

PLÁSTICO BRASIL

MARCH 25-29 | 2019
10AM TO 7PM
SÃO PAULO • BRAZIL

International **Plastic** and **Rubber** Exhibition

SÃO PAULO EXPO
EXHIBITION & CONVENTION CENTER



POST SHOW REPORT 2019



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Realization



Promotion and Organization



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THE EVENT

Largest and most important industry event in Latin America, the second edition of **Plástico Brasil** – *International Plastic and Rubber Exhibition*, has established itself as the industry's major event.

Plástico Brasil 2019 took place March 22-25 at São Paulo Expo, the largest, most modern trade show facility in Latin America. There were **more than 45 thousand attendees and more than 800 Brazilian and international brands** from every industry segment, all contained in 40,000 square meters of show expo.

PRIMARY INDUSTRY SEGMENTS:

- MACHINERY
- EQUIPMENT AND ACCESSORIES
- TOOLING, DIES AND MOLDS
- INDUSTRIAL AUTOMATION AND ROBOTICS
- PERIPHERALS
- RAW MATERIALS
- RECYCLING
- INSTRUMENTATION, CONTROLS AND MEASUREMENT
- SERVICES AND SOLUTIONS



SUPPORTERS



MEDIA PARTNERS



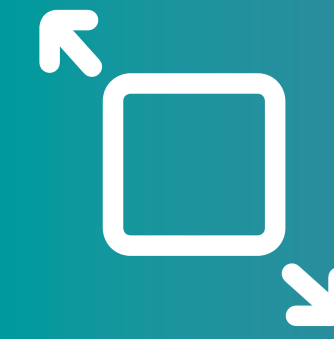
EMBANEWS



PLÁSTICO BRASIL 2019 BALANCE SHEET



More than **45 thousand** industry professionals attended the show



40 thousand square meters of exhibitor floor space



More than **80 hours** of content for attendees

MORE THAN **800** BRAZILIAN AND INTERNATIONAL EXHIBITOR **BRANDS**

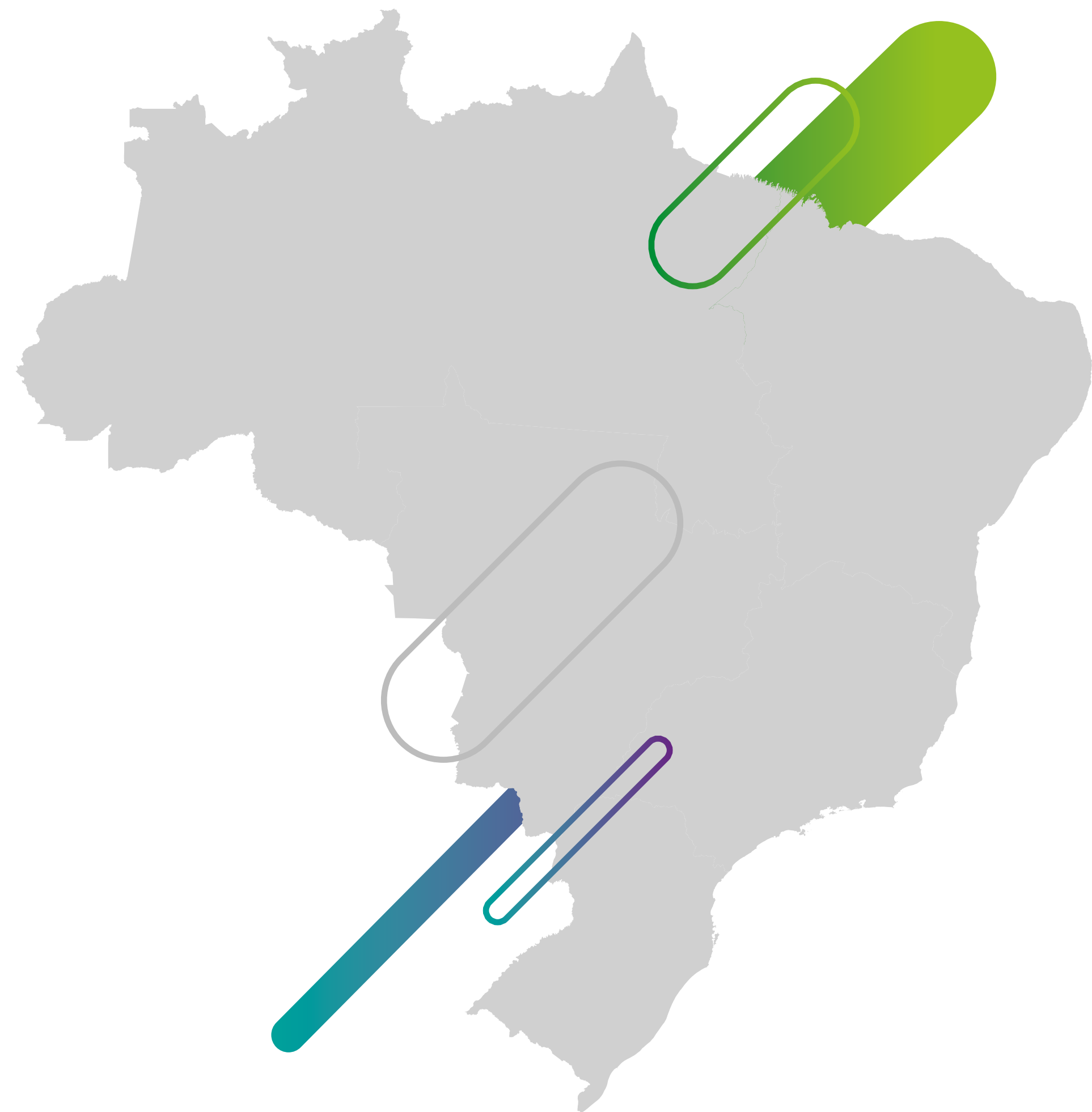
4 INTERNATIONAL PAVILIONS

GERMANY
CHINA
AUSTRIA
ITALY

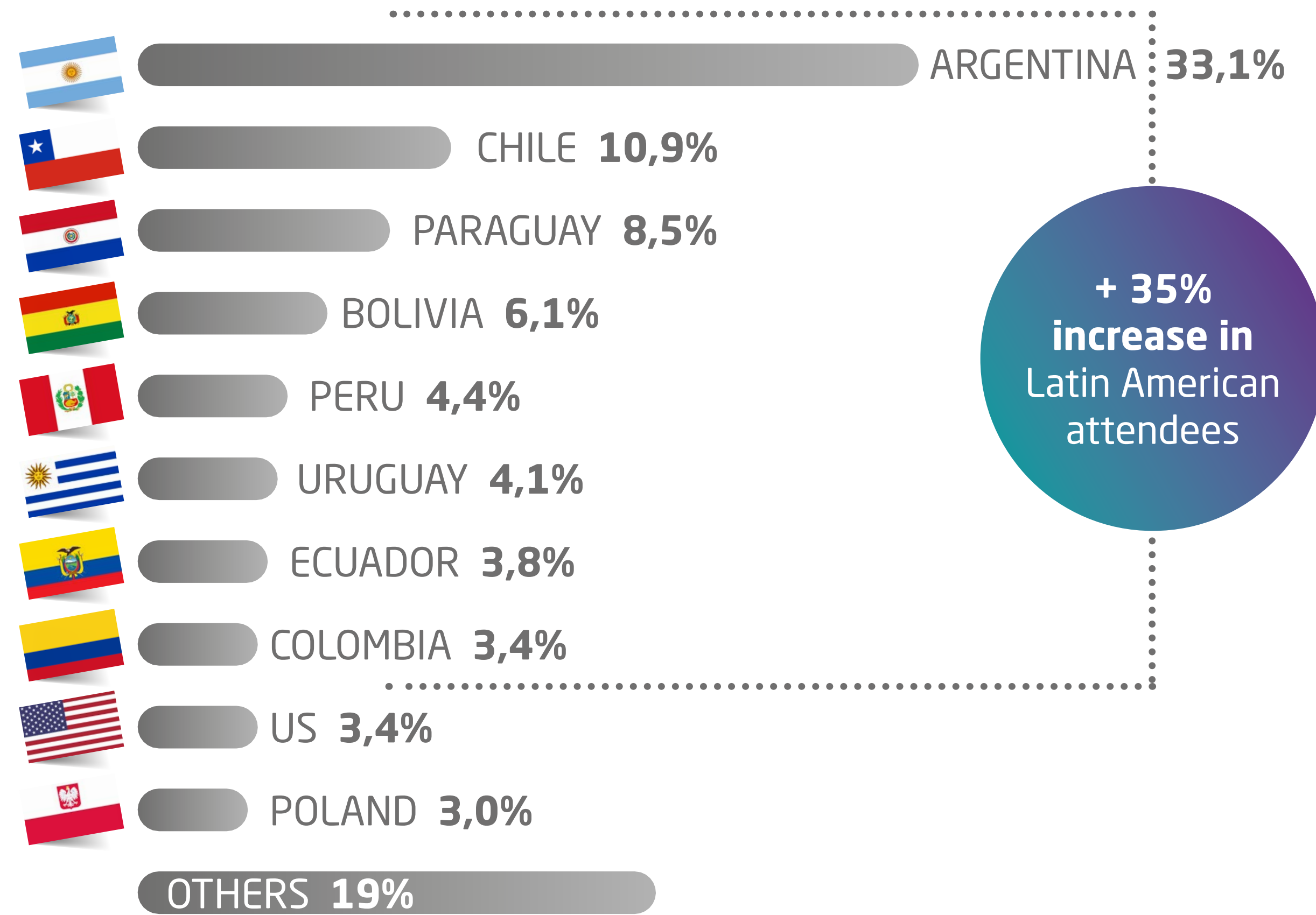
14 EXHIBITOR COUNTRIES

ATTENDEE PROFILE

The show hosted attendees from every state in Brazil



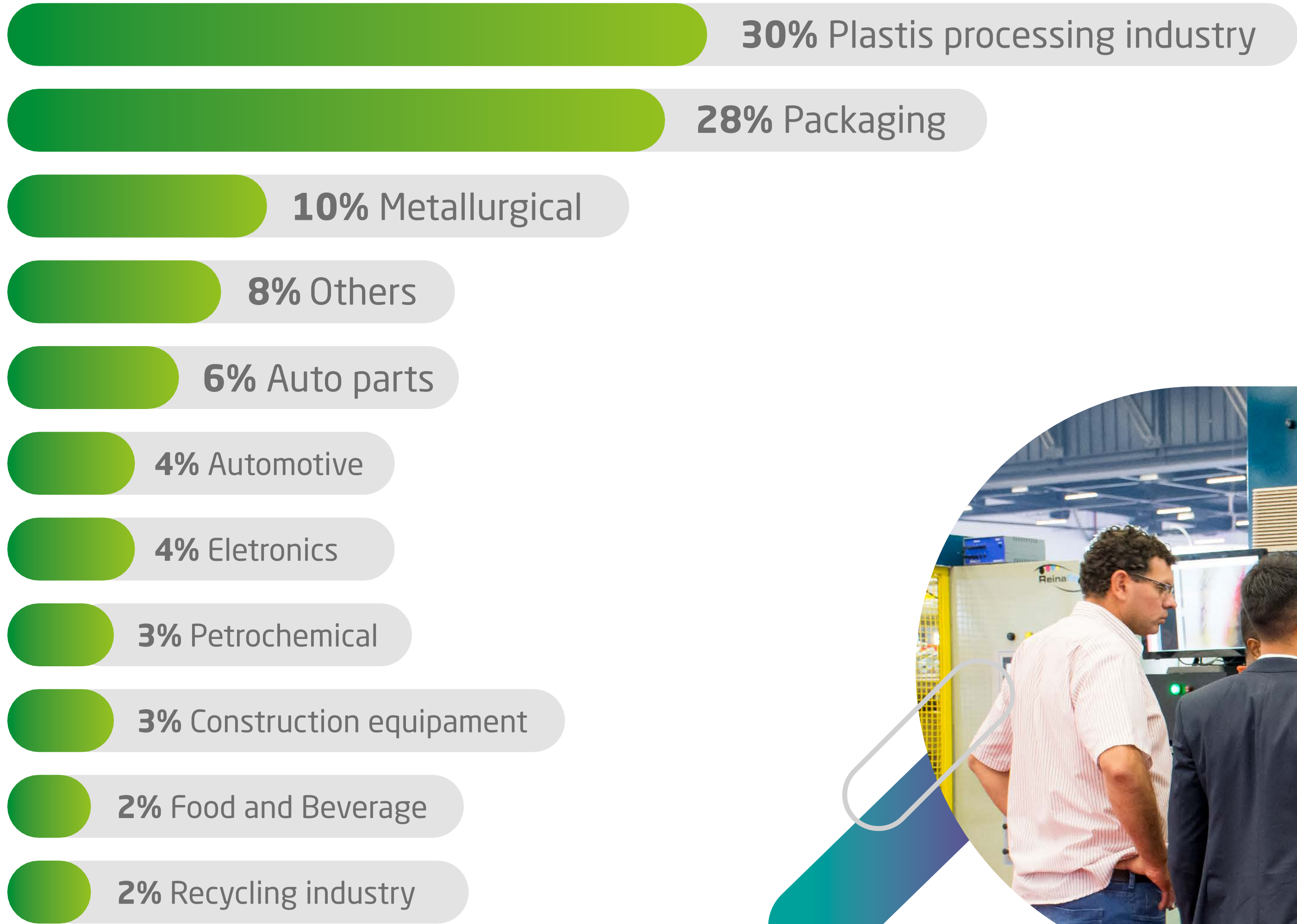
Attendees represented **40 countries**



+ 35% increase in Latin American attendees

ATTENDEE PROFILE

ATTENDEES BY AREA OF ACTIVITY



