



Messe München

Connecting Global Competence

Technology and Innovation for the **Construction of Tomorrow**

ENGINEERING ■
INFRASTRUCTURE ■
REAL ESTATE ■
RENTAL ■

June 17 to 18,
2020

São Paulo Expo
Exhibition & Convention Center

Smart.Con
Construction of Tomorrow
Technology and Innovation

A Brand New Experience



Smart.Con will bring the future of construction under a Confexpo format, full of **knowledge, technology and innovation**



More than **120 hours of learning programs** will open up new pathways and opportunities



More than **2500 industry professionals** will learn from keynote speakers the state of the art in **new technologies & materials, safety and automation, leadership, construction fundamentals** and more



Unique opportunity to go on a journey that leads, step by step, through the different stages of technology involved to **planning and developing a construction**

Smart.Con
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Digitalization in the Construction Industry Bring a Lot of Opportunities

Are assuming a leading position in the digitalization of business processes & have already digitalized many of them

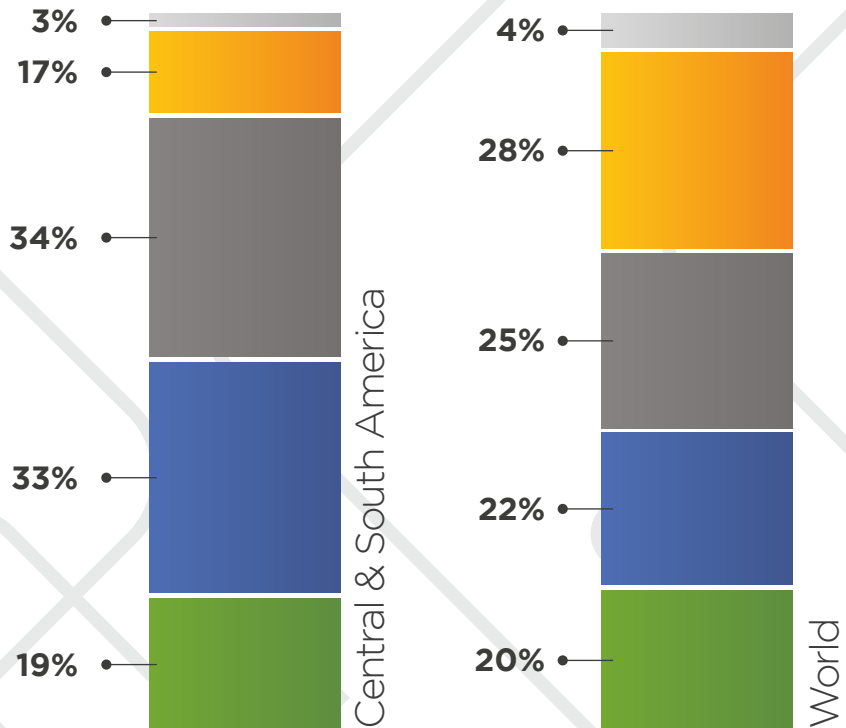
Have already digitalized some processes, will expand the transformation

Have begun digitalization, but have some catching up to do

Are waiting for proven solutions for digitalization

See no reason to act

Source: bauma barometer (2019)



Our Audience

CEOs | Directors | Managers | Engineers | Technicians
Sector Leaders | Buyers | Architects | Resellers
Entrepreneurs | Students | Field Operators

Decision Makers | Opinion Makers | Specifiers | Designers
Researchers | Developers | New Product Development
New Business Development | Consultancy

Engineering | Infrastructure | Building | Planning |
Maintenance | Supply | R&D (Research and Development)
Software Development | Production

Construction | Mining | Infrastructure Private and Public
Utilities | Banks | Government Agencies of Federal, State
and Municipal Levels | Military | Forestry | Agribusiness

