



FIEE

POST SHOW REPORT

JULY 23-26

2019 **SÃO PAULO EXPO**

Centered on the solutions that the visitor is looking for, **FIEE** presented itself as a hub and brought **two complete events:**

FIEE Future

FIEE Energy



KEY PARTNERS



SPONSORS - EXPERIENCES

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INSTITUTIONAL SPONSORSHIP



FIEE Future

A business platform focused on the future of the industries and of the cities, with an environment of novelties, technical content, debates and demonstrations. All based on **disruptive technological trends** that are already transforming the world. At FIEE Smart Future the visitor finds solutions in:



Automation



Connectivity



Electrical



Electronics



Energy



**Industrial
Equipment**



It gathers together supplier companies of the GTD market: power generation, transmission and distribution. Unique event with the country's main electrical power generation options, focused on the **decentralization of generation, on marketing of energy, and on the digitalization of networks**. Companies and professionals meet for business and debates. At FIEE Smart Energy the visitor finds solutions in:



**Equipment for
Power
Generation**



**Batteries /
Accumulators / Energy
Storage**



**Solutions and
Products for
Electrical Mobility**

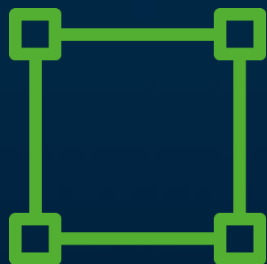


**Electrical Power
Services / Consulting
Services / Projects**



**Power Marketing
Companies**

GENERAL DATA



30,000 m²

of exhibition area



**more than
250 hours** of content

178% more in relation to the previous edition



**more than 1000
brands**

17% Increase in relation to the previous edition



Visit of
50,000
qualified buyers



Buyers from **82 countries**
and from **26 states** of Brazil



**over 400
exhibitors**

GLOBAL BUYERS



BRAZIL



CHILE



ECUADOR



BELGIUM



COSTA RICA



RUSSIAN FEDERATION



UNITED ARAB
EMIRATES



AMERICAN SAMOA



CYPRUS



ANDORRA



EGYPT



NIGERIA



ARGENTINA



BOLIVIA



INDIA



FRANCE



IRAQ



TURKEY



HONG KONG



BURKINA FASSO



IRELAND



BENIN



GHANA



PAKISTAN



URUGUAY



COLOMBIA



TAIWAN, REPUBLIC
OF CHINA



GUATEMALA



SOUTH KOREA



AUSTRALIA



ISRAEL



BAHAMAS



THE NETHERLANDS



BANGLADESH



GUINEA



SENEGAL



PARAGUAY



ITALY



VENEZUELA



PANAMA



AUSTRIA



HONDURAS



TONGA



BERMUDAS



REPUBLIC OF THE
PHILIPPINES



BULGARIA



GAMBIA



SWAZILAND



UNITED STATES OF AMERICA



GERMANY



CANADA



FINLAND



DOMINICAN
REPUBLIC



MOROCCO



ARUBA



BRUNEI



POLAND



BELIZE



CAMBODIA



VATICAN CITY STATE



PERU



MEXICO



UNITED KINGDOM



JAPAN



ESTONIA



NEW ZEALAND



ALBANIA



SWITZERLAND



UKRAINE



REPUBLIC OF
CAMEROON



LIBYA



CHINA



SPAIN



PORTUGAL



AFGHANISTAN



HUNGARY



SWEDEN



ARMENIA



CAPE VERDE



SOUTH AFRICA



ALGERIA



MALTA

SCOPE



OVER 5 MILLION

of impacts with the campaign



SOCIAL NETWORKS

- **more than 16 thousand** fans in Facebook
- **more than 800** LinkedIn followers
- **more than 178 thousand** visitors engaged in social networks



SITE

more than 1.3 million
pageviews



PARTNERS

70 vehicles and associations



SPONTANEOUS MEDIA

HIGHLIGHT!

