

Mecânica de Comunicação returns to advise M&T Expo

The 12th edition of the largest machinery and equipment trade show for construction and mining in Latin America, M&T Expo 2024, will once again have Mecânica de Comunicação Estratégica [Mechanic of Strategic Communication] as a strategic partner in the area of press office. The agency led by journalist and public relations Enio Campoi, will be liable for coordinating and managing activities aimed at service to domestic and international media.

Its five decades of experience in planning and developing strategies with the media, Mecânica de Comunicação Estratégica was the press office of M&T Expo in the 2012, 2015 and 2018 editions. The agency will work on the preparation of journalistic content, organization of media events in Brazil and abroad, strengthening the relationship between Messe Muenchen do Brasil and journalists, attending interviews, information and images related to the trade show and accrediting journalists interested in covering the event, which will take place in April 2024.

The M&T Expo will bring together the entire production chain to present the most important launches and the main trends and technologies in the industry, highlighting its importance in economic and social development in the country. In 2022, the trade show had more than 600 exhibiting brands in 54,000 square meters, and had more than 30,000 visits during the four days of exhibition. In the content part, there were 192 hours of programming, and participation of 52 lecturers and experts.

About the M&T Expo

M&T Expo 2024 will be held from April 23 to April 26, 2024, at São Paulo Expo. Messe Muenchen do Brasil organized M&T Expo together with its institutional partner, Associação Brasileira de Tecnologia para Construção e Mineração (Sobratema) [Brazilian Association of Technology for Construction and Mining], which is 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 show for the industry in Latin America.

About Messe Muenchen

As one of the largest trade show companies in the world, with around 50 trade shows for capital goods, consumer goods and new technologies, Messe München sets new standards for innovation, flexibility and networking. Together with major international trade shows such as bauma, electronica, iFAT and BAU, Messe München is constantly expanding its portfolio by adding, for example, digital formats. At its headquarters in Munich, it holds high quality trade shows, conferences and events. It operates in all major growing markets such as China, India, Brazil and Turkey. Its network of member companies and foreign agencies, is present in more than 100 countries.

About Messe Muenchen do Brasil

As part of the international expansion strategy, in 2017 the subsidiary Messe Muenchen do Brasil was founded with the purpose of bringing to the domestic market the levels of excellence and innovation established at the German headquarters and supporting the development of trade shows in a specialized and internationalized direction.

About Sobratema

Associação Brasileira de Tecnologia para Construção e Mineração (Sobratema) has operated for more than 30 years in generating business and developing the construction, mining, rental, agribusiness and environmental sustainability sectors. It has more than 600 members, and the entity's programs cover different aspects of these segments, including the dissemination of qualified and unpublished content on the market, the dissemination of technical and technological knowledge, interaction between professionals in the industry, offering strategic tools used in these segments, exchanges with innovative international technologies and professional training and certification.

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Institutional Partner



Performed by