QUALIFIED ATTENDEES

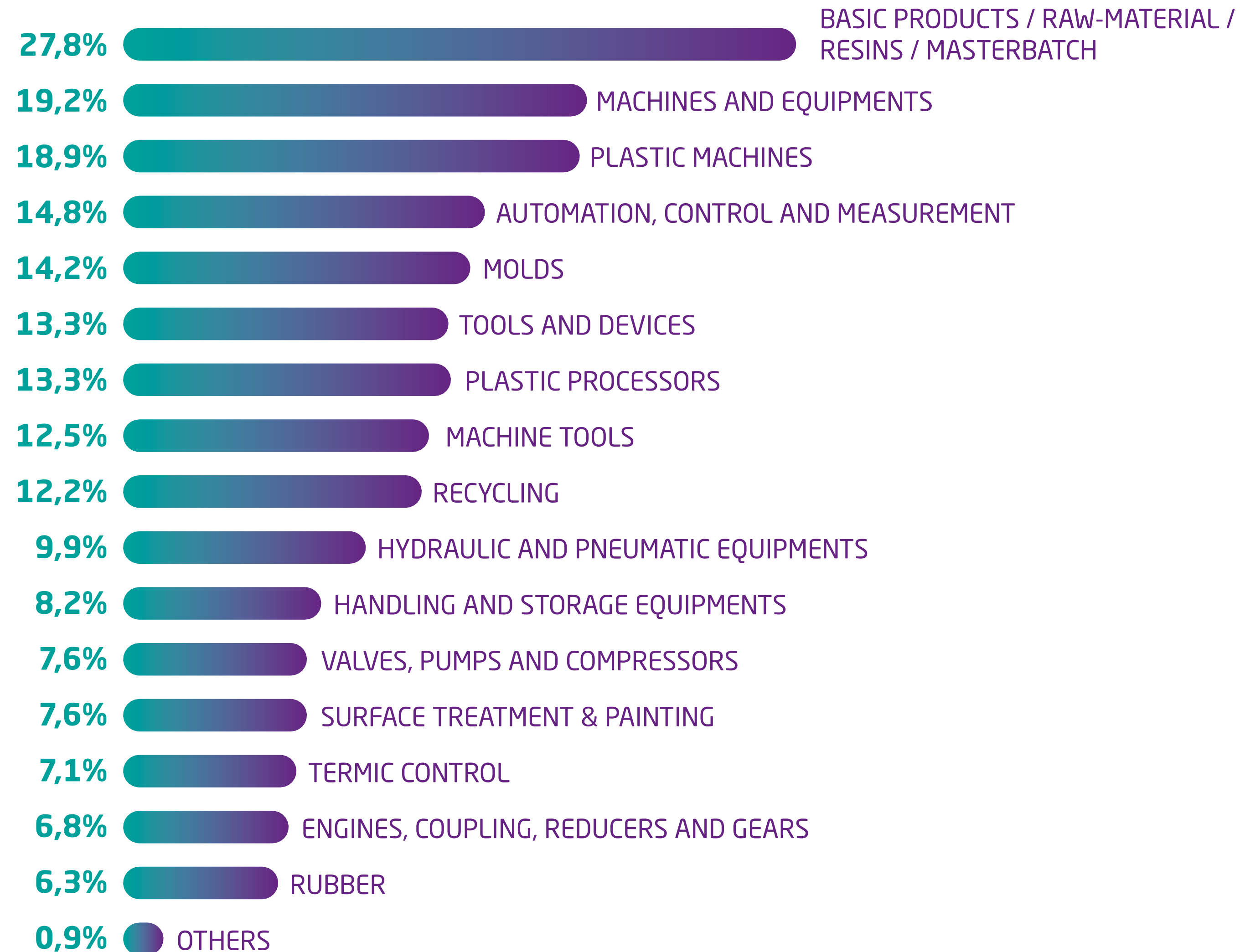
GROWTH IN STRATEGIC BUSINESS SEGMENTS

Automotive **+88%**
Packaging **+21%**
Tools **+27%**



ATTENDEE PROFILE

WHAT DO ATTENDEES LOOK FOR AT PLÁSTICO BRASIL?





ATTRACTIONS



parque de ideias

Idea Park received innovative projects from national engineering universities (INSTITUTO MAUÁ DE TECNOLOGIA, FAAP and CEFET/RJ), in a 250 m² interactive area, with more than 20 presentations given by professors, speakers and well-known industry organizations (BNDES, SEBRAE, TRICICLOS, SIMPLÁS, PLASTIVIDA and BRASKEM).

Each day, the space hosted students, manufacturers, industry professionals, who took part in more than 80 hours of complimentary content.





ATTRACTIONS

plastivida
Juntos somos mais sustentáveis.

 **parque
de ideias**

SUSTAINABILITY

Plástico Brasil 2019 chose Sustainability as one of its cornerstone themes, along side of Business, Knowledge and Technology.

