

M&T Expo 2024 reinforces the potential of the machinery market with expected generated business of R\$9 billion

M&T Expo - part of bauma NETWORK, Latin America's leading trade fair for construction and mining machinery and equipment, showed the strength of the sector in the region. Between April 23 and 26, it brought together buyers from Brazil and abroad at the São Paulo Expo to see hundreds of launches from the most important manufacturers of construction and mining machinery, load handling, concrete and asphalt equipment and suppliers of spare parts, components and services.

Generated business at M&T Expo 2024 is expected to be around R\$9 billion, which represents approximately 25% of the equipment market's expected sales for the year. The estimated business transactions started during the event in 2022 were at R\$2.8 billion.

“The trade fair highlighted the importance of the machinery market for Latin America's socio-economic development. This expectation shows the sector's optimism and confidence that the investments planned in infrastructure for the coming years will be realized. It was a real celebration for the entire ecosystem that involves construction and mining equipment,” said Rolf Picker, CEO of Messe Muenchen do Brasil, the trade fair's organizer.

Almost 500 exhibitors from 24 countries and 67,465 visitors from around 80 countries contributed to very busy aisles during all four days. Construction companies, contractors, miners and equipment rental companies, representatives of public bodies and municipalities attended the fair to see innovations, strengthen relationships with the brands and dealers and do business.

According to Afonso Mamede, President of the Brazilian Association of Construction and Mining Technology (Sobratema), institutional partner of the fair, M&T Expo is the meeting point for the sector and showed the market's need for acquiring new products and innovations in equipment. “This year, the outlook is positive for our sector, since new infrastructure concessions are planned, as well as municipal, state and federal works, such as the PAC.”

For Thaisa Miyasaki, Manager of M&T Expo 2024, the success of the fair underlines its leading role when it comes to introducing new technologies in the sector, fostering productivity, sustainability, efficiency and competitiveness for the construction and mining markets. “The event also makes a fundamental contribution to trends and the dissemination of knowledge, through the seminars, panels, forums and congresses held over the four days,” she added.

The supporting program included more than 72 hours of content, with the participation of more than 100 speakers and panelists from the sector. M&T Expo also featured the Demonstration Arena, which drew the visitors' attention by showing the functionalities of modern equipment from eleven exhibiting brands as well as the Museum of Brazilian Machinery, which showcased selected historical construction equipment pieces.

Further highlights were the course for machine operators, in partnership with APELMAT (Associação Paulista dos Empreiteiros e Locadores de Máquinas de Terraplenagem, Ar Comprimido, Hidráulico e Equipamentos de Construção Civil), as well as M&T Capacita, an initiative to drive the training and development of professionals, in partnership with 3x Mais Treinamentos, APELMAT and Instituto Opus.

With the aim of considering and promoting responsible practices in the trade show sector and highlighting exhibitors who embrace innovative solutions, the Most Sustainable Award by M&T Expo

was initiated for the first time. Exhibitors Tecpolimer, Escavapeças and John Deere were honored with the award in the categories of up to 100 m² of floor space, 100 m² to 500 m² of floor space and more than 500 m² of floor space, respectively.

Find out more about M&T Expo: <https://www.mtexpo.com.br/>

About M&T Expo

M&T Expo 2024 was held from April 23 to 26, 2024, at São Paulo Expo. Organized by Messe Muenchen do Brasil, together with its institutional partner Sobratema (Brazilian Association of Technology for Construction and Mining). 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 for 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 convention and exhibition centers in Munich, Germany. For six decades connecting people across the globe, the portfolio has more than 150 events in Germany, China, Hongking, India, Singapore, South Africa, Thailand, Turkey, USA, Vietnam, and Brazil, in addition to having representations 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 levels of excellence and innovation established at the German headquarters and supporting the development of trade 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 generating business and developing the construction, mining, rental, agribusiness and environmental sustainability sectors. 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 sector, offering strategic tools used in these segments, exchanges with innovative international technologies and professional training and certification.

Parceiro Institucional



Realização



Exhibitors' comments on M&T EXPO 2024

“The fair is going great, with stands full all the time and closing deals. Expectations are being exceeded. We managed to close three deals with companies abroad and other sales with clients in Brazil.”

Jean Kelvin Silva - Commercial Manager – Bomag

The fair is very good! This is the best edition we've attended, and the launches have been very well received by the market. It was also a moment for us to publicize the brand's new approach.

Bruna Kassama - BMC-Hyundai Marketing Supervisor

The brand last took part in 2018, and the results were very positive. We noticed in the first three days of M&T that the movement at the stand and sales were as good as in that edition. As many deals only materialize after the fair, we are expecting sales to be 20% higher than in 2018, maintaining our average conversion rate of 40%.

Maurício Moraes, Case Marketing Manager

Visitation was intense from the first day, even on Friday, which is usually quieter. The public is diverse, from the construction sector, rental and also investors in infrastructure and equipment. Business is buoyant, and Finame 4.0, with its attractive rates, is contributing to sales. We're pleased with the week's results. Now it's time to validate the credit and make the sales resulting from the event viable.

Fabio Momberg - Caterpillar Regional Manager

Expectations were exceeded in terms of exhibitors and visitors, who came from all states and Latin America. Compared to 2022, business is better and part (20%) was paid in cash, but the largest volume comes after the show. It was also an opportunity for the company to present its new brand, Develon, formerly Doosan.

