

M&T Expo supports the lifting platform market and partners with IPAF Elevação 2023

The lifting platform market reached a significant number of sales in Brazil in 2022. Estimates of Sobratema Study on the Brazilian Market of Construction Equipment point to a 94% growth in the commercialization of this type of equipment in 2022 compared to 2021. Four thousand and five hundred units were sold in the last year against 2320 units in the previous year.

In this positive scenario, between May 3rd and 4th, IPAF Elevação will take place, which will offer participants to expand their knowledge on the main topics related to the use of aerial platforms, such as security, and narrowing relationship with manufacturers, rental and suppliers of products and services.

Organized by the International Powered Access Federation (IPAF), the event is considered one of the most important events of the a working platform for work at height in Brazil and has the support of Messe Muenchen do Brasil, which will present during the IPAF Elevação, the news of the **12th Edition of M&T Expo, Latin America's largest construction and mining machinery fair.**

According to a survey conducted with visitors at M&T Expo 2022, 60% of professionals who were at the event were interested in knowing and acquiring lifting equipment. Because of their relevance, the exhibitors of this segment have a dedicated area at the fair, in order to present the news in machines, components and services that meet the demands of builders, rental companies and industries, for efficiency, cost reduction, productivity and environmental lower footprint.

“The information from the Market Study of Sobratema (Brazilian Association of Technology for Construction and Mining), our institutional partner, reveals a warming of the cargo lifting market in Brazil. And, M&T Expo will be the meeting point of the industry to carry out new business, find new partnerships and acquire new knowledge”, says Rolf Pickert, general director of Messe Muenchen do Brasil.

Throughout 2023, M&T Expo will promote a series of meetings between exhibitors and visitors in Brazil and South America, and will be present at the events of Messe Muenchen do Brasil partners. These actions are part of Project 365, which encourages interaction between buyers and companies and enables a chance to expand the relationship with different audiences to open new business. The promotion of the project also encompasses all of Latin America.

The 12th M&T Expo will be held from April 23 to 26, 2024, in São Paulo Expo. In 2022, the fair had over 600 exhibiting brands in 54 thousand square meters. In the content part, 192 hours of programming, with 52 speakers and participating experts.

About M&T Expo

M&T Expo 2024 will take place from April 23 to 26, 2024, at São Paulo Expo. Organized by Messe Muenchen do Brasil, together with its institutional partner, the Brazilian Association of Technology for Construction and Mining (Sobratema), M&T Expo is part of Bauma NETWORK, the largest international network of events for the construction and mining equipment industry, and is considered the most important business fair in the industry in Latin America.

About Messe Muenchen

As one of the largest company of fairs in the world, with about 50 fairs of capital goods, consumer goods and new technologies, Messe München establishes new standards for innovation, flexibility and networking. Along with the main international fairs, such as Bauma, Electronics, Ifat and Bau, Messe München is constantly expanding its portfolio, adding, for example, digital formats. At its headquarters in Munich, it holds high quality fairs, conferences and events. It operates in all important growing markets, such as China, India, Brazil and Turkey. With its network of associated companies and foreign agencies, it is present in more than 100 countries.

About Messe Muenchen do Brasil



As part of the international expansion strategy, the subsidiary Messe Muenchen do Brasil was founded in 2017 with the purpose of bringing to the national market the levels of excellence and innovation established at Germany headquarters and support 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 working for over 30 years in the generation of business and the development of construction, mining, rental, agribusiness and environment sustainability sectors. With more than 600 members, the entity's programs include different aspects of these segments, including the dissemination of qualified and unprecedented content about the market, dissemination of technical and technological knowledge, interaction between industry professionals, offer of strategic tools used in these segments, exchange with international innovative technologies and training and professional certification.

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