Also held in the Idea Park, the **Plastivida Sustainability Special**, a rotation of 5 presentations, addressed the following themes:

- Recycling
- Ocean waste
- Industry sustainability
- Legal Panoramas
- National Solid Waste Policy



"We need to learn to discuss issues related to proper disposal, responsible consumption, participation in the productive recycling chain, with selective collection, in order to take advantage of the benefits which plastic offers us, without causing environmental impact."

Miguel Bahiense, president Plastivida



ATTRACTIONS

SMED

SMED - Single Minute Exchange of Die

Rapid die change

Live demonstration of advanced rapid die change technologies with no human interaction, organized by the companies ROMI and STÄUBLI. 100% automated.

More than 40 live presentations

PARCEIROS



ATTRACTIONS

1º ABINFER BUSINESS CENTER - ABC 2019

Newly featured this edition, the space created in partnership with ABINFER (The Brazilian Tooling Industry Association) was dedicated exclusively to tooling manufacturers and offered a one-stop solution to attendees by bringing together products presented by 13 companies, along with knowledge, shared in presentations and workshops housed in an exclusive auditorium throughout the entire show. The space hosted 15 presentations, on key industry segment topics.



TOOLING

- Ferramentaria JN
- Kobo
- Vama
- Union Moldes
- Moldar
- Coston
- Jplast
- Orion Matrizes
- Cicma Matrizes
- Bosch
- Tecdes
- Herten
- Winter Ferramentaria

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HEXAGON
RENISHAW



ATTRACTIONS

ROADSHOW VDI GERMAN BEST PRACTICES FOR INDUSTRY 4.0

Seminar organized by VDI in partnership with VDMA Germany (Mechanical Engineering Industry Association) with features aimed at technical pros and implementation best practices for the primary Industry 4.0 concepts.

