

PLÁSTICO BRASIL

INTERNATIONAL PLASTIC EXHIBITION

MARCH 27-31 2023

POST SHOW REPORT



Realization

Promotion and Organization



The 3rd edition of **Plástico Brasil - International Trade Fair For Plastics** established itself as the **largest and most complete** event in the sector in Latin America.

The fair presented the latest launches, technological advances and the main global trends of the segments that involve the **plastic production chain**.

PLÁSTICO BRASIL

INTERNATIONAL PLASTIC EXHIBITION

27 TO 31 MARCH 2023

SÃO PAULO EXPO





40.000 M²
OF EXHIBITION AREA



OVER 52.000
VISITORS

OVER 800 BRANDS
NATIONAL AND INTERNATIONAL
EXHIBITORS



14 EXHIBITOR
COUNTRIES



4 INTERNATIONAL
PAVILIONS

INSTITUTIONAL SUPPORT



MEDIA PARTNERS



65%

of visitors play an important role in the **company's purchasing process**

63%

visited the fair looking for **new suppliers**, buy and/or do research for an **investment in the near future**

15%

of visitors **returned** to the fair for a second day

86%

of visitors **intend to return** to the Plástico Brasil 2025 fair

76%

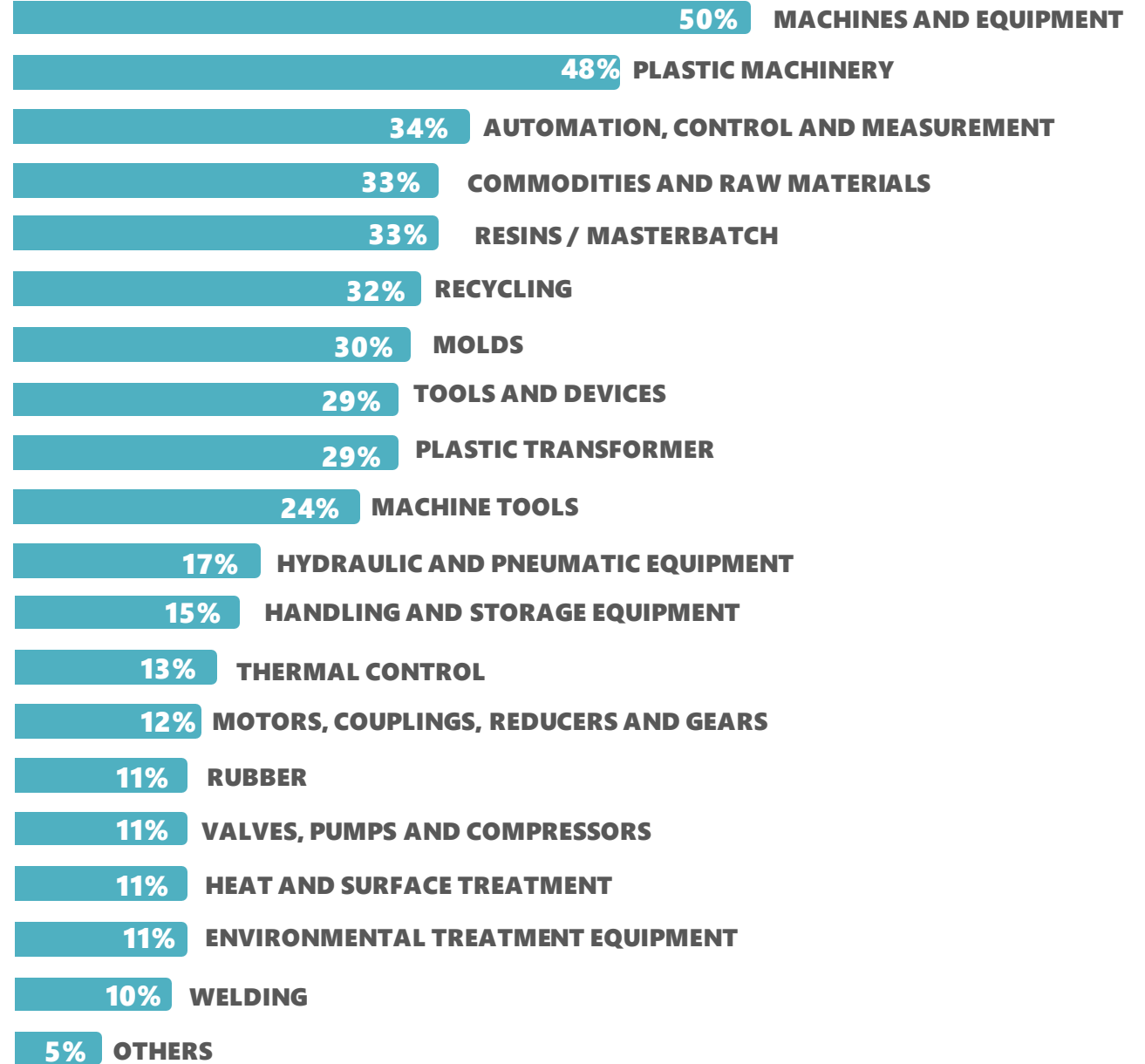
indicated that **they do not intend** to visit **another industry fair** in 2023

