

M&T Expo promotes Road Show in Latin America

The first leg of the Latam Road Show visits the cities of Buenos Aires, Asunción, La Paz and Santa Cruz de La Sierra.

Since 1995, [M&T Expo](#) has been one of the most important trade fairs in the construction and mining equipment industry and is part of the Bauma NETWORK, starts the Latam Road Show project as of this month. In order to promote the event and invite visitors from the main markets in Latin America, the meetings will take place in two stages.

With the participation of the main class entities in the industry, chambers of commerce and industry, as well as specialized media vehicles, the first phase of the project begins in Buenos Aires, Argentina. Subsequently, representatives of Messe Muenchen do Brasil, Rolf Pickert, general director and Thaisa Miyasaki, project manager, will go to Asunción in Paraguay that, in addition to the meeting, they will also visit the Construtecnia fair that takes place in the same week.

The next cities will be La Paz, which has a large audience focused on mining and Santa Cruz de La Sierra, where the construction sector is extremely strong in the country – Bolivia.

When it comes to mining, the region has been able to exploit its resources and this is how Bolivia and Argentina are among the ten countries that lead silver production. In the construction sector, Paraguay projects an investment of about US\$1.3 billion in infrastructure for this year*.

"The M&T Expo is one of the main events in the industry in Latin America and the Road Show Latam project takes place precisely to promote this year's attractions and invite the public to be part of our reunion in August in São Paulo," explains Rolf Pickert.

The date of the second phase of the visits will be announced soon and will include Chile, Colombia and Peru.

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

Messe München is one of the largest trade fair companies in the world and operator of the main Munich convention and exhibition centers in Germany. For more than 5 decades connecting people around the globe, the portfolio has more than 200 events in Germany, China, India, Turkey, South Africa, Nigeria, Vietnam, Iran and Brazil, in addition to having representation in approximately 70 countries.

As part of the international expansion strategy, in 2017 the subsidiary Messe Muenchen do Brasil was founded with the purpose of bringing to the national market the excellence and innovation of established at the headquarters of Germany and supporting the development of business fairs in a specialized and internationalized direction.

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.

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