



FENASUCRO & AGROCANA

27TH INTERNATIONAL BIOENERGY SHOW

20-23 AUGUST
2019

Centro de Eventos Zanini
Sertãozinho - São Paulo

POST SHOW REPORT 2019

FENASUCRO & AGROCANA

is the only event in the country focused exclusively on bioenergy, renewing year after year to be able to more broadly serve the: biofuels, transport and logistics, pulp and paper, and food and beverage industries.

One highlight of the show is the use of its international expertise in energy events to promote the role of the sector, working together to create efficiency, productivity and competitiveness.

In 2019, Fenasucro & Agrocana provided experiences with a focus on business and content at a high technical level, in addition to environments for networking with the sector's biggest buyers.



MAIN SECTORS OF THE EXPO



QUALIFIED VISITORS



Plants



Biodiesel Industries



Bioenergy traders



Food and Beverage



Pulp and Paper



Agriculture



HIGHLIGHTS



R\$ 4.2 billion

in business initiated during
the event



+ 1,000 brands

national and
international



70,000

sqm

of expo area



41,000

visitors buyers



Buyers from

35 countries

and 20 states in Brazil



+ 3,000

products

INTERNATIONAL BUYERS



Afghanistan



Germany



Angola



Anguilla



Argentina



Australia



Bolivia



Bosnia and Herzegovina



Brazil



Canada



Colombia



Chile



China



Cuba



Denmark



El Salvador



Spain



Estonia



USA



France



Guatemala



Netherlands



Indonesia



Italy



Mexico



Myanmar



Paraguay



Peru



Dominican Rep.



Czech Rep.



American Samoa



Sudan



Sweden



Thailand



Uruguay

“ For 27 years, Fenasucro has been the stage of the **transformations** and innovations needed for growth in Brazil’s bioenergy market. Over the coming years, the country will go on to produce **48 billion liters of ethanol/year** (15 billion more than currently produced), and moreover, there will be a chance to reduce CO2 in the atmosphere by 600 million metric tons, which will **generate R\$ 23 billion just in de-carbonization credits (CBIO)**. With this promising context, we can state that at least **10% of all investments that will be made in the market through RenovaBio will circulate through the show in the coming years.** ”

Paulo Montabone
Director of Fenasucro & Agrocana



Business Talks



97%

of buyers participating were satisfied with the experience



80

exhibitors took part in Business Talks



93%

of business meetings resulted in business



108

meetings held





CONTENT EVENTS



150
speakers



Over
3,000
participants



EXPERIENCES

A series of exclusive actions featuring content at a high technical level. An opportunity for companies to share their knowledge and for buyers to gain professional education. In addition to excellent environments for doing business and networking with highly qualified professionals.

90% visitor satisfaction





Two auditoriums with programming of simultaneous content during the entire event.



Zanini Auditorium, located outside of the event, with a program of content for visitors during the entire event.



EXPERIENCES



MOBILE
UNITS

Carreta Alambique with content geared toward production of cachaças and Carreta Fatec with courses on Industry 4.0.

