

Proposal to the Swiss Pavilion at the Trade Fair

FEIMEC 2024

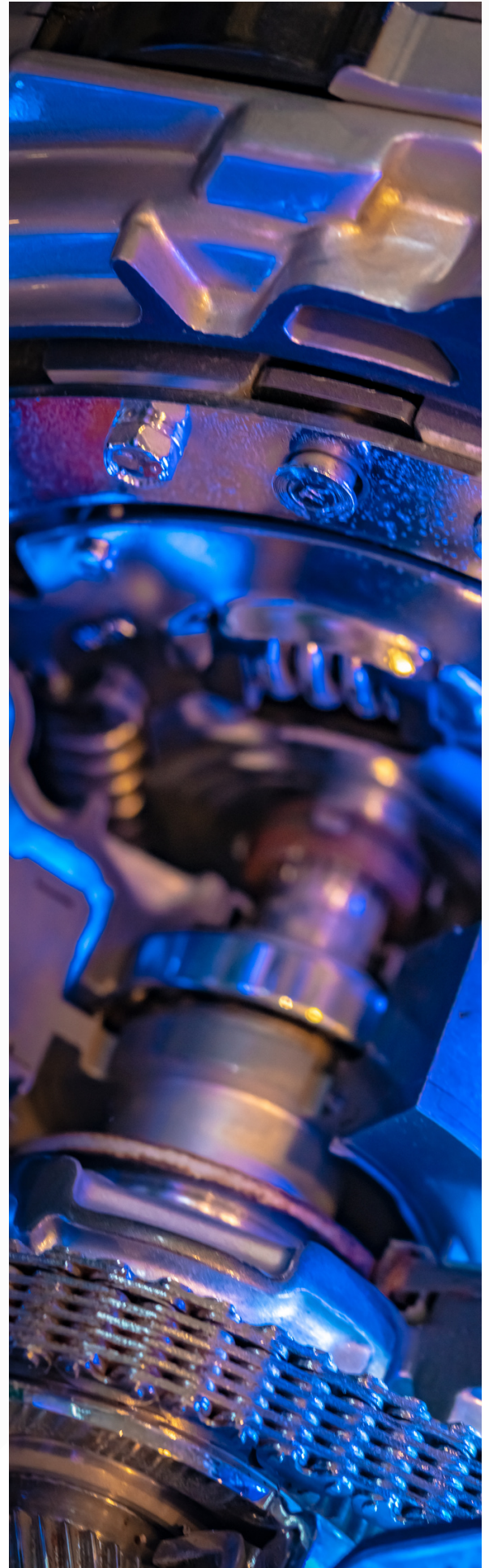
São Paulo, Brazil
07th to 11th May 2024
São Paulo Expo

Organization:

SWISSCAM Swiss-Brazilian Chamber of Commerce
Av. das Nações Unidas, 12.551 | 04578-903
São Paulo - Brazil | Tel. +55 (11) 5641 1230
www.swisscam.com.br

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The fair: The FEIMEC - International Machinery and Equipment Fair is the official event of the sector and holds the industry's trust in the economic growth recovery, serving as the ideal venue for exhibitors to broaden their horizons and boost their businesses.

The event foresees attracting over 65,000 visitors, representing small, medium, and large companies. With more than 1,100 national and international exhibiting brands, the fair will occupy a space of over 80,000 m², providing participants with the opportunity to explore market-leading launches, trends, and technologies.

Featuring the presence of over 20 industry sectors: metallurgy, automotive, electroelectronics, packaging, food, construction, energy, information, and communication, among others, it is an unmissable opportunity for companies to stand out in the market, secure new partnerships, and boost their sales.

In 2024, you can exhibit at the primary business, innovation, and networking platform for the machinery and equipment industry in Latin America with SWISSCAM.

The fourth edition is scheduled to take place from May 7 to 11, 2024, at São Paulo Expo, in São Paulo.

