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IFAT Brasil 2025 solidifies position as Latin America's leading environmental technology platform and drives sustainable innovation

- 230 exhibitors presented solutions across 22,000 sqm of area
- The show held two stages, technical and live presentations that offered 79 hours of content presented by 217 speakers
- The show featured international pavilions and presentations made by government authorities

São Paulo, July 2025 - IFAT Brasil 2025 successfully concluded its second edition from June 25 to 27 at the São Paulo Expo, with the status of the main Latin American platform for environmental technologies. The event gathered specialists, companies, international trade associations, and government representatives to showcase practical solutions and engage in strategic discussions on vital areas such as water management, sewage, drainage, solid waste, and energy recovery.

With **230 exhibitors** and **272 brands**, IFAT Brasil recorded nearly 70% growth in the number of exhibiting brands compared to its first edition. The event spanned **22,000 square meters**, including the Live Demo Arena, and welcomed **20,000 attendees** from all **26 Brazilian states** and **34 countries**. In addition to strong domestic participation, the event hosted delegations from Argentina, Colombia, Peru, and Paraguay, as well as international pavilions featuring representatives from Germany, Austria, China, and the United States.

“Once again, we demonstrated that Brazil plays a fundamental role in the region's environmental transition. Gatherings like **IFAT Brasil** enhance the opportunities in the market and help companies to see beyond their obligations. **IFAT Brasil** is already a part of the market's innovation and sustainability agenda,” says Rolf Pickert, CEO of Messe Muenchen in Brasil.

Driving the Future of Environmental Management

The International IFAT Brasil Congress deepened debates on environmental challenges and was curated by leading national and international trade associations. It featured two thematic stages: the Blue Stage, focused on water, sewage, and drainage, and the Orange Stage, dedicated to waste management, energy recovery, and circular economy. The congress addressed topics such as

the universalization of basic sanitation, waste valorization, and innovative solutions for decarbonizing the economy, while also revealing emerging trends shaping environmental management.

Key discussions highlighted digital transformation, with panels exploring the use of artificial intelligence, process digitalization, and automation applied to water resources and solid waste management. The show also emphasized the role of open innovation and collaboration between startups and large corporations, demonstrating how integrating different agents in the supply chain generates more effective and accessible solutions.

Another central theme was energy recovery from waste, including biogas, biomethane, and green hydrogen; technologies considered crucial for advancing a low-carbon economy in Latin America. Debates on investments, regulatory frameworks, and public policies outlined the necessary path to unlock the region's immense potential for generating clean energy from urban, industrial, and agricultural waste. All content was made available to visitors, underscoring **IFAT Brasil's** commitment to democratizing access to information and empowering professionals to build a sustainable future for the region.

The event featured a total of **79 hours of content** and **217 speakers**, representing a **64% increase** in national and international professionals sharing knowledge with attendees. The certificate of participation is available on the event website for the pre-registered visitors: <https://ifatbrasil.com.br/en/>

Growing International Influence

The success of the second edition reflects the progress and urgency of environmental demands across Latin American countries. The debates were centered on the implementation of the Legal Framework for Sanitation, the growth of renewable energies, and the necessity for integrated environmental management solutions.

IFAT Brasil's strengthened international standing was also a direct result of an extensive roadshow conducted across various Latin American countries throughout 2025. This initiative brought event representatives and strategic partners to key markets including Argentina, Bolivia, Chile, Colombia, Paraguay,

Peru, and Uruguay, fostering closer ties between **IFAT Brasil** and local trade associations, companies, and governments. The outcome was evident at this year's event: an increase in international attendees and an expansion of regional discussions within the congress, firmly positioning **IFAT Brasil** as the official platform for environmental dialogue on the continent.

"IFAT Brasil is now a mandatory meeting point for anyone seeking innovation and concrete solutions in environmental technologies in Latin America," said Rolf Pickert. "The growth of our international audience reinforces **IFAT Brasil's** strategic position as a link between global expertise and local challenges. We are a space for the collective construction of solutions".

The event was proudly sponsored by CAIXA and the Federal Government.

Authorities from Brazil, entities and exhibitors reported positive outcomes and significant business opportunities:

Eduardo Tavares, National Secretary for Funds and Financial Instruments, Ministry of Integration and Regional Development

"The role of IFAT Brasil is extremely important. It is one of the Federal Government's priorities sustainability agenda that contributes to the quality of life for all citizens. This is a business environment, a platform for discussions that will benefit everyone. First, we must understand that IFAT is a global event and having it in Brazil is very significant. We have a mature regulatory environment. It's a key opportunity that shows we must maintain the current structure and always seek improvement. This local connection is essential, but we also aim to share experiences with other countries. We are here to connect, attract investors, and foster partnerships with international players."