EXPERIENCES

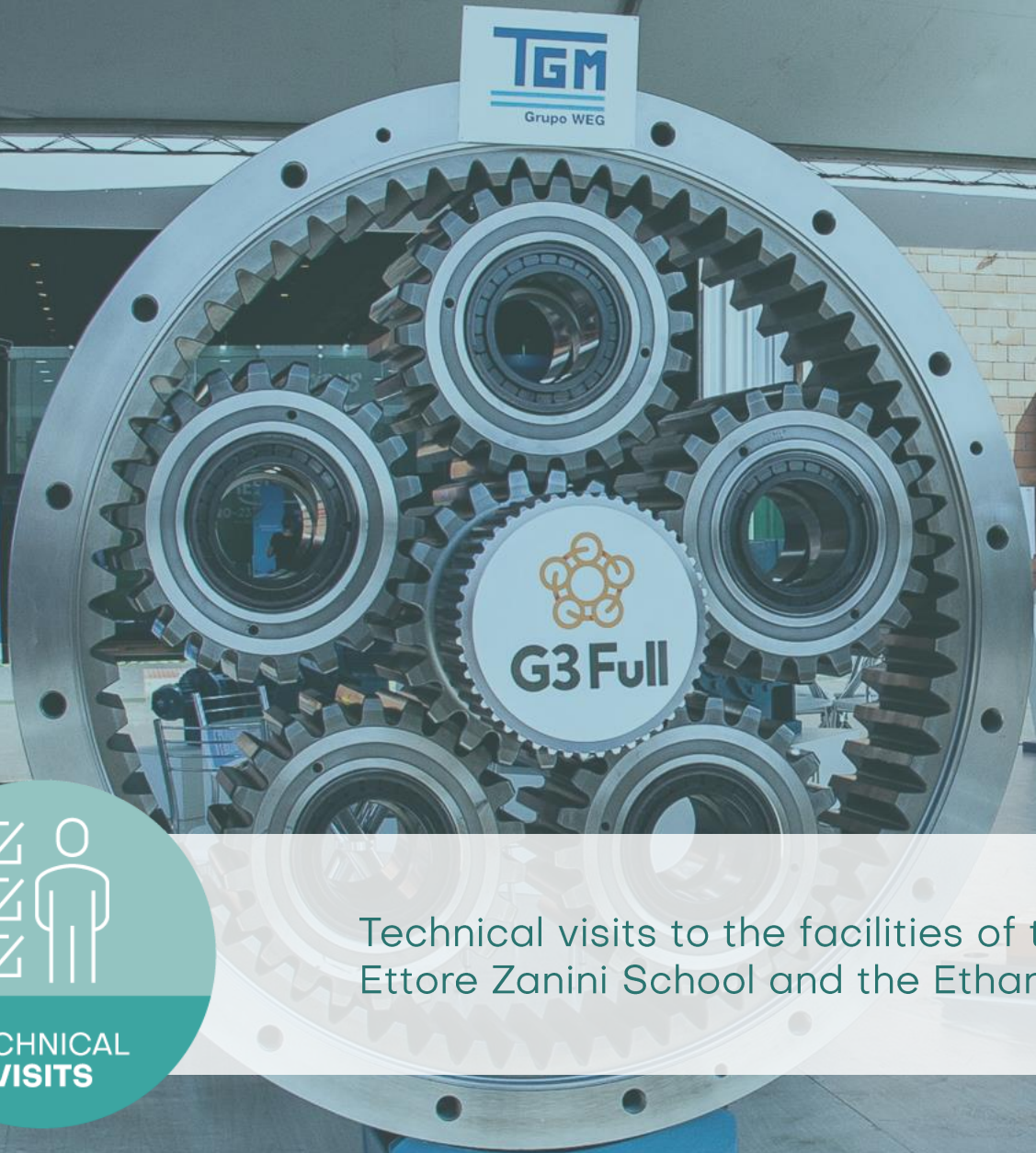
AUDITÓRIO 1
ENTRADA

FENASUCRO
& AGROCANA
27ª FEIRA INTERNACIONAL DA BIOENERGIA

Event held in conjunction with SENAI to promote innovation, creativity and entrepreneurship. Building relations between companies, start-ups, entrepreneurs and universities.



EXPERIENCES



Technical visits to the facilities of the SENAI Ettore Zanini School and the Ethanol Plant.

EXPERIENCES

SEJA BEM VINDO A

CanaMix

CIT&C

TERRA

INICIAÇÃO E INOVAÇÕES TECNOLÓGICAS CANAMIX



Space to launch products and services and promote talks and the traditional Canamix Network, gathering the top leaders in the sugar and energy sector together for the last 10 years.



EXPERIENCES

The success of Fenasucro 2019 is the result of the positive scenario regarding RenovaBio, which went into effect in 2020 and **could generate R\$1.4 trillion in investments** to grow supply, for instance. And these good outlooks were also backed by the level of visitors – **an even more qualified public, prone to doing effective business**, with an eye on opportunities and demands from the long-expected resumption of growth in the bioenergy sector.

Luis Carlos Jorge
President of CEISE Br



93%

satisfaction

VISITORS



94%

intend to return to the next edition



SOME OF THE COMPANIES THAT VISITED FENASUCRO



There was a very positive balance from taking part in the show, with **business done during the event**. During Fenasucro, **we signed a contract with a Chinese group**, Cofco Intl.

