

PRESS RELEASE

Now at Expo Center Norte, IFAT Brasil 2027 strengthens the environmental technology sector's relevance

The third edition of the trade fair moves to a new venue and expands its international presence following record-breaking results in 2025, with 230 exhibitors and 262 brands from 14 countries, generating approximately BRL 1 billion in business

São Paulo, November 2025 – Following the success of its 2025 edition, IFAT Brasil (**International Trade Fair for Water, Sewage, Drainage and Waste Recovery Solutions**) announces that its third edition will take place in 2027 at Expo Center Norte, in São Paulo. The move offers a more accessible and sustainable experience at a modern convention center, located near Center Norte Shopping Mall, Tietê Bus Terminal, and São Paulo–Guarulhos International Airport. Recognized as the first convention center in the world to receive B Corp certification, Expo Center Norte reflects IFAT Brasil's purpose of promoting innovation, cooperation, and environmental technologies that drive the transition toward a low-carbon economy in Brazil and Latin America.

The 2025 edition consolidated **IFAT Brasil** as the largest event in the environmental technology sector in Latin America, bringing together **230 exhibitors and 262 brands** representing **14 countries** across an exhibition area of **22,000 square meters**. The event welcomed **20,000 qualified visitors** from all 26 Brazilian states and 34 countries, as well as official delegations from Argentina, Colombia, Peru, and Paraguay, and international pavilions from Germany, Austria, China, and the United States.

“During the three days of the trade fair, approximately **BRL 1 billion in business** was generated or initiated, with **921,000 visits to the official website**, as well as a **54% increase** in the number of exhibiting brands and a **64% increase** in the **total number of speakers** compared to the previous edition,” highlights Rolf Pickert, CEO of Messe Muenchen do Brasil.

The exhibitors' experience was overwhelmingly positive: 92% recommended participating in the event, 96% approved of the international attendance, 70% were satisfied with the quality of visitors, and 100% reported conducting business. On the visitor side, the figures also reflect the platform's success: 95% conducted business during the trade fair, 97% were looking for new suppliers and market launches, and 70% are already planning to return in 2027.

“The advancement of Brazil’s sanitation sector reinforces IFAT Brasil’s role as a strategic platform connecting companies, investors, and public-sector managers. According to a recent analysis by Pezco Economics, Brazil’s New Sanitation Framework already ranks among the reforms with the greatest real impact on the Brazilian economy, with an estimated contribution of 0.5% of GDP — the same level as the Labor Reform and twice the impact of the Economic Freedom Law. The study also indicates that aggregate infrastructure investments are recovering, rising from 1.52% of GDP in 2020 to 1.83% in 2024, with a projected 1.87% in 2025. In this scenario, sanitation stands out as one of the sectors experiencing strong growth, with annual investments approaching 0.3% of GDP,” explains Pickert.

The **IFAT Brasil 2027** will retain the themed spaces that have become trademarks of the trade fair: **Blue Stage** (Water, Sewage and Drainage), **Orange Stage** (Waste Management, Energy Recovery and Resource Recovery), **Innovation and Startups Arena** and **Solutions Lounge**, in addition to expanding the exhibition area and interactive activities.

More information: [IFAT Brasil](#)

About IFAT Brasil

IFAT Brasil (International Trade Fair for Water, Sewage, Drainage and Waste Recovery Solutions) aims to drive the emerging environmental technology market in Brazil and throughout Latin America. Organized and promoted by Messe Muenchen do Brasil, the event serves as a platform connecting various stakeholders across the sector, bringing together in one place solutions for water and sewage management, drainage and sanitation infrastructure, waste management, and energy recovery solutions. The event is recognized for promoting discussions on the sector’s main topics and challenges, with the participation of international experts.

IFAT Around the World

In addition to IFAT Munich, recognized as the world’s leading trade fair for the sector, the IFAT network currently comprises eleven trade fairs around the globe, forming the world’s largest environmental technology network. The portfolio includes IE expo China (Shanghai), IE expo Chengdu, IE expo Guangzhou, IE expo Shenzhen, IFAT Africa (Johannesburg), IFAT Eurasia (Istanbul), IFAT India (Mumbai), IFAT Delhi (New Delhi), IFAT Brasil (São Paulo), and Singapore International Water Week (in cooperation with IFAT). Starting in 2026, IFAT Saudi Arabia (Riyadh) will also join the network. Together, the trade fairs within the IFAT network serve as a driving force for global transformation toward more sustainable technologies.

Messe München

Messe München is one of the world's leading trade fair organizers, with around 90 international events in its portfolio. These include twelve of the world's leading trade fairs, such as bauma, BAU, IFAT, and electronica. Its portfolio covers trade fairs for capital goods, consumer goods, and emerging technologies.

With around 1,300 employees across the group and its affiliated companies, Messe München organizes events in China, India, Brazil, South Africa, Türkiye, Singapore, Vietnam, Hong Kong, Thailand, and the United States. Messe München operates globally through an international network of subsidiaries and representatives.

Every year, more than 150 events bring together around 50,000 exhibitors and three million visitors in Germany and abroad, positioning Messe München as a major economic force with a significant impact on business generation and purchasing power.

2PRÓ Comunicação

Jorge Soufen - jorge.junior@2pro.com.br

Carolina Mendes - carolina.mendes@2pro.com.br