Strategic presence in the main Business media.
Industry, Energy, Electrical and I.T.

feiras &
negócios

Agência Brasil



bnamericas

DCI
Diário
Comércio
Indústria
& Serviços

ENERGIA hoje
Uma publicação da Editora Brasil Energia

ESTADÃO

FEIRAS do
Brasil

tele.síntese

potência
Portal



PORTAL
O SETOR ELÉTRICO

Máquinas
& Equipamentos

ti inside
online

ECONÔMICO
Valor

EXHIBITORS



The NPS* 2019 had a growth of
144%
in relation to the previous edition



71%
of the exhibitors declared
that they needed FIEE for
new business



94%
of the exhibitors declared
that they will exhibit in the
next edition

“The FIEE 2019 allowed us to show new technologies with efficiency and ease. For us, it is more interesting to present solutions to an extensive and interested public than to try to visit a supplier or customer of the industry sector. The event is an excellent opportunity to stand out in the sector.”

Francis Fernandes, YASKAWA Mechatronic Engineer



*NPS = Net Promoter Score, satisfaction survey methodology.

QUALIFICATION OF VISITORS

13.6%

Partner / Owner / President

12.9%

Director

17.7%

Manager

25.9%

Supervisor/
Specifier



VISITORS

FIEE Future | Main visiting industries:



Automotive



Paper and cellulose



Foods and
beverages



Aviation



Iron and steel
industry



Government



Agricultural



Consumer goods



Metallurgy



Energy



Electronics



Other industries



FIEE Energy | Visitor's Profile - buyer:

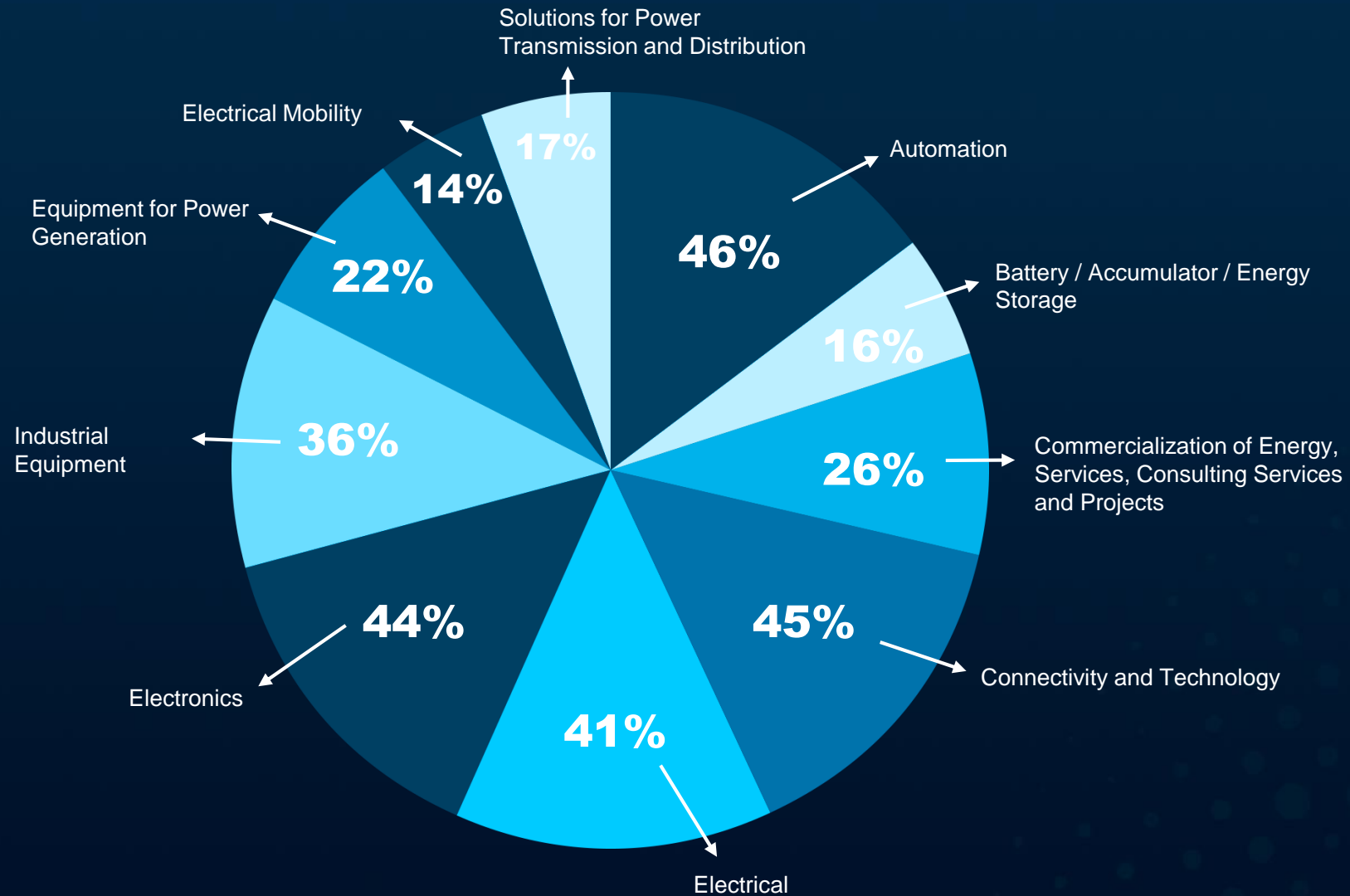
- Energy Producers
- Transmission and Distribution Companies
- Construction and Job Contract Companies
- States and Municipalities
- Integrators
- Large Power Consumers
- Investors



