

## M&T Expo has the largest representation of the cargo and people lifting sector

*Main manufacturers of cranes, cranes, aerial platforms and telescopic handlers will bring their news to the approximately 35 thousand visitors expected for this edition*

**M&T Expo – part of bauma NETWORK, the main construction and mining machinery and equipment fair in Latin America**, will bring together, from **April 23 to 26, 2024**, at **São Paulo Expo**, complete solutions for the area of lifting loads and people. The main manufacturers in this segment are confirmed for this edition: Dingli, Genie, Hangcha, Liebherr, LiuGong, Manitowoc, Palfinger, Sany, Tadano, Terex Carnes, TKA Guindastes, XCMG, Zoomlion, in addition to the support and presence of the International Federation of Aerial Platforms (**IPAF - International Powered Access Federation**), partner and exhibitor of the 12th edition.

During the event, promoted by **Messe Muenchen do Brasil**, with the institutional support of the Brazilian Association of Technology for Construction and Mining (**Sobratema**), visitors will be able to see the main launches in cranes, cranes, aerial platforms and telescopic handlers, as well as new parts, components and services and technology solutions to boost productivity in infrastructure and civil construction works, and mining, energy, agribusiness and forestry operations.

According to the Sobratema Study of the Brazilian Construction Equipment Market, sales of construction machinery are expected to grow 6% in 2024 compared to 2023. Specifically in the cargo and people lifting sector, cranes should see an increase of 20% in units sold and lifting platforms, 11% this year compared to the previous year.

For **Rolf Pickert**, CEO of Messe Muenchen do Brasil, the expectation for the machinery market in 2024 is positive, which reinforces the role of M&T Expo as an important hub to connect the main technologies and equipment launches, products, components and services to buyers and users of machines, financial agents and municipal and state departments and government agencies to promote sustainable growth in the sector.

“Our purpose is to develop an environment conducive to relationships between all stakeholders, in order to meet the current demands of strategic sectors of the economy, such as civil construction, infrastructure, mining, agribusiness and forestry, which are looking for more productivity, profitability and efficiency in their operations, combined with reducing environmental impact and carbon neutrality. Therefore, there will be four days of intense networking, valuable business opportunities and the exchange of qualified knowledge and information”, explains Pickert.

In addition to the area of lifting loads and people, **M&T Expo 2024 – part of bauma NETWORK**, will also feature machine launches, with embedded technology and innovation from the main manufacturers of yellow line and concrete and asphalt machines. The parts and components industries and service suppliers will also showcase their new products. To attend the fair, just complete the accreditation [in this link](#).

**M&T Expo 2024** should receive around 35 thousand visitors from Brazil and abroad, made up of directors, managers, engineers and professionals from construction companies, mining companies, industries, transport companies, rental companies, investors, authorities and representatives of municipal and state institutions responsible for the works.

The event will have several attractions such as the **Demonstration Arena**, with exhibitors' machines operating in real time, a series of content activities, free operator training courses, the **Most Sustainable Award by M&T Expo**, which will recognize responsible practices in the trade fair sector and will highlight exhibitors that adopt innovative solutions, the **M&T Expo Capacita** and the **Museu de Máquinas do Brasil**. Another action is **Project 365**, which encourages interaction between buyers and companies across the country. Internationally, the highlight was the **Road Show LatAm**, with visits to Argentina, Bolivia, Chile, Colombia, Peru and Paraguay.

In terms of content, M&T Expo will once again be the stage for the **National Rental Valorization Congress**, an initiative of the Brazilian Association of Trade Unions and Representative Associations of Equipment, Machinery and Tool Lessors (Analoc), which annually brings together market players to debate the most important topics related to the leasing of machinery and equipment. Events on aggregate mining, infrastructure and logistics will also be promoted, and the Forum **"ESG in Construction and Mining – Best practices for sustainability combined with competitiveness"**, in partnership with the news portals Conexão Mineral and Conexão Construção.

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

#### Service

**Date:** April 23-26, 2024

**Time:** 1pm to 8pm

**Local:** São Paulo Expo, SP

**Free accreditation:** <https://www.mtexpo.com.br/credenciamento>

**Confirmed exhibitors:** <https://vitrinedenegocios.mtexpo.com.br/event/mt-expo/exhibitors>

#### About Messe München

As one of the largest fair companies in the world, with around 50 fairs for capital goods, consumer goods and new technologies, Messe München sets new standards for innovation, flexibility and networking. Together with leading international fairs such as bauma, electronica, IFAT and BAU, Messe München is constantly expanding its portfolio, adding, for example, digital formats. At its headquarters in Munich, it hosts high-quality fairs, conferences and events. It operates in all important growth 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, 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 headquarters in Germany and support 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 over 34 years in generating business and developing the construction, mining, rental, agribusiness and environmental sustainability sectors. With more than 600 members, the entity'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 offering of strategic tools used in these segments, the exchange with international innovative technologies and professional training and certification.

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