80

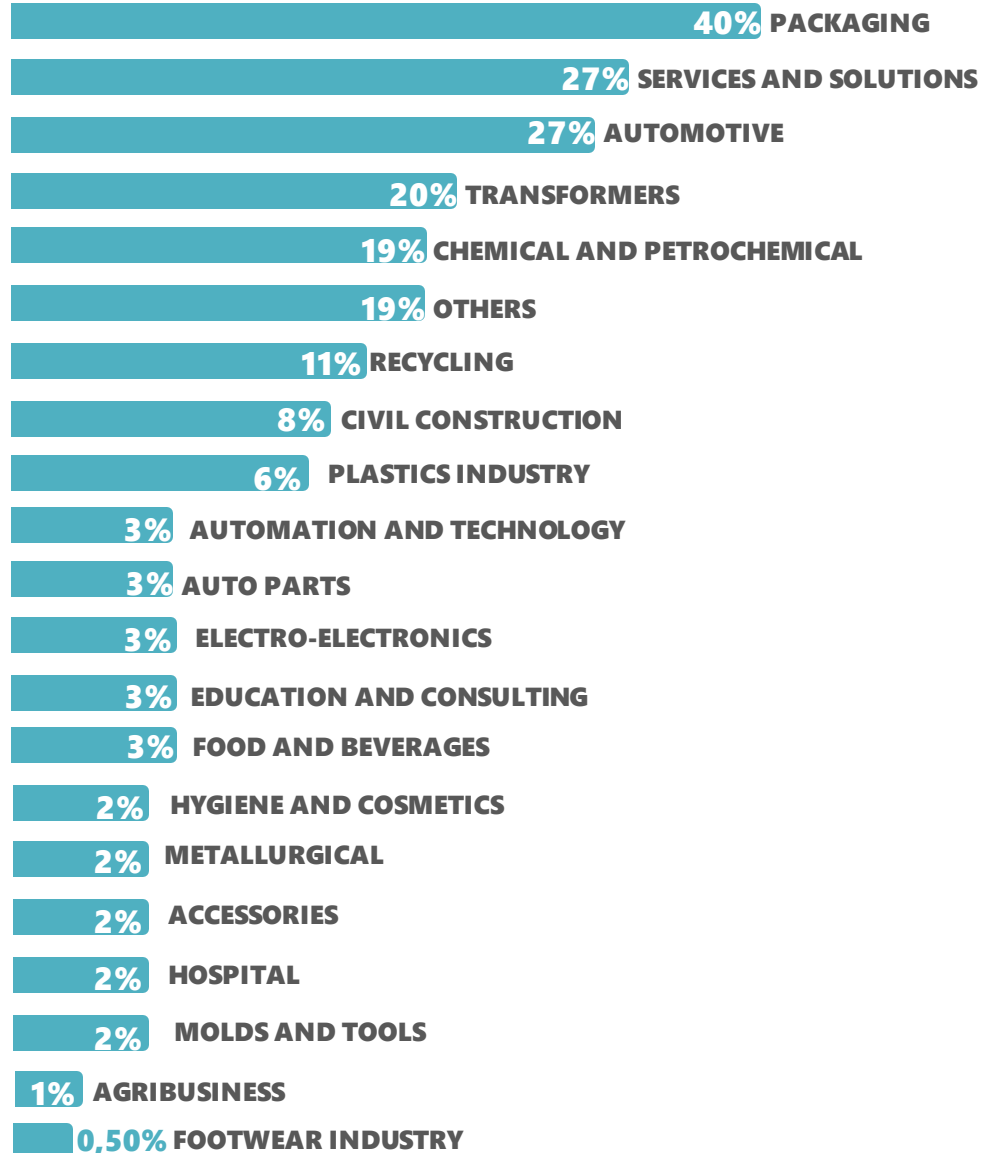
customer Satisfaction Score (NPS - Net Promoter Score)