VISITORS' BRANCH OF ACTIVITY

Branch of activity	%
Independent power producer	0.38%
Food industry	0.83%
Self-production of energy	0.88%
Transportation and logistics	1.16%
Associations and entities	1.26%
Special consumers and energy-free consumers	1.87%
Government	1.92%
Power transmission and distribution	2.02%
Marketing Companies	2.79%
Power Distributor	2.90%
Information technology	3.22%
Civil construction, job contract companies and incorporators	3.26%
Automotive industry	3.40%
Iron and steel industry	4.13%
Energy / electricity Equipment	4.33%
Industrial electronics	5.38%
Power generation	5.57%
Electronic equipment and components	6.31%
Wholesaler, Distributor and Retailer of electrical and electronic materials	6.64%
Manufacture of electrical and electronic material	6.92%
Industrial automation	9.06%
Integrator / Specialist / Consulting Service and Electrical Engineering Services	10.08%
Diverse industries	15.71%

VISITORS' INTERESTS



VISITING COMPANIES





Business Rounds

International

- ✓ **438** meetings held
- ✓ **US\$ 120 thousand** of business generated
The expectation for the next 12 months is
US\$ 17 million
- ✓ **56** purchasing companies
- ✓ **17** international buyers

National

- ✓ **10** purchasing companies
- ✓ **more than 70** exhibitors
- ✓ **107** meetings held
- ✓ **92%** of the meetings held generated
expected business in the value of
R\$ 78 million





more than 500
participating companies

Program that provides the best business opportunities, through profile analysis and connection performed between the purchase decision makers (visiting buyers) and suppliers (exhibitors). All in a personalized way, in a structured and convenient environment.





MATCHMAKING

Recommendation program before, during and after the event. More connection with the customer!



My Agenda

Personalized recommendation



Recommendations

At the entrance of the event, by e-mail and at the back of the credential



Capture of Leads

Through 'My Agenda' and visit at the stand



of satisfied exhibitors



of satisfied visitors



of the visitors agree that the tool helps them to do business





Experiences





**more than
250 hours**
of content



more than 4,600
participants



282
lecturers





SPACE TO **CONNECT**

Convergent, connected and smart technologies that will transform how companies organize themselves and the key factors for competitive success.



