

# FENATRAN

22<sup>ST</sup> INTERNATIONAL ROAD CARGO TRANSPORT TRADE SHOW

## POSTSHOW REPORT 2019

WWW.FENATRAN.COM.BR  /FENATRAN

14<sup>TO</sup> 18  
OCT | 2019  
SÃO PAULO EXPO



Initiative:



Institutional Support:



Organization and Promotion:



**FENATRAN**  
22<sup>nd</sup> INTERNATIONAL ROAD CARGO TRANSPORT TRADE SHOW

**2<sup>ND</sup>**

**LARGEST  
TRANSPORT**

**EVENT IN THE WORLD**

***FENATRAN** is the main event for the entire road freight transport segment in Latin America. It is a complete showcase of integrated solutions for the entire chain.*

*Represented by 100% of truck manufacturers, it brings together the main buyers in the sector. It is the only place where participants can discover new suppliers, compare and experience the latest in the field of trucks, implements, tools and safety systems.*



## EXHIBITORS

# SECTORS PRESENT AT THE EVENT



MANUFACTURERS  
OF VEHICLES



FLEET  
MANAGEMENT  
AND TRACKING



AUTO PARTS,  
MOTORS AND TIRES



BANKS, FINANCIAL  
INSTITUTIONS,  
INSURANCE AND  
SERVICES



MANUFACTURERS  
OF ROAD  
IMPLEMENTS



FUELS,  
DERIVATIVES AND  
COMPONENTS



MANUFACTURERS  
OF EQUIPMENT  
AND ACCESSORIES

# EXHIBITORS



REPRESENTED 100% OF THE CHAIN OF  
THE ROAD CARGO TRANSPORT



## INTENT TO RETURN



# EXHIBITORS

## MAIN REASONS TO RECOMMEND THE EVENT IN THE VIEW OF EXHIBITORS



GENERATIONS OF  
NEW BUSINESS



QUALIFICATION AND HIGH  
REPRESENTATIVITY OF  
VISITORS



RETURN ON INVESTMENT

# OPINION OF EXHIBITORS AND SUPPORTERS



“

*The 22nd edition of FENATRAN was a milestone in the resumption of the sector. "We registered many visitors over the days of the fair and the atmosphere at the event was very positive. Some of our associates informed us that they needed to bring more salesperson to the booths and others achieved the goal for the year. This is a fantastic information, as it does not there is a purchase of commercial vehicles if there is no good expectation with the country's economy. And this FENATRAN showed us that those responsible for carrying a large part of Brazil's GDP are confident and optimistic for the future ”.*

”

**Luiz Carlos Moraes**  
**ANFAVEA (National Association of Motor Vehicle Manufacturers) President**

“

*The greatness of the event was not just its size, the beauty of the stands or the extraordinary audience. “The biggest attraction was the significant number of businesses generated. The transporters came willing to buy and bought a lot. The conclusion was practically the same: delighted with the beauty of the event, but what was most exciting was the opportunity to do great deals”.*

”

**Urubatan Helou**  
**Vice President of NTC&Logística**

“

*“FENATRAN 2019 is being a great success for the road implements business and will greatly help our loss recovery process”.*

”

**Norberto Fabris**  
**President of the National Association of Road Implements Manufacturers (Anfir)**



# OPINION OF EXHIBITORS AND SUPPORTERS

“

*Sales exceeded expectations and the potential to receive customers was more than achieved, much better than the previous edition. "We introduced gas trucks, with sales opening on the first day and we achieved more than ten sales. This means a great response that customers have given us, and we can say that the gas truck is indeed feasible for Brazil. Our idea is to lead the transport systems to be more sustainable. In the service area it was successful, more than a thousand maintenance programs, and what proves that the complete solution of the brand in product, service and the financial alternative are the ideal for the customer. At the fair, we launched the premium, flexible maintenance program that reduces maintenance costs by 25%, which generated a success and customers received this program very well. We exceeded expectations and ended the year with a lot of optimism".*

**Silvio Munhoz**  
Scania Commercial Director

”

“

*The result expected by Volvo is approximately double that recorded in the previous edition of the fair, held in October 2017. "In addition to an important moment to be able to launch new products and services and present new transport technologies, FENATRAN has always been a business event for Volvo. And this year we felt an even greater optimism from customers, who are seeing positive signs in the transport market and decided to invest to renew their fleets". By 9 pm on Friday, the 18th, it is estimated that more than 10,000 people visited the Volvo stand, including customers and visitors in general.*

**Alcides Cavalcanti**  
Commercial Director of Volvo Trucks in Brazil

”

“

*Has estimated to end his participation in FENATRAN 2019 with more than BRL1 billion in business, adding to the sale of trucks, maintenance plans and financial services, such as insurance and consortium. "We hope to reach another sales record, with the largest turnover ever achieved by Volvo in the entire history of FENATRAN".*

**Wilson Lirmann**  
Volvo Latin America Group President

”