WHAT ARE VISITORS

LOOKING FOR AT THE FAIR?



WHAT IS THE FIELD OF BUSINESS OF VISITORS?



WHAT DO VISITORS LOOK FOR AT THE EVENT?



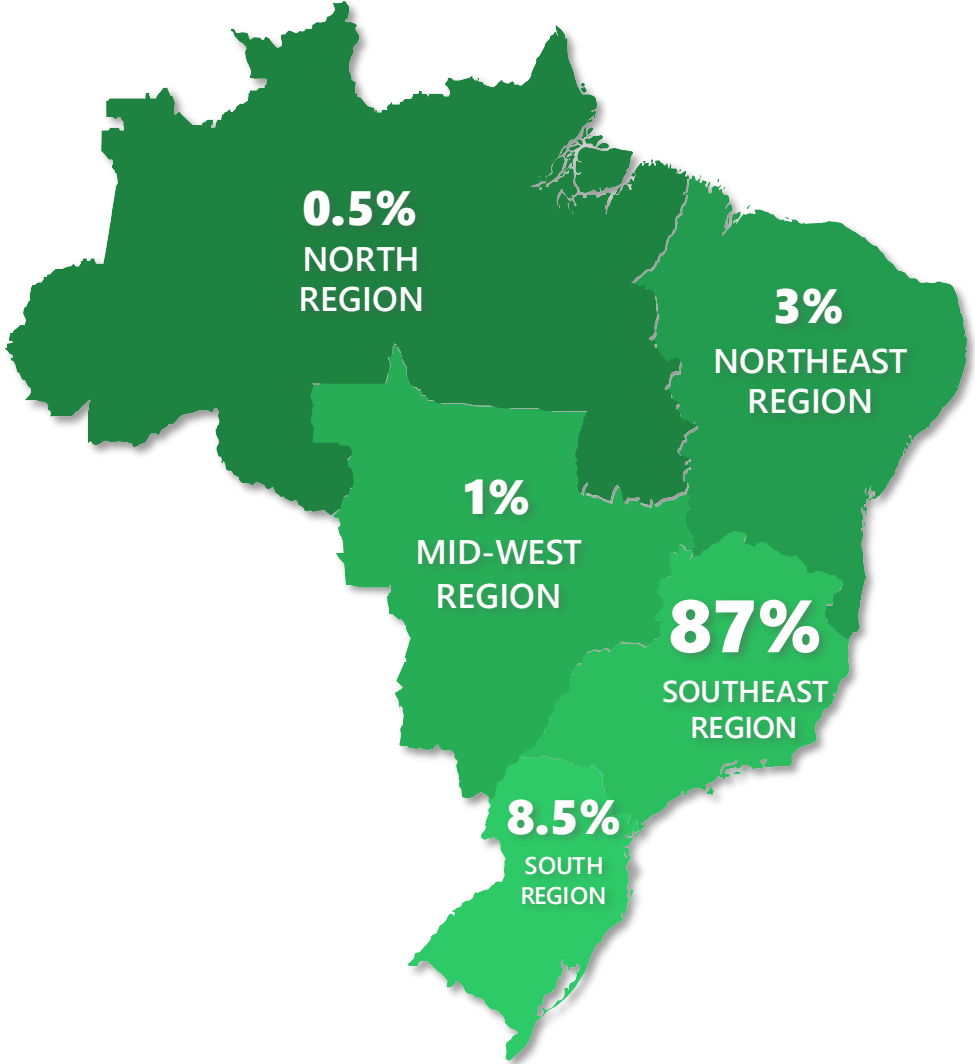
QUALIFIED VISITATION

GROWTH IN STRATEGIC SECTORS

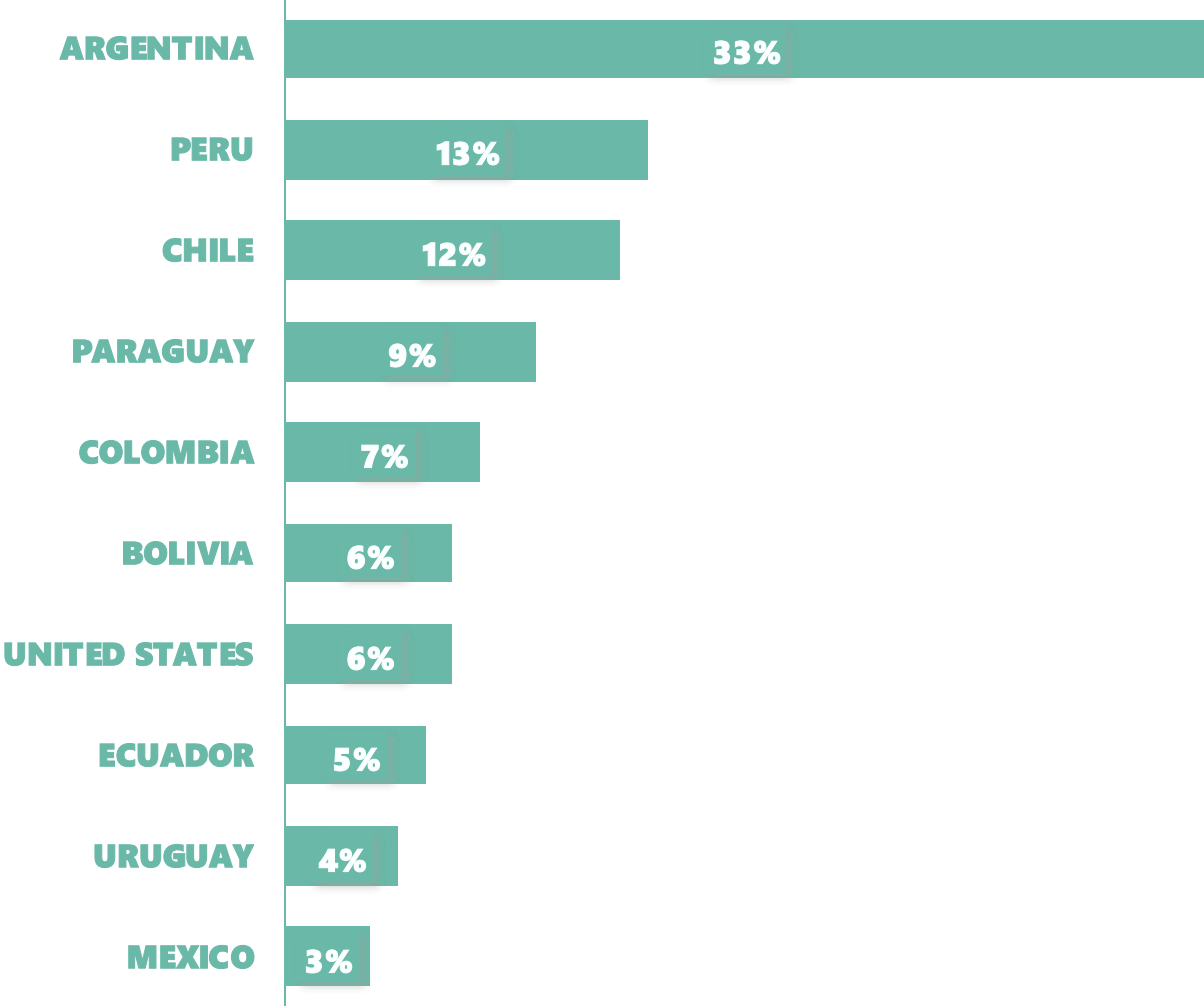
- +110% AUTOMOTIVE AND AUTO PARTS
- +35% CIVIL CONSTRUCTION
- +31% PETROCHEMICAL
- +21% PACKAGING

#ResultsPB23

NATIONAL VISIT



TOP 10 INTERNATIONAL VISITATION





parque de ideias

A space 100% focused on **free content**, with a lecture grid formed from a market research with experts and presentations of innovative projects by renowned educational institutions highlighted in the country's plastic industry.