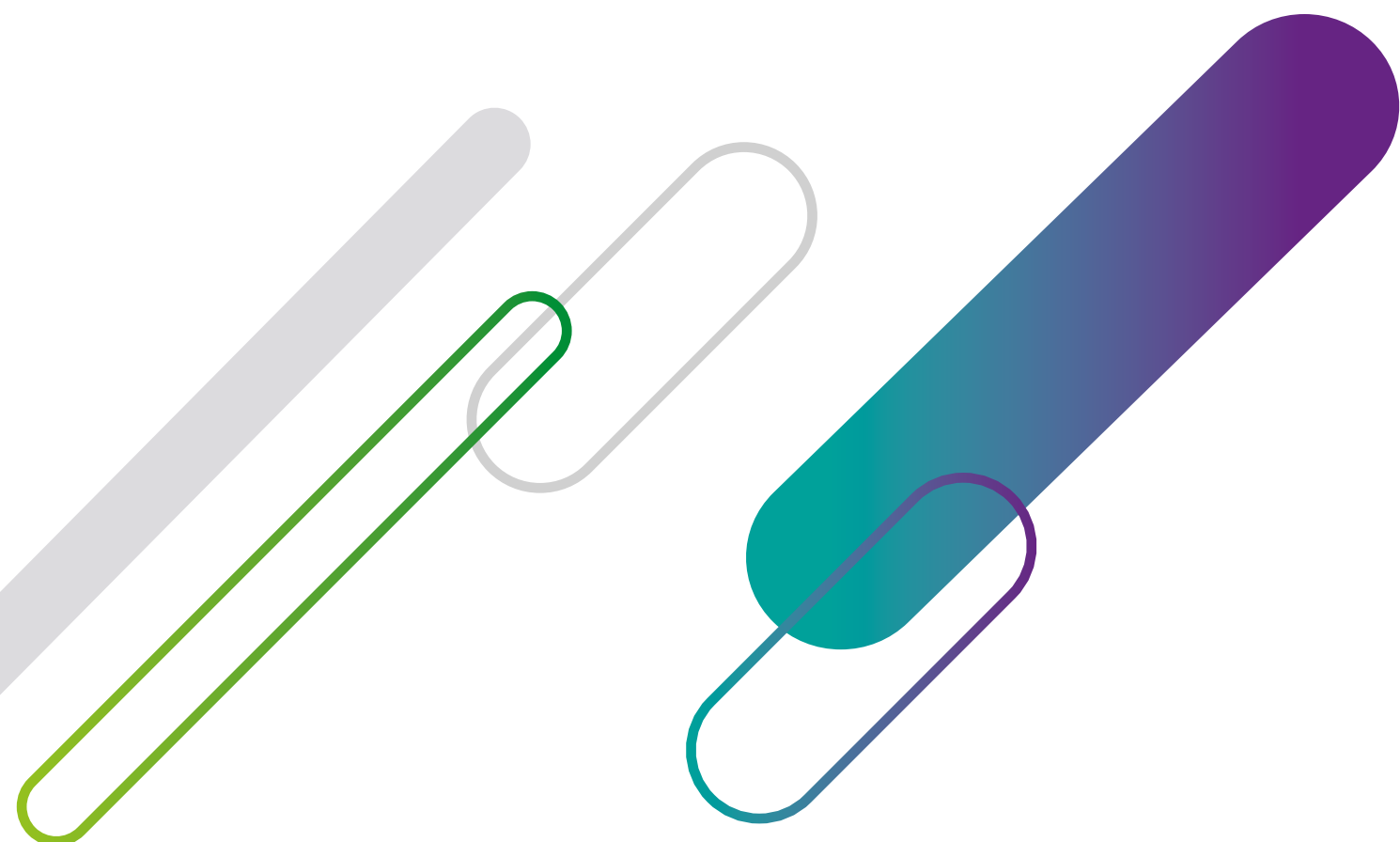
The event was held on March 26.



VDI



VDMA





ATTRACTIONS

The largest PET packaging industry meeting, organized by ABIPET

(The Brazilian PET Industry Association)
During two days, new technologies, scenarios and current themes in this industry were presented and discussed, with a focus on technical content and networking.

The event was held on March 27 and 28.





ATTRACTIONS

Plástico Brasil 2019 featured the participation of SENAI SP, with their **Mobile Industry 4.0 Classroom - The Evolution of Automation.**

The facility presented most important Industry 4.0 technologies and showed how to bring more efficiency and customization to the production line, while minimizing loss and operational cost.



SENAI
SÃO PAULO





ATTRACTIONS

SEBRAE Mobile was on hand for the entire show providing content on entrepreneurship and business management, enabling themes to be addressed such as: business planning and business management coaching, along with other topics.





RECYCLING

Other initiatives within the Sustainability category took place at Plástico Brasil:

From show setup to tear down, the waste generated by exhibitors and attendees was collected in containers from the **Environmental Priority Cooperative**, who separated it by material type into bins, then sold those materials which were converted into profit for the community.

Around 30 thousand kg of recyclable material was collected (bags, cardboard, paper, plastic, glass, aluminum, etc.)

Another edition of the project **Tampinha Legal** was featured - which promotes environmental education via collection of plastic bottle lids to be recycled and/or reused.