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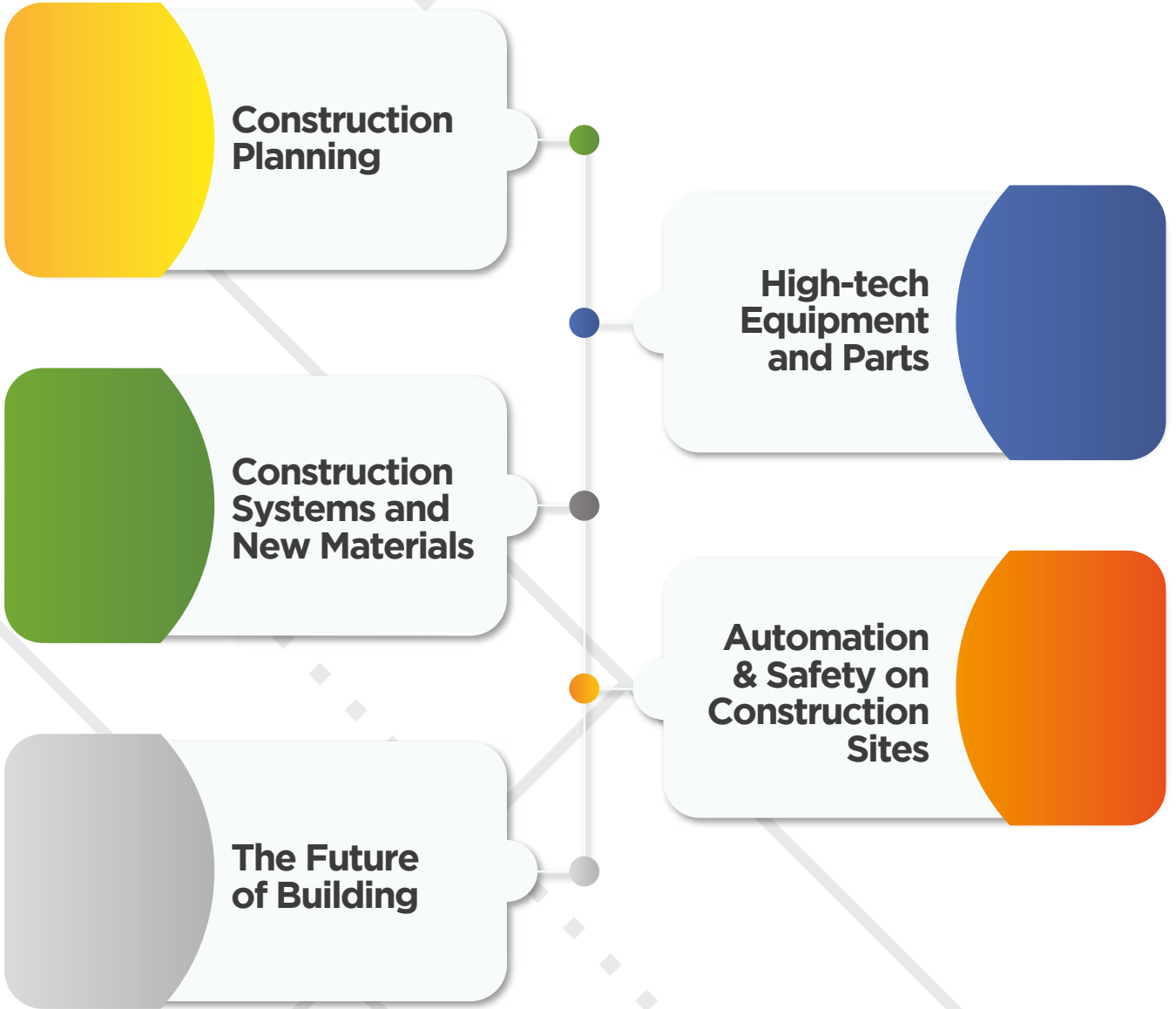
ROLES

FUNCTIONS

DEPARTMENTS

SECTORS

The 5 Segments of the Exhibiton



Reasons to Participate



New trade fair concept

Innovative, up-to-date and individual topics under one roof offer trade visitors a clear tour of the exhibition with short routes through the exhibition grounds.



Qualified visitor structure

The Smart.Con is the platform for the exchange of all relevant target groups (from the project planning to the execution) and offers the unique opportunity to make many new contacts



Unique event and congress program

High-caliber congresses, special shows on current topics offer comprehensive information and opportunities for the industry's exchange. Gain new knowledge that extends beyond your industry



Trend Barometer

Find out what's behind the latest global construction industry trends. Top speakers from the industry share their experiences and deliver invaluable insights.



Network in 360 degree with the industry

Invest at an affordable price to receive a complete solution: from booth to integrated marketing and presentation opportunities to reach the right target group.



Messe München Facts & Figures

- One of the **most successful exhibition corporations** (worldwide #6)
- Founded in **april 1964**
- More than **50 trade fairs**
- **10 international** leading trade fairs
- **3 million visitors** from more than **200 nations**
- More than **50,000 exhibitors**
- **Six subsidiaries worldwide**
- Present in more than **100 countries**



Apply Now!

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ORGANIZER



Messe München

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VENUE

SÃO PAULO EXPO
EXHIBITION & CONVENTION CENTER