BOSCH



Life Is On



SIEMENS
Engenhosidade para a vida



YASKAWA



Over 2,900 visitors
NPS 19 points **above**
the overall index



Qualified public:

31% CEO, Partner owner, Director or Manager
47% Decision makers or Specifiers



SPACE TO **CONNECT**

"This is our first time to participate and we are surprised with the number of visitors and generated business - immediately and for the future."

Fábio Martins Fernandes, Specialist in Industry 4.0 of BOSCH

"We know a fair that is able to connect the entire Brazilian industry and to bring new perspectives to the sectors that, increasingly, require alternatives".

**Janilson Bezerra, Head of Innovation and Business Development
of TIM Brasil**

"It was excellent and, even, surprising. The FIEE served as a bridge for CISCO, one of the largest connectivity providers, with a market that brings solutions to diverse segments and areas. The union of forces that we see in the fair, today causes us to be a company much more prepared for the market."

Giuseppe Marrara, Director of Public Policies of CISCO





ENERGY MARKETING AREA

Promoted together with ABRACEEL, the venue focused on the generation of business exclusive for marketing companies to leverage their sales along with large power consumers of the Brazilian market.



70% believes that their participation helps the generation of business



Qualified and more satisfied visitors



ISLANDS OF KNOWLEDGE



SMART AUTOMATION AND MANUFACTURE

Industry 4.0 (Indústria 4.0) concepts that guide the success practices in the world **in automation, smart manufacture, advanced robotics, Internet of Things (IoT)**, among others.



ISLANDS OF KNOWLEDGE



ENERGY EFFICIENCY

Debates on the electrical sector with focus on **energy efficiency**, aimed at promoting **rational** and **sustainable consumption** in the energy market.



ISLANDS OF KNOWLEDGE



GTDC

GENERATION, TRANSMISSION,
DISTRIBUTION AND MARKETING OF ENERGY

Island of **Generation, Transmission, Distribution and Marketing** that provided an update on the Brazilian energy scenario and the opportunities for investors in the entire supply chain.



ISLANDS OF KNOWLEDGE



INNOVATION AND TECHNOLOGICAL BUSINESS

Union of ideias, technologies and projects in a digital transformation environment, which brought **new opportunities for small and medium industries.**



ISLANDS OF KNOWLEDGE



TECHNOLOGY AND SUSTAINABILITY

Improvement of quality of life through **clean energy**, with the adoption of smart technological systems for people and cities.



TECHNICAL CONTENT



With the theme **“Energy Transition and Digitalization of the Electrical Sector”**, the forum shared the vision of the Brazilian government and of other Latin American countries with the society, business sector, technical specialists and academy.



With 'Innovations in the Electrical Sector' as main guideline, the following themes were presented and debated on: **distributed generation, outlets for drainage of large energy blocks, electrical mobility and blockchain.**

TECHNICAL CONTENT



Panels with discussions on regulatory, financial and environmental aspects of the electrical sector, beside **new technologies** that impact the Brazilian energy grid.



Panels on: **Brazil – Germany** and European experiences in **energy and sustainability.**

PARTNER ASSOCIATIONS

Official Support



Institutional Support



MEDIA PARTNERS



AUTOMOTIVEBUSINESS®



GLOBAL SCOPE

500
events

43
countries

43
economy
sectors

7
million visitors

4000
employees

41
offices
in the world

GLOBAL ENERGY PORTFOLIO



FIEE Future



FIEE Energy

We are expecting you in 2021!

JULY 20-23

2021 SÃO PAULO EXPO

**Come and exhibit at FIEE, boost your business
and build the future with us!**



comercial@fieee.com.br



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www.FIEE.com.br



FIEE Fair



fiee