There were 510 kg of lids collected during the show days, and the institution selected as beneficiary to receive the donation was Instituto Canto de Luz.





CARAVANS AND GROUPS

Plástico Brasil hosted visits by groups and caravans from associations, universities and technical schools from a number of regions throughout Brazil.

- Rio de Janeiro -RJ
- Bragança Paulista - SP
- São Paulo - SP
- São José dos Campos - SP
- São Bernardo do Campo - SP
- Campinas - SP
- Brasília - DF
- Joinville - SC



TRANSFORMING THE FUTURE 365 DAYS PER YEAR

Plástico Brasil, much more than just a trade show, is also a business platform which operates throughout the entire year via our digital channels: official website, Mundo do Plástico (World of Plastic) digital channel, social media Facebook, LinkedIn and YouTube.

You can access exclusive, unique content focused on the plastics industry every day, in addition to general information, trends and new industry technologies.



PLÁSTICO BRASIL

Institutional website
page views:
693,986



Facebook:
35,964
Likes



Content Channel
page views:
346,880



LinkedIn:
8,908
Followers

2018-march to 2019-march

CLICK AND VIEW

Watch Plástico Brasil 2019 daily summary reports here and prepare for the next edition!



1º DAY



2º DAY



3º DAY



4º DAY



5º DAY

LEARN ABOUT THE **RECYCLING PROJECT** WHICH TOOK PLACE DURING THE PLÁSTICO BRASIL 2019 EXPO.



ACCESS AND DOWNLOAD **EXCLUSIVE INDUSTRY CONTENT** AND MATERIALS.



PROMOTIONAL ACTIVITIES

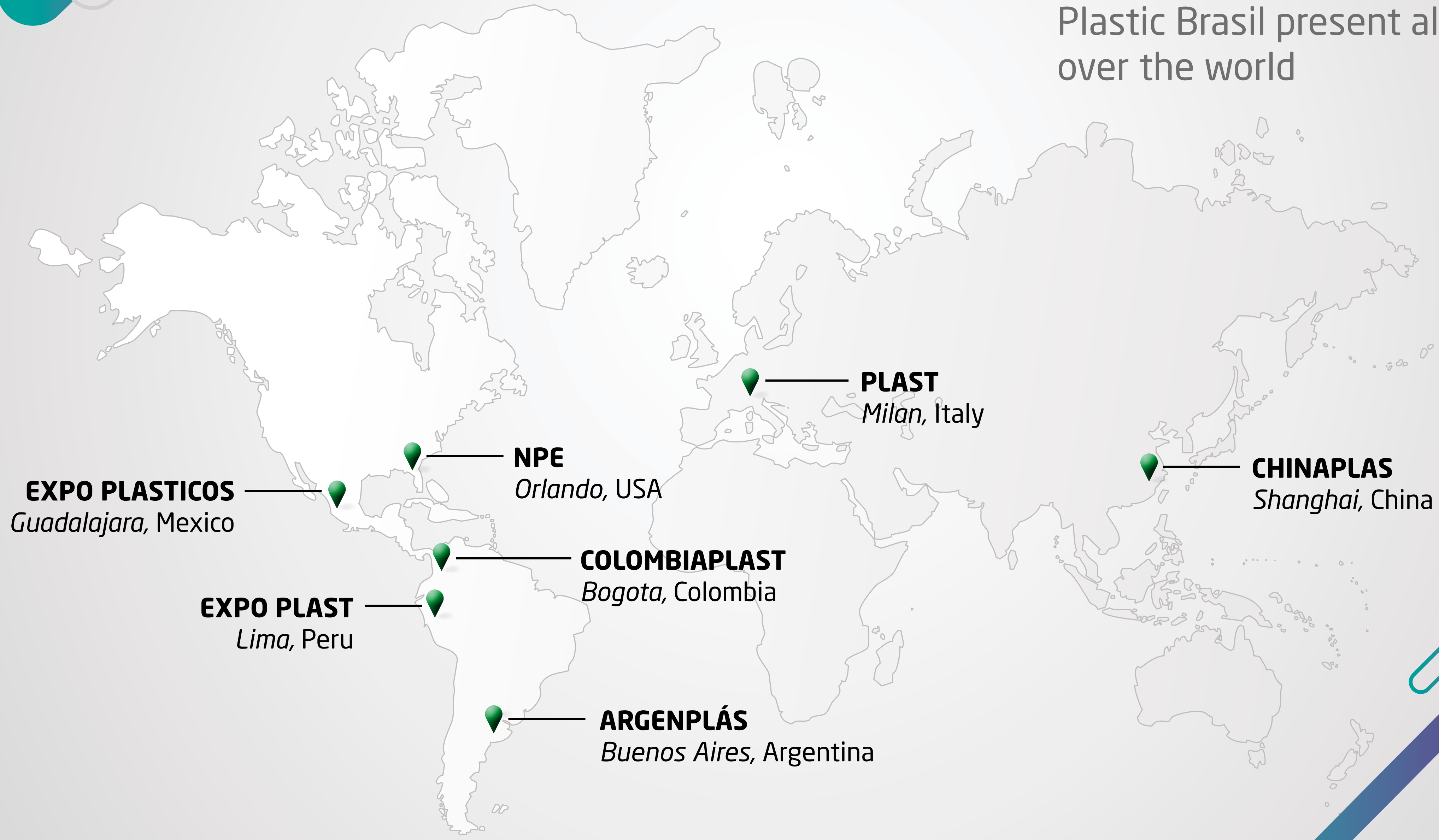
Plástico Brasil featured a broad communication strategy, throughout 30 months, with national, regional and international campaigns, strengthening the brand and attracting a qualified audience.