Fernando Marangoni, Federal Congressman

"I would like to congratulate the organization of IFAT Brasil, the most important trade fair in the sector. It brings together technological platforms and companies working in solid waste management, basic sanitation, and other areas related to the environmental agenda and circular economy—topics that represent the new global directives. This is not a future agenda; it is a present one. IFAT Brasil

unites companies, institutions, experts, researchers, and technicians in a collaborative environment. We must highlight the major challenge ahead: achieving universal sanitation by 2033. It's crucial to remember that sanitation is health. Every coin invested in basic sanitation can save up to four coins in public health spending. That's why IFAT Brasil makes a difference. Its second edition in Brazil, it's here to stay and will certainly contribute to the advancement of this agenda and the country's economic and social development."

Felipe Rene Cardoso, Project Matrix Coordinator, CAIXA

"For me, attending this fair has a double meaning. As a professional, it is a great privilege. I visited many booths, spoke with suppliers, and exchanged knowledge with academics—an enriching experience. As a representative of CAIXA, it is an honor to support the sanitation sector as a sponsor. Congratulations to the organizers—we hope the event returns to Brazil many more times.

Basic sanitation in Brazil still faces many challenges and needs significant investment. Yet, it is one of the largest markets in the world. The fair's focus on attracting investment to the sector is essential. Brazil has made great strides in PPPs and concessions, and we believe this is the path to unlocking the investments needed.

At CAIXA, we are here to help. We are continuously improving our PPP and concession project structuring, ensuring the market has access to high-quality initiatives and enabling us to resume our traditional role as funders."

Ana Carolina Argolo, Director, National Water and Sanitation Agency (ANA)

"This is a hugely important moment for our country, especially now that the sanitation agenda is finally receiving the attention it deserves—after being overlooked for so long. This progress is vital, even if some adjustments are still needed along the way. We must keep discussing such an essential issue: basic sanitation. ANA embraces this mission so that Brazil becomes a welcoming place for investors. Regulating this sector is indeed a major challenge, which is why participation from all stakeholders is essential to create an increasingly favorable environment as we move toward the finish line. I hope this is just the second of

many IFAT Brasil editions and that it continues to receive support from the Federal Government and all partners involved."

Pedro Maranhão, President, Brazilian Association of Waste and Environment (ABREMA)

"This is our second participation in IFAT Brasil, and we have already seen significant progress compared to last year. The event brings together the entire sanitation ecosystem, including solid waste, and offers excellent opportunities for business, networking, and knowledge exchange.

The sector is dynamic and complex: we still deal with open dumps, but we're also advancing in biogas production. The recent approval of the 'Fuel of the Future' program, led by Congressman Arnaldo Jardim, has opened a promising market for biomethane. For the next three years, our focus will be on investments in this area, which represent a decisive step toward decarbonizing the economy."

Luana Pretto, Executive President, Instituto Trata Brasil (TRATA Brazil Institute, a Brazilian institute focused on sanitation and water resources)

"This is our second time participating in IFAT Brasil. We view this international trade fair as extremely relevant, and its presence in Brazil encourages the adoption of new technologies in the sanitation sector—both in water and sewage, as well as in waste management.

We have seen a diverse audience here, with a shared goal of universal sanitation through technological innovation and strategic partnerships, aiming to reach that goal at the lowest possible cost to the population. We are very happy to be part of it and hope to continue supporting progress for those who need it most in Brazil."

Gino Paulucci Jr., Chairman of the Board, ABIMAQ

"ABIMAQ is proud to be represented at this important fair by 36 member companies and to feature a dedicated area for SINDESAM—our sectoral chamber for manufacturers of machines and equipment for basic and environmental sanitation.

Our mission as a sectoral entity is clear: to showcase to sanitation companies the technological capabilities and quality of Brazilian industry. We aim to promote innovation and solutions developed by our members while also contributing institutionally to the continuous improvement of the country's business environment."

Eduardo Kaiser, Commercial Executive, AMBIPAR

"I believe attending IFAT is very valuable, especially given the number of visitors, suppliers, and participating companies. It generates great momentum for conversations and connections. This fair is key for networking with suppliers and potential clients. Many visitors are looking for solutions and technologies, particularly in water treatment, effluents, and environmental solutions. We welcomed many familiar faces, clients, and new visitors. It's an important event for our market, especially sanitation, which continues to grow. We'll definitely be back in 2027. It's essential for us to showcase our products, services, technologies, and success stories here."