Click here for more information about the trade fair:

<https://www.feimec.com.br/en/home.html>



91% of visitors

intend to return to the fair

80% of visitors

play an important role in the purchase decision process

87% of visitors

Search for new suppliers, buy products and services, and search for new technologies

Visitor Profile (industry):

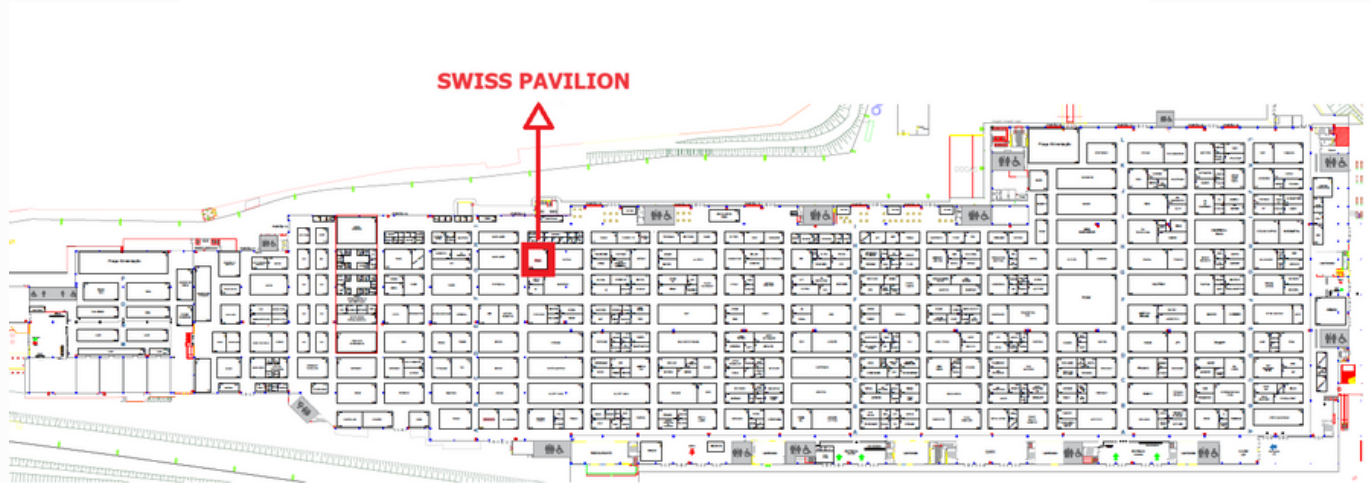
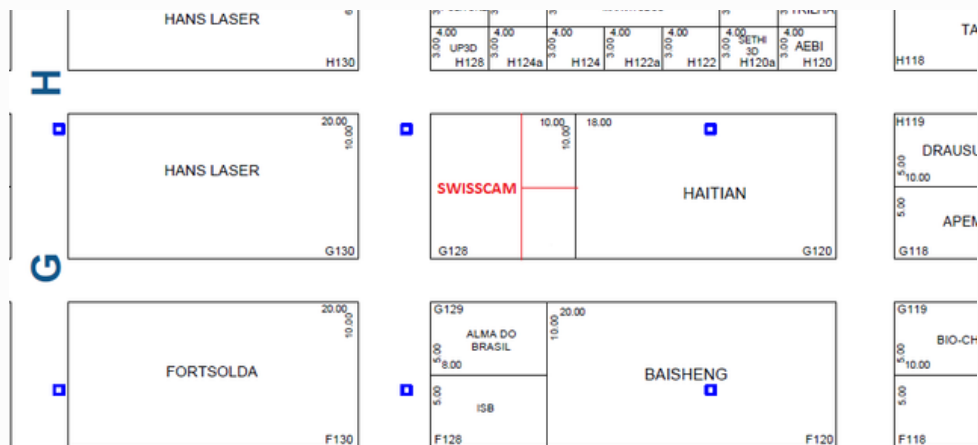
50%	Metallurgical
15%	Automotive
7%	Electronics
4%	Packaging
3%	Chemical
3%	Agricultural Machinery
3%	Food & Beverage
2%	Oil & Gas

Position:

54,6%	Director, President, Partner
19,7%	Manager, Coordinator
18,9%	Self-employed
4,8%	Buyer
2%	Others



Swiss Pavilion: SWISSCAM organizes a collective stand for Swiss and Liechtenstein companies at the 29th Hospitalar, located in one of the most privileged areas. We currently designed-to-order booths from 6sqm, already equipped with a counter, side table and 3 chairs, a garbage can and 2 outlets of 220V . The Pavilion also has a common area (Swiss Lounge) with full time catering service.