# OPINION OF EXHIBITORS AND SUPPORTERS



The manufacturer went to Fenatran with the aim of starting a new era in Brazilian cargo transportation. "With a lot of technology, innovation and connectivity, we launched the Novo Actros, the first truck without external mirrors in Brazil and the first digital in the market. At the fair, we also present the Nova Sprinter, a vehicle ahead of its time. With all these news, we realized that our stand was one of the most visited during the event. In five days, we received over a thousand customers from all regions of Brazil and also groups from Latin America, Africa and the Middle East. In addition to going to the stand, these groups also visited our factory in São Bernardo do Campo (State of São Paulo). All of these visits generated good business that exceeded our expectations. To give you an idea, there were times when all the meeting rooms at the stand were completely full of customers, which means a strong interest in our new products. And it wasn't just truck and Sprinter negotiations, we realized that customers were also interested in purchasing services to guarantee the profitability of their operations. We believe that Fenatran 2019 was a milestone for the segment. And we hope that 2020 reflects the good results achieved during this year's show".

**Roberto Leoncini**  
Vice President of Sales and Marketing of Trucks and Buses at Mercedes-Benz Brazil



During the event, MAN presented 15 new models, including e-Delivery, automated Delivery and Delivery 4x4. "This was the best Fenatran of recent times". Compared to the last edition, the movement of customers and those interested in getting deeper into products and services increased. "We prepared a wonderful stand to receive everyone with greater care and attention, and we closed with a flourish on Friday with the above normal movement, which brings us great appreciation".

**Ricardo Alouche**  
Vice President of Sales, Marketing and After Sales of Volkswagen Trucks and Buses



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# OPINION OF EXHIBITORS AND SUPPORTERS



“

*The opportunity to present Total Solution at a fair like FENATRAN was extremely important. "The time was right for us to celebrate our 100th anniversary in Brazil. We always work side by side with our customers and, therefore, offering solutions tailored to their needs".*

”

**Eduardo Gualberto**  
Director of commercial tires unit at Goodyear Brazil

“

*The importance that cargo transportation has in the country is instrumental to the strategy of the Peugeot and Citroen brands not only in Brazil, but worldwide. "Therefore, our brands have always sought to deeply understand the needs of those who use these vehicles on a daily basis, whether for cargo or passenger transportation. The participation of brands in FENATRAN was very important to show our entire product spectrum. "Here we present the most complete and versatile range of commercial vehicles in the Brazilian market, oriented to meet the expectations of all professionals in the transport sector".*

”

**Ana Theresa Borsari**  
Country manager of Peugeot and Citroën

“

*FENATRAN is one of the biggest events in the sector. "For us it is a time when we can get closer to customers, show our technologies and prospect new businesses. In 2019 we had an extremely positive fair, with excellent organization and a number of visitors that surprised us. An audience always interested in new technologies and launches ”.*

”

**Amauri Parizoto**  
Commercial Director of FPT (Iveco) Industrial for the South America



# PLAN OF THE EVENT



Congresso 2019  
SAE BRASIL

newmobility  
Showcase  
Content  
Experience



EXPERIENCE

EXPOSITORES /  
CONVIDADOS

# VISITORS

## SECTORS PRESENT IN THE EVENT

WORKSHOPS, LOGISTIC OPERATOR,  
TRUCK TRADE, COMMERCIAL VEHICLES  
AND PARTS



21%

9%



CONSULTING SERVICES,  
GOVERNMENT AND FOREIGN  
TRADE

70%



TRANSPORTER, INDUSTRY AND RETAIL,  
FLEET AND DRIVERS



# SOME BRANDS VISITING THE EVENT

LOJAS AMERICANAS

Azul

BRASPRESS



comgas



raízen



SIEMENS

makro

Cargill



BUNGE  
ALIMENTOS



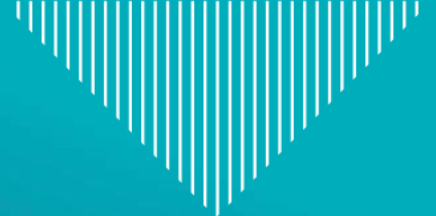
# VISITORS

## SATISFACTION



## INTENT TO RETURN





# VISI TORS



**55**  
COUNTRIES

**27**  
STATES

**1800**  
CITIES



# MATCH MAKING

THROUGH MODERN TOOLS AND ACTIONS WE DELIVER EVEN MORE MEASURABLE AND EXCLUSIVE RESULTS TO YOUR COMPANY. LEAD GENERATION, CONNECTION, RELATIONSHIP IN A SIMPLE AND PRODUCTIVE WAY. MORE EFFICIENCY IN YOUR PARTICIPATION IN THE EVENT.

