

## **11th edition of M&T Expo takes place in the second half of 2022**

*Part of the international bauma network, the event will bring a series of innovations aimed at promoting the sector's business*

Messe Muenchen do Brasil announces several initiatives to attract the largest number of visitors to the 11th edition of the M&T Expo – International Construction and Mining Equipment Fair, which will take place from August 30 to September 2, at the São Paulo Expo, in São Paulo, Brazil.

The event, which generated BRL 2.7 billion in business in its last edition and is part of the international bauma network, aims to promote the development of the sector through business, dissemination of content and knowledge in innovation, presentation of launches, in addition to fostering networking between executives, entrepreneurs and professionals working in the Construction and Mining areas. The last edition had 70,000 m<sup>2</sup> and received more than 40,000 qualified visitors, bringing together professionals from more than 40 countries.

Rolf Pickert, General Director of Messe Muenchen do Brasil, also bets on the recovery of the economy and reinforces the expectation of a successful event. *"We are working to make the 11th edition an extremely positive experience for industry and professionals that attend the event. There are various actions planned such as: the business showcase, in addition to several congresses, forums and webinars with exclusive content"*, says Rolf Pickert.

The event plan is segmented into four sectors. **Construction and Mining Equipment**, where exhibitors will present products and services aimed at works, whether infrastructure or buildings, as well as those intended for mining. **Concrete and Asphalt**, a space that brings together the exhibitors of machines and equipment for the production, launching and finishing of concrete and asphalt in its various applications. **Load and People Lifting**, area for machines and equipment that perform lifting work of load and people, in the numerous applications of the sector. And **Components and services**, sector focused on suppliers of parts, components, inputs and services for the maintenance of machinery and equipment and for various applications in construction and mining.

In addition, M&T Expo will also have the **Demonstration Arena**: space where visitors can see the equipment, machines and implements in operation. *"Excavators, loaders, graders, backhoes, compactor rollers, among others, will be in full activity, allowing the visitor to know closely the operation of each equipment,"* says Pickert.

To encourage networking, **Business Showcase** is an online tool available on the M&T Expo website, for connecting exhibitors and visitors before, during and after the event. *"The public is able to contact the company, find products and services, watch videos, catalogs and even request a meeting, right there, on the platform,"* says Pickert.

In relation to innovation, M&T Expo offers on its website the latest news from the Construction and Mining industry, as well as exclusive interviews with exhibitors of this edition.

In addition to the news, M&T Expo promotes webinars with exclusive content from event exhibitors. *"With each edition we promote a live chat with themes that are part*

*of the M&T Expo, such as lifting loads, new materials and new generation of equipment, always with the presence of important executives in the market".*

**Contents** – During the days of the event, M&T Expo offers market professionals content to update and exchange experiences on novelties and trends in the construction and mining industries. *"We will have the Mining Workshop, Infrastructure Forum National Rental Appreciation Congress and Forum Building Innovations and Trends".*

The Mining workshop, held by Abimaq's CSCM, takes place on August 31, from 1:00 pm to 7:00 pm, at the M&T Expo Auditorium. There will be two panels that will address "Solutions for innovation and increased operational efficiency" and "Solutions for mitigating/reducing environmental impacts".

The expectation of the organizers is to bring to exhibitors and visitors unique experiences and the possibility of expanding business in an extremely important year. *"Our goal is that visitors, professionals from companies that buy equipment, construction companies, miners and rental companies, can learn about the news in innovation and technology, in addition to closing great deals during and after the event,"* says Rolf.

Registration for visitors is free and will be available soon. And to make participation in the event even better, the official tourism agency is ready to meet with safety and practicality all the demands of national and international visitors.

For companies that want to expose, there's still time. Contact the sales team to ensure your area. Access the link:

<https://www.mtexpo.com.br/pt/expositores/reserve-seu-espaco/contato-comercial>

Additional information and the news about the event can be found at [M&T Expo 2022](#).

### **Service**

M&T Expo 2022- 11th International Construction and Mining Equipment Fair

**Date:** August 30 to September 2

**Time:** from 1:00 p.m. to 8:00 p.m.

**Place:** São Paulo Expo Exhibition & Convention Center, São Paulo - SP

**For more information:** [Access Here](#)

### **About M&T Expo**

M&T Expo 2022 will be held from August 30 to September 2, 2022, at the São Paulo Expo. Organized by Messe Muenchen do Brasil, together with its institutional partner, the Brazilian Association of Technology for Construction and Mining (Sobratema). Since 2017, M&T Expo has been part of the bauma NETWORK, the largest international network of events for the construction and mining equipment industry and is considered the most important trade fair in the industry in Latin America.

### **About Messe Muenchen do Brasil**

Headquartered in Munich, Germany, the subsidiary of Messe München began its operations in Brazil in early 2017. Worldwide, the company organizes 220 events with 44,000 exhibitors and more than 2.4 million visitors, with excellent generation and increased business for many industries. In Brazil, it is responsible for the organization of M&T Expo and Smart.Con, in partnership with Sobratema.

### **About Sobratema**

The Brazilian Association of Technology for Construction and Mining - Sobratema has been operating for more than 30 years in the generation of business and in the development of the construction, mining, rental, agribusiness and environmental sustainability sectors. With more than 600 members, the organization's programs cover different aspects of these segments, including the dissemination of qualified and unprecedented content about the market, the dissemination of technical and technological knowledge, the interaction between professionals in the sector, the offer of strategic tools used in these segments, the exchange with international innovative technologies and professional training and certification.

**Mario Brilhante**

mariobrilhante@a4eholofote.com.br

11 3897 4122, ext 222

11 9 8977 7651

**Thiago Rosa**

thiagorosa@a4eholofote.com.br

11 3897 4122, ext 206

11 9 9930 5293