Note: Expected location image, subject to change by the organization and change of nearby companies/countries.

The Swiss Pavilion is a great opportunity to Swiss and Liechtenstein companies, as it guarantees that the company is well located within the fair and present under the Switzerland umbrella, always a symbol of innovation and expertise. An opening cocktail is organized on the first day of the fair, where companies can invite their clients and partners via the SWISSCAM invitation.



FONTE: LINKEDIN FEIRA FEIMEC



Included services:

- Leasing fee
- Stand layout with Swiss design
- Furniture: counter, side table and 3 chairs, a garbage can, 2 outlets of 220V and gray carpet floor
- Corresponding taxes and charges
- Catering (only included non-alcoholic bavarages)
- Cleaning service
- Overnight security service
- Shared deposit
- Project management (preparation, implementation, administration)
- Welcome cocktail for customers and potential business partners
- Support by our bilingual staff
- Shared Wi-Fi network for all exhibitors, for basic use

The services mentioned below are **not included** in the proposal and are only going to be attended on demand:

- Costs for transportation of the goods to the fair
- Wired internet
- Different flooring than those already offered

- Translation and receptionist services
- Additional furniture
- Badge readers
- Audiovisual equipment (television, LED panel, etc.)
- Floral decoration, decorative lighting, and other decorative elements
- Banners, banner stands, flyer design and preparation, etc.
- Printing of any materials (banners, brochures, wall graphics, etc.)
- Daytime security
- In addition to any other service not mentioned above.

* For any additional services, an administrative fee of 15% will be charged based on the service cost.

Commercial Terms for the Participation in the Swiss Pavilion

Membership: It is mandatory to be an active member of SWISSCAM, both at present and during the FEIMEC (2024 edition). Annual fees start at BRL 1'250.00 in Brazil and CHF 385.00 in Switzerland (only fixed cost that can be paid in CHF).

SWISSCAM Coordination Fee: BRL 6'000.00

- Includes: Project management (preparation, implementation, booth administration), support of bilingual employees during the fair collectively.

Supplier Costs for Included Services: From BRL 4'753.00 to 4'950.00 per square meter.

- Warning: The amount is estimated and should be used as a reference only, as some suppliers have not yet disclosed their commercial terms and the final price will depend on the number of participating companies, which impacts the per square meter (m²) cost of the booth. Any differences and adjustments will be charged later.

Digital package offered by Informa Markets (mandatory): BRL 2'000.00

Digital package (mandatory) + badge reader offered by Informa Markets (optional): BRL: 4'700.00

Payment Conditions: Taking into account that SWISSCAM acts as the exhibitor's representative along with Informa Markets (the fair organizer), interested parties shall pay a down payment of 60% (sixty percent) to SWISSCAM by February 9th, 2024, and the remaining 40% (forty percent) must be paid by March 11th, 2024, through bank deposit.

- Warning: SWISSCAM shall be reimbursed of suppliers' costs in advance. If payment is not made, the contracting of the service with the supplier will not be made and this could make the project unfeasible. The payment schedule will be made available on a later date and the terms must be respected.
- The payment of the Swiss Pavilion must be done in reais (BRL) via internet banking transfer. If there is an exchange variation at the time of the transfer to Brazil, the amount may be adjusted.

Booth Space Allocation: Priority in choosing the booth location will be given based on the member's category, followed by the date of sending the signed commitment letter formalizing the member's participation in the Swiss Pavilion.

Cancellation Terms: If the minimum commercial area required by the event organizer for the Swiss Pavilion setup is not met, the reservation of space will not be confirmed with the fair organizer, and SWISSCAM will not proceed with the project.

Coordination:

Gabriela Bazilio | gabriela.bazilio@swisscam.com.br

If you need any further information, please contact us.