In this edition, **three renowned** educational institutions were present:

- **Mauá - Instituto Mauá de Tecnologia;**
- **Faculdade SENAI SP;**
- **Universidade Anhembi Morumbi.**



Over 80 HOURS
OF FREE CONTENT



15,000
MANUFACTURERS,
PROFESSIONALS AND
STUDENTS

#AttractionsPB23



SMED

New in the fair segment in the country, **SMED** is a methodology that aims to reduce setup time. Visitors checked out the rapid mold change techniques, speeding up a costly process for the injection and extrusion machines to less than 10 minutes.

Result of a partnership of the event with **SENAI** and a group of companies: **Romi, Stäubli, Berg Steel, Piovan** and **Previsão**.

The **LF School** was also present at the event offering a **workshop with certificate** on SMED techniques.



The space was created in partnership with **ABINFER - Brazilian Toolmaking Industry Association** and was dedicated exclusively to tooling manufacturers.

THE **ABINFER BUSINESS CENTER – ABC 2023** presented visitors with a complete solution of products and services through the 21 companies present, in addition to the knowledge transmitted in lectures and workshops in an exclusive auditorium over 5 days of the event.

TOOLS

- *BOSCH*
- *FASTPARTS*
- *GTFERRAMENTARIA*
- *GLOBAL MOLDES*
- *HERTEN*
- *JPLAST*
- *KOBO*
- *MOLDAR*
- *MWCUT FERRAMENTARIA*
- *SLV PLÁSTICOS*
- *SULBRAS MOLDES E PLÁSTICOS*
- *UNION MOLDES*
- *USIFER FERRAMENTARIA*
- *WINTER FERRAMENTARIA*



The mobile school of Nanotechnology, called **Nanomundo**, is a pioneering action of Senai of São Paulo, worldwide, to disseminate concepts, definitions and applications of **nanoscience and nanotechnology**, through a pleasant, modern and interactive environment.

During the event, the structure brought demonstrations and practical experiences, relied on **high-tech** equipment such as scanning electron microscope, device manufacturing system for nanolithography, atomic force microscope and particle analyzer.



CARAVANS AND GROUPS

Plástico Brasil received the visit more than **950 people** in caravans of **associations, technical schools and universities** from all over the country.

During the fair, ten states were present: **AM, BA, GO, MG, MT, PR, RJ, RS, SC and SP.**



PLÁSTICO BRASIL COMMUNITY

More than just a trade show, Plástico Brasil has a **Business Platform** that is available year-round through our digital channels.

Access **exclusive content** focused on the plastic industry every day and free of charge, as well as management information, trends and new technologies in the sector.

TRANSFORMING THE FUTURE 365 DAYS A YEAR



OVER 58,000
REGISTERED USERS



OVER 100 VIDEOS
ABOUT THE PLASTIC
MARKET



OVER 100 EXPERT
SPEAKERS



OVER 400 BRANDS
NATIONAL AND
INTERNATIONAL



OVER 1,000
PRODUCTS AND
SERVICES
FOR THE PLASTICS
PROCESSING
MARKET



+ PLÁSTICO
BRASIL
COVER 2023
PARQUE DE IDEIAS

**ACCESS THE
PLATFORM**

**AND SIGN UP
FOR FREE**

The **Sustainable Development Goals** are a global call to action to end poverty, protect the environment and climate, and ensure that people everywhere can enjoy peace and prosperity.

In order to align sustainability and content initiatives with the SDGs, actions were carried out during the event in favor of the global action plan.



SDGS THAT WERE GUIDES FOR OUR ACTIONS DURING THE FAIR:



PLÁSTICO BRASIL RECYCLING

During assembly and disassembly, we received **BB Ambiental** a cooperative that collects all types of waste. Tarpaulins, berries, fabrics and with separation in buckets and correct destination and donation to the community were collected.

During the five days of the fair, we collected from the exhibitors' booths the plastic products produced for demonstration, totaling 12,365kg of plastic.