Guilherme Martins Neto
Director at JW Indústria e Comércio de Equipamentos em Aço Inoxidável

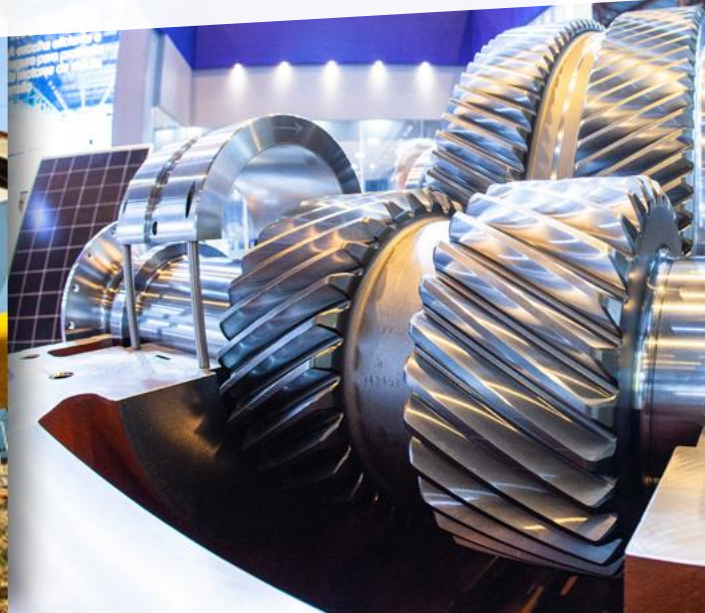
The main difference for this edition was the access to reps from international companies. **We made lots of contacts, we issued proposals, including to foreign customers**. We welcomed companies from Nigeria, Colombia, Bolivia and Argentina, with **prospection of business through doors that opened during the show**.

Merquisson Sanches
Operations Manager
at TT do Brasil



EXHIBITORS


97%
satisfaction



PREMIUM CLUB

BUYERS CLUB



Participation of approximately 1,500 PREMIUM buyers.

Provided the best business opportunities in a personalized way.



Relationship between those who decide on purchases (buyers) and suppliers (exhibitors).





MATCHMAKING

Program with recommendations before, during and after the event. A better connection with the customer!



My Agenda
Personalized
recommendations



Recommendations
At the entrance to the
event, by e-mail and on
the back
of credentials



Capture Leads
Through My
Agenda and visits
to stands

Average of **1 to 5** exhibitors recommended.

90% satisfaction.

88% said that it helped in doing business.

EVENT REACH



SOCIAL MEDIA

+ 66,000 Facebook fans
+ 1,953 followers on LinkedIn
+ 84,000 interactions



SITE

+ 109,000 users



PARTNERS

45 media companies and
associations



IMPACTS GENERATED

+ 4 million people impacted



SPONTANEOUS MEDIA



1,536
publications



Range of
106
million
people through
online articles



Impact of over
7
million
readers through print
media



Value:
R\$ 15.7
million

A CIDADE



CanaOnline

CBN



ESTADÃO

EXAME



G1

InfoMoney



novaCana.com

O GLOBO

Empresas
Negócios



revide



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ZUUM

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revista + biomassa + energia

Biomassa BR
REVISTA DE BIOMASSA E ENERGIA


CANALCANA

Canal
JORNAL DA BIOENERGIA

CanaMix
REVISTA DE ECONOMIA DA AGROINDÚSTRIA CANAVIEIRA

C&I Controle & Instrumentação
Instrumentação, Eletrônica, Controle de Processos, Automação Industrial, Física e Meteorologia

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ORGANIZATION AND PROMOTION



GLOBAL REACH

 Reed Exhibitions
Alcantara Machado

500
events

43
countries

43
economic
sectors

7
million
visitors

41
offices
worldwide

4,000
employees

GLOBAL ENERGY PORTFOLIO




*THE BIOENERGY SECTOR JUST KEEPS
GROWING AND MOVING, AND SO DO WE!*

 **FENASUCRO**
28TH INTERNATIONAL BIOENERGY SHOW

18 - 21 AUGUST
2020

**Guarantee your spot at the event that will determine the main trends in the sector!
Speak to our sales team**

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