

Event in Belo Horizonte will show how to reduce the cost of operating construction machinery

Sales of construction machines has been consistently growing since 2017. For this year, the market expects soaring sales once again, according to the Sobratema Study of the Brazilian Construction Equipment Market, conducted by the Brazilian Construction and Mining Technology Association (Sobratema). The estimate is a 4% increase in the quantity of construction equipment units sold.

The accelerated market contributes to the creation of jobs, new investments and business sustainability, in addition to providing an incentive for the development of machines with more embedded technology to benefit customers in terms of productivity and reduction of emissions of polluting gas. For users, this is an opportunity to renew their fleets with newer equipment, providing a reduction in operation and maintenance cost, resulting in higher profitability and competitiveness.

With the goal of presenting a comprehensive picture of the current scenario of the equipment market and how companies can benefit from this period in time to enhance their management of operating costs, **M&T Expo, the largest fair of construction and mining machines and equipment of Latin America**, will hold a Road Show in Belo Horizonte, on May 16, starting at 9 AM, at the Heavy Construction Industry Union in the State of Minas Gerais [Sindicato da Indústria da Construção Pesada no Estado de Minas Gerais] (Sicepot-MG).

For the **“A Brazil that grows: A view of operating cost X market moment”** meeting, are confirmed the participations of **Eugênio Porto Gazzinelli**, President of the Union of Equipment, Machines, Tools Rental Companies and Providers of Similar Services of the State of Minas Gerais (Sindileq-MG), **Eurimilson Daniel**, Vice-President of Sobratema, Director of the Brazilian Association of Unions and Associations Representing Equipment, Machine and Tool Rental Businesses (Analoc) and President of ESCAD Rental; **João Jacques Viana Vaz**, President of Sicepot-MG; and **Rolf Pickert**, General Director of Messe Muenchen do Brasil.

During the event, they will show the importance of financial planning for operating and maintaining a fleet, and will assess the main points that impact the cost of an operation with machines and how economic policy may either boost or hold back investments in the industry. If you wish to participate, just send an email to info@mtexpo.com.br.

The meeting **“A Brazil that grows: A view of operating cost X market moment”** is part of project 365, which stimulates interaction between buyers and companies and provides an opportunity to expand relations with different audiences for opening new business channels.

M&T Expo is organized by Messe Muenchen do Brasil and counts on the institutional support of Sobratema. The fair next edition will take place from April 23 to 26, 2024, at São Paulo Expo. In 2022, it had more than 600 exhibiting brands in 54 thousand square meters. 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

Brazilian Construction and Mining Technology Association (Sobratema) has been operating for over 30 years in generating business and developing the construction, mining, rental, agribusiness and environmental sustainability industries. 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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