

São Paulo, August 17th, 2020

Press information

Smart.Con: a conference & exhibition focusing on technology and innovation for the Engineering, Infrastructure, Real Estate and Rental sectors. The event will be organized by Messe Muenchen do Brasil in partnership with SOBRATEMA (Brazilian Technology Association for Construction and Mining).

- Due to the COVID-19, the launch edition will take place in July 2021, parallel to M&T Expo.
- Rolf Pickert: “Entrepreneurs and professionals in the served areas will have an information and business platform that matches their importance to the economy”.
- Afonso Mamede: “Highly innovative companies and startups will present their products and services at the event”.

Originally scheduled for June this year, **Smart.Con** was postponed due to the COVID-19 pandemic. All events in São Paulo (Brazil) from March to October were demanded to find a new date to be realized, as the health and well-being of all people involved are top priority to the organizers Messe Muenchen do Brasil and SOBRATEMA (Brazilian Technology Association for Construction and Mining). The first edition will now be held on **July 6 and 7, 2021 at the São Paulo Expo**, parallel to M&T Expo.

Smart.Con will be a conference and exhibition for the construction industry in Brazil, focusing on spread knowledge, new technology and innovation for the Engineering, Infrastructure, Real Estate and Rental sectors.

In this scenario, the event will gather together equipment manufacturers, engineering offices, construction companies, service providers, startups, new materials and construction systems producers, mining companies, banks, public agents and other players in the construction industry. “With a high-quality program,

and with great names from the industry discussing the application of new technologies in the sector, I am fully convinced that the event will be a success”, says Rolf Pickert, CEO of Messe Muenchen do Brasil. “

The president of SOBRATEMA, Afonso Mamede, confirms that the launch of the **Smart.Con** responds to a market need. “We have seen the development of machines with management systems that allow to efficiently measure productivity and ensure more safety; Building Information Modeling (BIM) brought immense benefits to the industry; And there are still solutions which have not yet become widespread, such as 3D printing, augmented reality and the use of robots at the construction site”.

“More than 30 simultaneous sessions will be held in the whole event, including presentations of success cases and panel discussions. In total, more than 60 speakers will share their knowledge during the two days of the event”, highlights Augusto Andrade, Director of Fairs at Messe Muenchen do Brasil.

Sponsors and exhibitors will be able to highlight their innovations - they can either present a success case that applies their technology by sponsoring and holding a session at the main stage or join the exhibition area by acquiring a table-top and show their innovation.

The registration to join the conference will be open on January 2021, and the participants will be able to watch all session live at the São Paulo Expo rooms or via Smart.Con Digital Platform, which is under development and will be released next year

The launch edition of **Smart.Con** being held in parallel to M&T Expo will bring benefits for both events. As a conference, Smart.Con will give the opportunity to the exhibiting brands at M&T Expo to present success cases that their machines and technologies made possible – at the same time, the delegates will have access to those innovation at the fair ground, inside the exhibitors’ booths and working, live at the Demonstration Arena.

Learn more about **Smart.Con** at www.exposmartcon.com.br

General Contact:

Rafael Rinaldi (Marketing Manager)

Phone: +55 11 3868-6350 | 96478-2497

E-mail: rafael.rinaldi@mm-br.com

Contact for Exhibitors:

Nilton Cardoso

Phone: +55 11 3868-6345

E-mail: nilton.cardoso@mm-br.com

Diogo Parente

Phone: 55 11 3868-6349

E-mail: diogo.parente@mm-br.com

Messe München

Messe München is one of the world's leading trade fair companies, with more than 50 technical trade fairs for capital and consumer goods and new technologies. Every year, more than 50,000 exhibitors and about three million visitors participate in more than 200 events held at the fair and exhibition center in Munich (Germany), ICM - Internationales Congress Center München and MOC Veranstaltungszentrum München (Munich Congress Center) as well as abroad. 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 over 70 foreign representations working in over 100 countries.

Messe Muenchen do Brasil

Headquartered in Munich, Germany, Messe München started operations of its subsidiary in Brazil in early 2017. Worldwide, the company organizes 220 events with 44 thousand exhibitors and more than 2.4 million visitors, with excellent business growth and generation for many industries. With only one year of operations in Brazil, it has already organized M&T Expo, M&T Peças e Serviços and Construction Expo in the Brazilian territory.

Sobratema

Sobratema - The Brazilian Association of Technology for Construction and Mining is dedicated to propose solutions for the technological development of the sector, disseminate knowledge and information and participate in the formation, specialization and updating of professionals who work in the Brazilian construction and mining market. With 30 years of activity, it has more than 650 associates (professionals and construction companies, rental companies, manufacturers and service providers) and strategic partnerships with the main entities and companies in the construction and mining industry in Brazil and abroad. The entity has Market Intelligence, dedicated to studies and research to support the strategic decision-making of companies, the Opus Institute of Professional Training and Sobratema Publicações for publishing books and technical magazines. In addition, it organizes specialized events: the BW Expo and Summit - Biosphere World, M&T Magazine Workshop, Large Construction Infrastructure Forum, Trends in the Construction Market and the Business Missions, which take professionals to the most important international trade fairs in the construction and mining sectors.