The amounts collected were donated to the **Safrater Institution – Sociedade de Amparo Fraternal Casa do Caminho**



#SustainabilityPB23

INSTAGRAMMABLE PANEL – MADE WITH PLASTIC CAPS

PLÁSTICO BRASIL

FEIRA INTERNACIONAL DO PLÁSTICO

#PLASTICOBRAASIL2023

#EUFUI



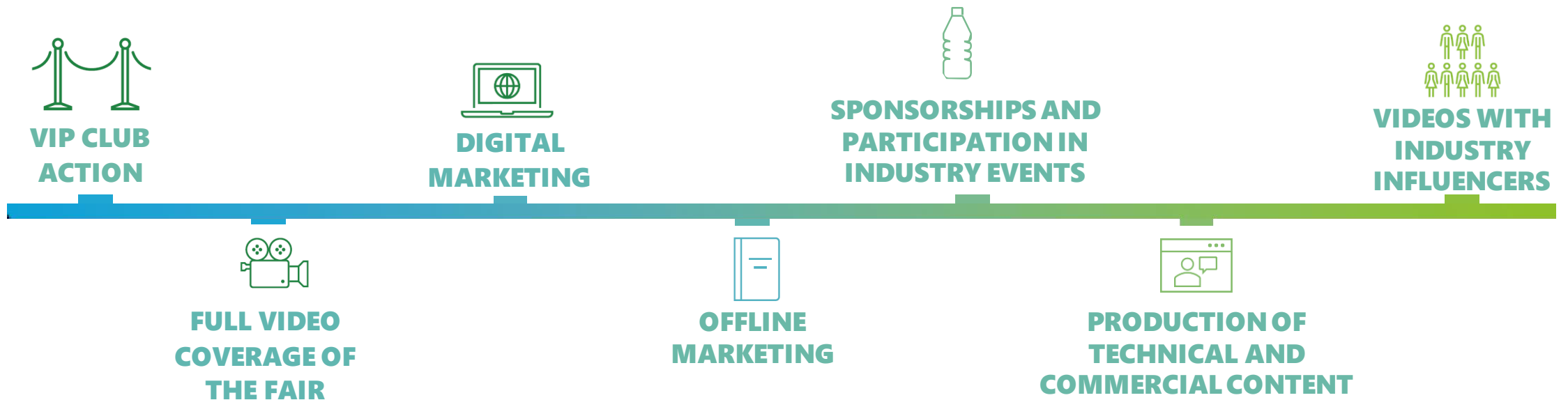
Tampinha Legal is the largest socio-environmental program of an educational nature in circular economy of initiative of the plastic processing industry in Latin America.

In addition to promoting social and environmental sustainability, the program serves the **triple bottom line** and also provides opportunities to meet the UN Sustainable Development Goals - **SDGs** and **ESG**

PROMOTIONAL ACTIONS

Plástico Brasil had a broad **communication strategy**.

From 2019 to 2023, national, regional and international actions were carried out, strengthening the brand and attracting qualified visitors to the event.



273

**PUBLICATIONS IN NEWSPAPERS,
MAGAZINES, INTERNET AND TV**

30

**ADVERTISEMENTS IN MAJOR
INDUSTRY MEDIA**

180

**DIGITAL BANNERS IN
MEDIA AND PARTNER SITES**

119

**EMAIL MARKETING TRIGGERS
FOR MEDIA BASES**

594

**RADIO SPOT
INSERTIONS**

QUALIFICATION ON **ALL** CHANNELS



272,000
VIEWS

institutional website



642,000
VIEWS

content channel

f 34K
LIKES

in 20K
FOLLOWERS

ig 11K
FOLLOWERS

yt 1,44K
SUBSCRIBERS

March/2022 to March/2023

#MarketingActionsPB23

PARTICIPATION IN INTERNATIONAL FAIRS

Plástico Brasil was present at events around the world



WANT TO KNOW MORE ABOUT THIS EDITION?

Watch the daily summaries of **Plástico Brasil 2023** and get ready for the next edition!



ACCESS THE
PLÁSTICO BRASIL
OVER 2023!
[CLICK HERE](#)

PLÁSTICO BRASIL

INTERNATIONAL PLASTIC EXHIBITION

MARCH 24-28, 2025



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www.plasticobrasil.com.br

**THE MOST
COMPLETE EVENT
IN THE PLASTIC
PROCESSING SECTOR**

NOS VEMOS EM 2025! See you
in 2025!