Leandro Yokoti - Develon Sales Manager

We came to present the major parts brands that we distribute in Brazil at this fair. We had expectations of attendance which were fully exceeded, with very positive results and a much larger number of visitors. The glamor of M&T in the past is back now. We received clients from all over Brazil, Latin America and other countries too.

Ricardo Oliveira - After Market Director at Engepeças

We had high expectations for the fair, but, especially on the 24th and 25th, they were exceeded, with a very strong movement at the stand. Many clients came, new leads, new clients from various regions of the country. We also received a lot of people from Chile and Argentina. We can say that our participation was very positive.

Bruno Picini - Marketing Manager for Latin America at Terex Latin America

Companies are keen to buy, even though the economy is not so good. However, the scenario compared to countries in Europe and the USA is more effervescent and this brings confidence in doing business in the construction industry. Indeco received visitors from Brazil, but also from Argentina, Chile and Uruguay, which ensured good prospecting for future clients. The M&T Expo exceeded expectations and we hope to sell more at the next edition, bringing a brand that improves every day, not only in terms of product, but also in terms of quality.

Michele Vitulano - Indeco's Global Commercial and Marketing Manager

Of these qualified visits, 15% to 20% are potential new customers. Taking part in the next edition is a natural process. The company has participated since the first edition, each time with a larger stand than the last.

Paulo Siriani - ITR Managing Director

Participation is going according to plan. The main focus of our presence is to strengthen the brand and the technology we have developed, reinforcing the support we can give to our customers' businesses and challenges. To this end, during the 4-day event, we took 800 customers from Brazil and Latin America, in groups, to visit the factory in Indaiatuba (SP).

Thomas Spana - Latin America Marketing Manager at John Deere

Historically, M&T Expo has always brought good business results for Komatsu and this edition exceeded our expectations. For this excellent result (sales of more than R\$150 million), which still doesn't take into account the last day of the fair, the participation of Banco Komatsu was fundamental, contributing 50% of the sales made

Paulo Torres - Sales and Marketing Director for the Construction Equipment Division

Liebherr came to M&T Expo to celebrate its 50th anniversary in Brazil and the Group's 75th anniversary. For this reason, our participation was institutional. The stand was a place to meet customers and partners. The exhibition was very well attended, especially on the second and third days. Even with a festive presence, we did some business, including cash payments.

Natália Machado - Liebherr Marketing Analyst

The fair is exceeding expectations. Even our President, who is Chinese, is surprised by the success of the event. The company has grown by 300% in Brazil in recent years. We exceeded our targets in terms of closing deals. We had hoped to sell 200 machines in four days and in the first two we sold 180. It's been very rewarding to take part in the fair.

Herbert Francisco - Director of Operations and Strategy at LiuGong Latin America

The fair has been busy from the start. The stand is always full of visitors, both customers who come to see us and with whom we strengthen our relationship, and new contacts. The technologies we're showing attract visitors, such as the simulator for maintenance and operation training, which is impressing visitors, especially the machine operators who visit our stand. Business happens naturally.

Leandro Nilo de Moura - Latin America Marketing Manager at Manitowoc

M&T Expo is wonderful. As always, it's huge and a unique moment for our products and launches. At the fair, we don't worry about closing deals, but they happen naturally, so much so that in this edition we sold five asphalt plants in cash.

Gilberto Luz - President of Margui

This edition of M&T Expo has been very productive in commercial terms, not least because the market is very good in paving, civil construction and infrastructure works. It's Müller's first participation in M&T Expo, which today belongs to the Romac group from Rio Grande do Sul, and marks the relaunch of Müller in the market. Our expectations have been exceeded by around 15% in terms of orders, and after the fair they could still rise considerably.

Felipe Vier - Müller's Commercial Director

Usually there is more traffic on Wednesday and Thursday, but this year it's beyond expectations: it's a trade fair with a market of over 35,000 machines, something that is happening for the first time. Sales are taking place across all product lines, including the launches. The participation of Banco CNH contributed to this result, as it came with special and attractive conditions for M&T Expo. We also noticed some movement due to Finame Inovação, which covers some of the models in the portfolio.

Mariana Bicalho - Marketing Manager for Latin America at New Holland

This edition was a surprise, with around 100 people as potential customers and suppliers. In addition, more than 20 contracts were closed and we expect to close more in the next 30 days. We feel a sense of accomplishment. We expected brand impact and presence, but we didn't expect so many closures.

Diego Dalla Corte - LATAM Marketing Coordinator Palfinger

On April 26 alone, the last day, an average of 80 people visited the stand after 4pm. The event brought new partnerships and new clients from at least 8 Brazilian states, with most of the visitors coming from Minas Gerais. The fair was very good. I love the fair.

Jefferson Amorim - Managing Director of PIM

We took part in previous M&Ts, but this time it's much better. We've noticed an improvement in the qualifications of the visitors. Many people from the construction and mining industries are here looking for solutions and new types of technology. So it was very fruitful. We were able to leverage and close deals.

Cristiano Silva – Product line Manager for underground mining at Sandvik

During the largest Construction and Mining Machinery and Equipment Trade Fair in Latin America, M&T Expo 2024, we did good business and welcomed customers from all over Brazil and all our dealers to our stand. We consider our participation to have been very positive, and it will certainly result in sales in the months following the fair as well

Renato Torres - Commercial Director of XCMG Brazil.

On the first day alone, we closed contracts worth up to R\$20 million, with sales to companies from São Paulo and Santa Catarina. We received visitors from Argentina, Paraguay and China.

Rodrigo Kazuma - Manager of Zoomlion's Concrete Business Unit