para Construção e Mineração), Smart.Con will be a fusion between a summit and an exhibition, which was never produced before for the construction industry in Brazil, with focus in technology and innovation for the industries of Engineering, Infrastructure, Real Estate and Rental.

“We have noticed that the integration between summit and exposition, both with high quality, is a format that guarantees a better experience exchange and more satisfaction to those who will attend the event”, says Katharina Schlegel, CEO and Managing Director of Messe München do Brasil. “The professionals in the attended areas will have an information and business platform according to their importance for the economy”.

The President of SOBRATEMA, Afonso Mamede, evaluates that the introduction of Smart.Con is an answer to a market need. He mentions movements that justify the event focus in technology and innovation. “We have witnessed the development of machines equipped with management systems that permit to check the productivity and guarantee more safety, besides equipment for operators with reduced mobility. In the projects area, Building Information Modeling (BIM), for example, has brought great benefits for the industry. And there are other solutions that are already applied, but that have not been massified yet, such as 3D printing, the increased reality and the use of robots on the jobsite, as opposed to highly automated industrial plants”.

More than 125 hours of content

The new Smart.Con will be promoted at every three years in São Paulo. As far as the summit is concerned, the organizers' expectance is to congregate about 600 attendants. The space will also have a central stage, which will be divided into five segments, so that it will be possible to have simultaneous speeches for each of the five content pillars of the event: Construction Planning, High-tech Equipment, New Construction Systems, New Materials, Automation and Safety on the Jobsite and The Future of Construction.

The summit will be located at the center of Smart.Con, and to access the premium content program, the visitors will need to acquire tickets or receive an invitation from the sponsors. Besides the main stage, five smaller stages will be installed in different areas of the fair. In these spaces which will be designed for 30 persons, the visitors will be able to attend to free speeches. "It will be more than 125 hours of content at the attends service", points out Augusto Andrade, Events Director of Messe München do Brasil.

Coherent visitation

The highlight of the exhibition area will be the possibility of a coherent visitation, from the beginning to the end. The event plan has been designed so that the visitor can walk through the fair and follow the several phases and pieces of equipment of a job – many of them will be demonstrated in operation, with total safety, so that the visitors can assimilate their attributes. The division of the exposition of products and services will follow the same themes of the content pillars.

Booths "100% ready" for exhibitors

To guarantee the technical character and the experience quality to the visitors, the booths of Smart.Con will follow the same visual identity. For the exhibitors, the great attraction is the "turnkey" concept: the booths, available in five dimensions, will be delivered 100% ready. "The companies will have to worry just in accommodating themselves and closing deals", says Andrade.

Optimistic projections

Mamede believes that Smart.Con will promote the market, by stimulating all players to adopt solutions to increment productivity, efficiency and quality. “Highly innovative companies and startups with differentiated products and services will be present in the event, pointing out to the visitors how the application of a technology can become beneficial and contribute to the market growth”, says the President of SOBRATEMA. “We will bring relevant information to the market, which will have the knowledge of what can become a reality in a near future”.

For more information about Smart.Con, please visit

www.exposmartcon.com.br/en

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Messe München

Messe München is one of the worldwide leader companies of business fairs, with more than 50 trade fairs of capital goods and consumer goods and new technologies. At every passing year, more than 50 000 exhibitors and about three million visitors attend more than 200 events in the fairs and exhibits center in Munich (Germany), at ICM – Internationales Congress Center München and in MOC Veranstaltungszentrum München (Munich Congress Center) as well as in other countries. Together with its subsidiaries, Messe München organizes fairs in countries such as China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. Messe München has a global presence with affiliates in Europe, Asia, Africa and South America and more than 70 foreign representations working in more than 100 countries.

Messe München do Brasil

With a central office in Munich, Germany, Messe München started the operations of its subsidiary in Brazil in the beginning of 2017. All over the world, the company organizes 220 events with 44 thousand exhibitors and more than 2.4 million visitors, with excellent generation and increase of deals for many industries. With just one year of operations in Brazil, the company has organized fairs such as M&T Expo, M&T Parts and Services and the Construction Expo in Brazilian territory

Sobratema

Sobratema – Associação Brasileira de Tecnologia para Construção e Mineração is devoted to propose solutions for the technological development of the sector, to disseminate knowledge and information and to take part in the training, specialization

and updating of those professionals who work in the construction and mining markets in Brazil. With 30 years of activity, it counts with the support of more than 650 associates (professional and construction, equipment rental, manufacturers and service rendering companies) as well as strategic associations with the main entities and companies in the segment of construction and mining in Brazil and abroad. The entity has the Market Intelligence, devoted to studies and surveys to subsidize the companies' strategic decisions making, Opus Institute for professional capacitation, Sobratema Publicações to publish books and trade magazines. Furthermore, it organizes specialized events: BW Expo and Summit – Biosphere world, Workshop, Revista M&T, Great Construction Infrastructure Forum, Construction Market Trends and Entrepreneurial Missions, which take professionals to the most important international fairs of the construction and mining areas.