- Digital marketing
- Offline marketing
- Media relations
- Sponsorship and participation in industry shows and events
- Gorilla Marketing
- Production of videos featuring industry influencers
- Clube Vip Campaign
- Complete video coverage of show



2018 INTERNATIONAL TRADE SHOWS

Plastic Brasil present all over the world



MEDIA COVERAGE AND PROMOTION

373

PUBLICATIONS IN NEWSPAPERS, MAGAZINES, INTERNET AND TV

62

ADS IN KEY INDUSTRY MEDIA AND PLASTICS MANUFACTURING INDUSTRY PUBLICATIONS

74

DIGITAL BANNERS ON MEDIA AND PARTNER ENTITY WEBSITES

209

EMAIL MARKETING BLASTS TO MEDIA AND PARTNER ENTITY LISTS

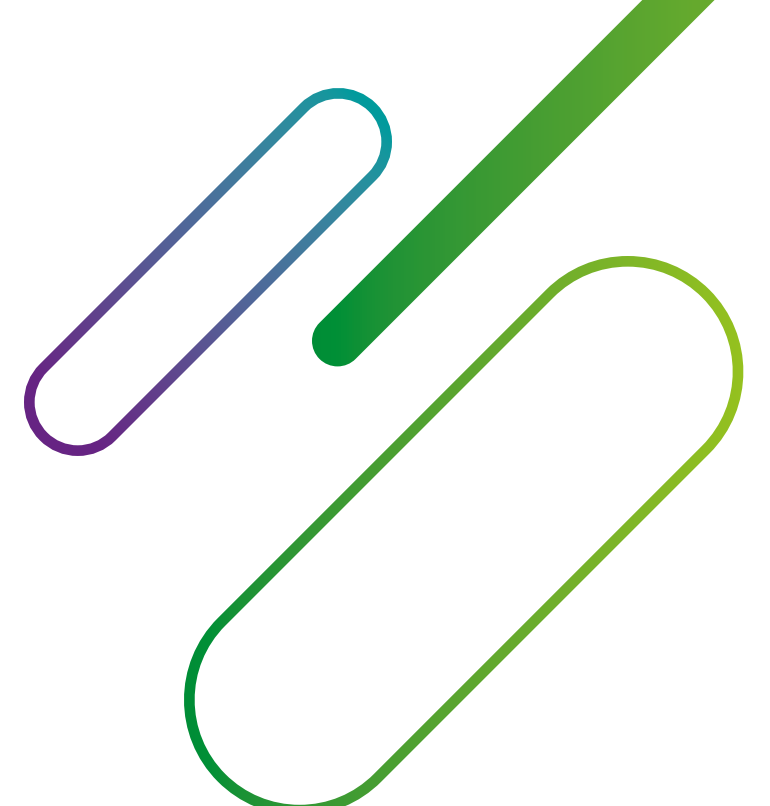
300

RADIO SPOTS



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2021 MARCH 22-26

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