Rodrigo Demétrio, Technical and Commercial Consultant, Envimat

"It's essential to be here because this is where people truly care about revaluing waste. It's not just about proper disposal or management—it's about giving it new value. The audience here is very focused on those solutions, and for us, it's a pleasure to present them. IFAT has done a great job promoting our brand and enabling business. On the second day, we could barely leave our stand because it was so busy. We definitely want to return and bring even more solutions next time."

Bruno Franz, vendedor técnico da Lindner

For us, the trade show has been very positive. The second day was the best in terms of foot traffic, with a strong flow of visitors. Today is also quite busy. The first day started off slowly, which is normal for most trade shows we attend, but it picked up as the day went on. I was very pleased with the overall organization - from start to finish, everything has been well-structured. The event looks great, with many booths and strong participation, which we found very positive. Our

specific sector has gradually gained visibility at the event. While the show has traditionally focused more on wastewater treatment, we work primarily with solid waste treatment. Still, being here has been very important for us. That's why we're participating this year and why we'll also be present at the European edition of IFAT next year, as we've attended in the past.

Rosimar Aparecida Jacone, Sales Executive, XCMG Drill Department:

"XCMG Brasil's debut at IFAT Brasil was positive. The show was very important and highly focused. We received an extremely qualified audience, both from Brazil and from countries like Colombia, Peru, and Chile. This technical and commercial exchange will certainly be reflected in future sales and projects".

Vagner Espanhol, Business Director, Atlas Copco:

"We were at the show again this year because it is extremely important for our group's strategy. We have equipment developed for applications in the sanitation market, presenting our technology alongside the main innovative players in the sector. We found this edition very interesting. The space and infrastructure left us very satisfied. We had a strong presence on the second day, with many business opportunities. We definitely want to continue participating in IFAT in future editions".

Leandro Santos, Technical Salesperson, Steinert:

"The importance of this show for the market in which we operate is enormous. For us, participating in IFAT is non-negotiable: it is a mandatory event due to the level of representativeness and relevance it has in our sector. At IFAT we welcome our current and potential clients, not only to talk about the equipment we already offer, but also to discuss ideas for the future. It almost feels like a talk show — clients share their visions, goals, and dreams. From these conversations, we begin to develop new relationships, new techniques, and, finally, new equipment".

André Camlot, Communication and Marketing Manager, Tequally:

"Participating in IFAT is a great opportunity for Tequally to present its turn-key water and effluent treatment solutions. IFAT is a great showcase for our products

and services, as well as being a great space to foster proximity and relationships with clients, partners, and stakeholders. This year's experience was very positive. We had good visits to our stand and great business and prospecting opportunities".

Victor Shin, Sales Coordinator, Deerfos:

"This is our first time participating in the show and it was very good. It brought together many people from the market, always willing to see innovations. So, it's perfect for exhibitors. We did a lot of networking and prospected many new businesses, in addition to receiving our clients. Being here helps with visibility, so we plan to return next edition".

Next Steps:

Following the success of this edition, the organizers are already preparing for the next IFAT Brasil, scheduled for 2027. The expectation is to further expand international participation and strengthen dialogue among companies, governments, and academic institutions.

More information will be released in the coming months on the event's official website: <https://ifatbrasil.com.br/en/>

About IFAT Brasil:

IFAT Brasil (Brazil's leading trade fair for water, sewage, drainage and waste recovery solutions) aims to boost the emerging market for environmental technologies in Brazil and across the Latin American region. The event is organized and promoted by Messe Muenchen do Brasil and serves as a connecting platform for various market stakeholders, gathering all solutions for water and sewage management, drainage and sanitation infrastructure, waste management, and energy recovery in a single environment. The event is recognized for promoting debates on key topics and challenges related to the sector with international specialists.

IFAT worldwide

In addition to IFAT Munich as the world's leading trade fair, IFAT now comprises eleven trade fairs around the globe, forming the world's largest network for environmental technologies. The IFAT network includes IE expo China in Shanghai, IE expo Chengdu,

IE expo Guangzhou, and IE expo Shenzhen, as well as IFAT Africa in Johannesburg, IFAT Eurasia in Istanbul, IFAT India in Mumbai, IFAT Delhi in New Delhi, IFAT Brasil in São Paulo, and the Singapore International Water Week (in cooperation with IFAT). Starting in 2026, IFAT Saudi Arabia in Riyadh will join the portfolio. Together, the events of the IFAT network act as a driving force advancing the global transformation toward sustainable technologies.

Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its around 90 international trade fairs. These include twelve of the world's leading trade fairs such as bauma, BAU, IFAT, and electronica. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its 1,300 employees in the group and the affiliated companies, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic driver, triggering purchasing power effects in the billions.

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