+90%

OF VISITORS RECEIVED  
RECOMMENDATIONS

86%

OF VISITORS CONFIRM THAT THE  
RECOMMENDATIONS HELPED THE  
NEGOTIATIONS

87%

90% OF EXHIBITORS AGREE THAT THE  
RECOMMENDATIONS HELPED THE  
CONNECTIONS WITH VISITORS



# BUSINESS

## BUSINESS ROUNDTABLE

BRL 82

MILLIONS

+150

MEETINGS

61 EXHIBITORS  
PARTICIPATING



BRL 8.5  
BILLION

IN OPPORTUNITIES  
OF BUSINESS

COMPARISON  
WITH 2017

+47%

FINAL DECISIONS

+29%

VISITORS WITH BUDGET  
TO INVEST DURING THE  
EVENT

+31%

WHITE COLLAR



# BUSINESS LEADS - COMPARISON

2017



25.560

GENERATED LEADS FOR  
EXHIBITORS

2019



94.606

GENERATED LEADS  
FOR EXHIBITORS



270% MORE LEADS  
CAPTURED





# EXPERIENCES

new**mobility**



LOGISTICS

Showcase  
Content  
Experience



## MAIN NEWS ABOUT THE NEW MOBILITY OF PEOPLE AND CARGO.

The project was a great success at the 2018 Automobile Showroom and now it was again presented at FENATRAN.

# SPONSORING BRANDS



Caminhões  
Ônibus





# EXPERIENCES

**newmobility**



LOGISTICS

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## MAIN NEWS ABOUT THE NEW MOBILITY OF PEOPLE AND CARGO.

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THE VISITORS WHO  
PARTICIPATED ARE

**96%**

**SATISFIED**





# EXPERIENCES

new**mobility**



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## HYPERLOOP

TRANSPORTATION TECHNOLOGIES

The first Hyperloop TT transport capsule model in 1:1 scale. Visitors had the opportunity to experience the sensation of traveling at the speed of sound through a virtual reality program.

## StartSe

StartSe, in partnership with New Mobility, brought StartSe Startup Village to the fair. It is an inspiring project that brought together startups with a broad portfolio of services, technological resources and innovative solutions. All aimed at improving urban mobility, transport and logistics. The expanded participation for stands was available to StartUps, exposing solutions in a facilitated participation model, such as: Startups with the capacity to add value in one of the main sectors of the Brazilian economy.

## CARGO BIKE

Electric bicycle without solder developed for small orders delivery.

The project is equipped with an electric motor developed in Brazil. A track was installed in the arena for the public to perform test rides.





# EXPERIENCES

Among the 1,096 startups linked to the theme currently registered with 100 open startups, 55 startups were selected to participate in this experiment with **FENATRAN** and have already attracted 300 meeting requests from 80 leading companies such as Scania Brasil, Madeirint, Enlog, Volkswagen, Toyota, Cummins, Goodyear, Ford, among others.





# EXPERIENCES

FENATRAN

EXPE  
RIENCE

2KM

OF TRACK



2.500

MANAGED TESTS



THE PUBLIC HAD THE EXPERIENCE OF PILOTING SOME OF THE MOST CURRENT, COMFORTABLE AND MODERN HEAVY AND LIGHT COMMERCIAL VEHICLES **AVAILABLE ON THE MARKET** IN THE EXTERNAL AREA OF SÃO PAULO EXPO.



# EXPERIENCES

FENATRAN

 **EXPE  
RIENCE**

VISITORS WHO  
PARTICIPATED ARE

**96** %

SATISFIED

# SIMULTANEOUS EVENTS



Parallel to FENATRAN 2019, MOVIMAT brought together the main buyers in the industry and the distribution, wholesale, retail and e-commerce sectors interested in products, services, solutions, content and the latest in the market for the efficiency of their logistical intralogistic processes.



With the central theme “Smart Vehicles and Ways - The path to Sustainable Mobility”, the 28th edition of the SAE BRASIL International Congress and Exhibition on Mobility Technology took place simultaneously with FENATRAN.





# ▶ PRESS CONFERENCE



## PARTICIPATING BRANDS:

GOODYEAR



RANDON



NOMA

TRUCKVAN



Caminhões  
Ônibus

DAF



IVECO



Mercedes-Benz



PEUGEOT

SAE BRASIL



# MEDIA

MORE THAN

**23**  
MILLION  
BRAZILIAN REAL  
IN SPONTANEOUS  
MEDIA



FOLHA DE S.PAULO



ESTADÃO



AUTO ESPORTE



# MEDIA

**2539**  
ARTICLES



**124**  
VEHICLES  
PRESENT

# DIGITAL AUDIENCE



THE GROWTH IN 2019

**+11%**

IMPACTS

**+179%**

ENGAGEMENT

**+381%**

MEDIA  
CONVERSIONS



FACEBOOK

**50.297**



FOLLOWERS

**13.300**



DATABASE

**+400**  
THOUSAND

# MEDIA PARTNERS



# ENSURE YOUR PARTICIPATION FOR 2021 !

**FENATRAN**  
22<sup>nd</sup> INTERNATIONAL ROAD CARGO TRANSPORT TRADE SHOW

**18 TO 22**  
OCTOBER 2021

RODOVIA DOS IMIGRANTES - KM 1,5  
ÁGUA FUNDA | SÃO PAULO - STATE OF  
SÃO PAULO - BRAZIL