

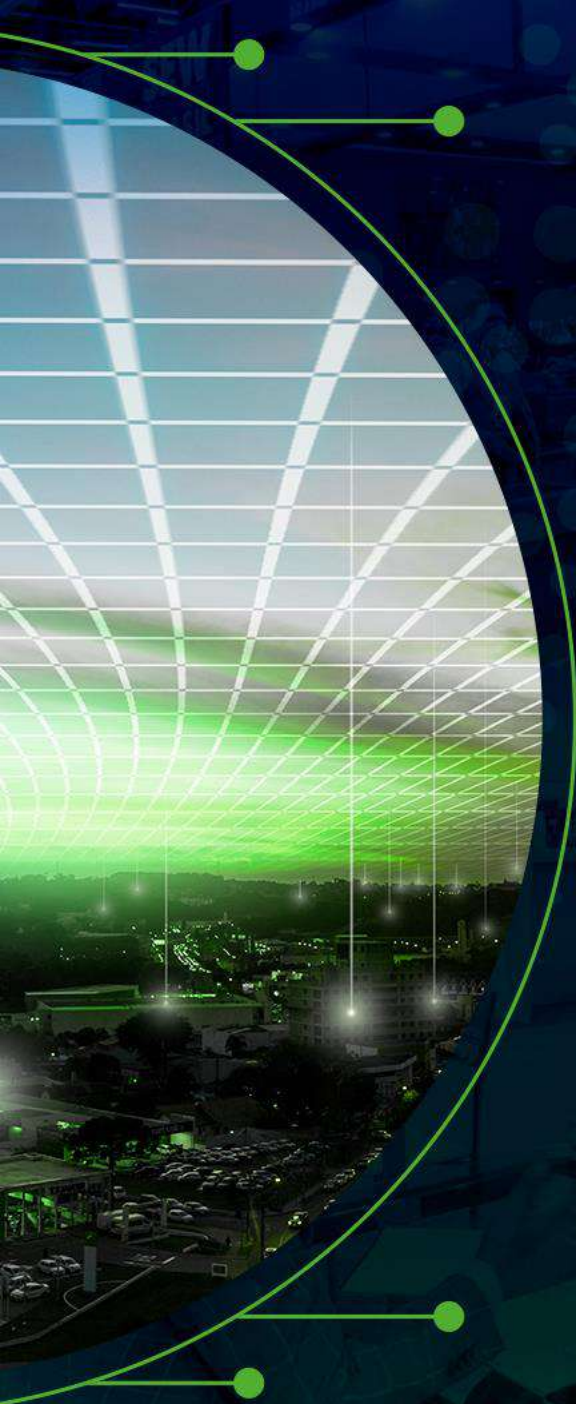


FIEE

International Trade Fair for
**ELECTRIC, ELECTRONIC, ENERGY,
AUTOMATION AND CONNECTIVITY**

**JULY 18-21
2023**

**SÃO PAULO EXPO
Brazil**



Centered on the solutions that the visitor is looking for, **FIEE** presented itself as a hub and brought **two complete segments:**



FIEE Energy

From generation to consumption



FIEE Connectivity

Solutions for all industries

***FIEE Future 2019 becomes FIEE Connectivity**



FIEE Connectivity

Solutions for all industries

A business platform focused on the evolution of the electrical and electronic sector that has leading the industrial transformation, making it increasingly **convergent and connected**.

At FIEE Connectivity the visitor finds solutions in:



Automation



**Digital
Ecosystem**



Electrical



Electronics



**Industrial
Equipment**



FIEE Energy

From generation to consumption

It gathers together supplier companies of the GTD market: power generation, transmission and distribution. Unique event with the country's main electrical power generation options, focused on the **decentralization of generation, on marketing of energy, and on the digitalization of networks**. Companies and professionals meet for business and debates. At FIEE Energy the visitor finds solutions in:



Power generation equipment



Power transmission and distribution equipment



Batteries/Accumulators/
Energy storage



Electric mobility solutions and smart cities



Services/Consulting/
Electric energy projects



Energy trading

MAIN SECTORS



International Trade Fair for
**ELECTRIC, ELECTRONIC, ENERGY,
AUTOMATION AND CONNECTIVITY**



Electric

All electrical equipment and systems, even as industrial installations, are essential to guarantee the functioning of the entire production process.

Find components for industrial machinery and equipment, such as generators, industrial and electric motors, transformers and insulators, inverters and rectifiers, industrial panels, cables, electrical components, lighting, industrial installation and maintenance services, and systems engineering design.



Electronic

Electronics are present in many industrial production processes, from the equipment's internal circuits, to the large information technology systems.

Find manufacturers and assemblers of equipment for electronic manufacturing, and all products and components, such as software, hardware, sensors, nobreaks, semiconductors, circuit boards, and others



Automation

Products, systems, and various solutions for electrical and industrial automation to be applied to increase efficiency and maximize the production process.

Find controllers, sensors, devices, software and various solutions from simple functions to the most complex processes.



Digital Ecosystem

Discover new technologies and innovations that are part of the connectivity ecosystem.

Find solutions for IoT, Artificial Intelligence, Scanning, 5G, Big Data, Robots, Infrastructure and Cloud Computing, and more.

MAIN SECTORS



International Trade Fair for
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AUTOMATION AND CONNECTIVITY**



GTD

The entire infrastructure of the energy sector requires specific equipment and technologies of electrical, electronics, automation and connectivity. We present these solutions for all links in the GTD chain, the place where utilities, power plants, energy companies, integrators and specialists do business.

They find specific solutions for each source and power generation, such as manufacturers and distributors of photovoltaic boards, inverters, transformers, cables, motors and components



Energy Solutions

Currently, we have several sources of energy, and we can have different forms of generation, such as centralized, distributed and co-generated, find the best option for your consumption and your business.

We present solutions ranging from group of generators to the main sources of energy: Solar Photovoltaic, Wind, Hydro, Biomass and Gas Energy solution companies bringing the best alternatives to various industries

VISITORS



International Trade Fair for
**ELECTRIC, ELECTRONIC, ENERGY,
AUTOMATION AND CONNECTIVITY**

FIEE Connectivity | Main visiting industries:



Automotive



Paper and cellulose



Foods and
beverages



Aviation



Iron and steel
industry



Government



Agrobusiness



Consumer goods



Metallurgy



Energy



Electronics



Other industries

FIEE Energy | Visitor's Profile:

- Energy Utilities and Energy Producers
- Transmission and Distribution Companies
- Construction and Job Contract Companies
- States and Municipalities
- Integrators
- Large Power Consumers
- Investors



VISITORS QUALIFICATION



Partner / Owner / President

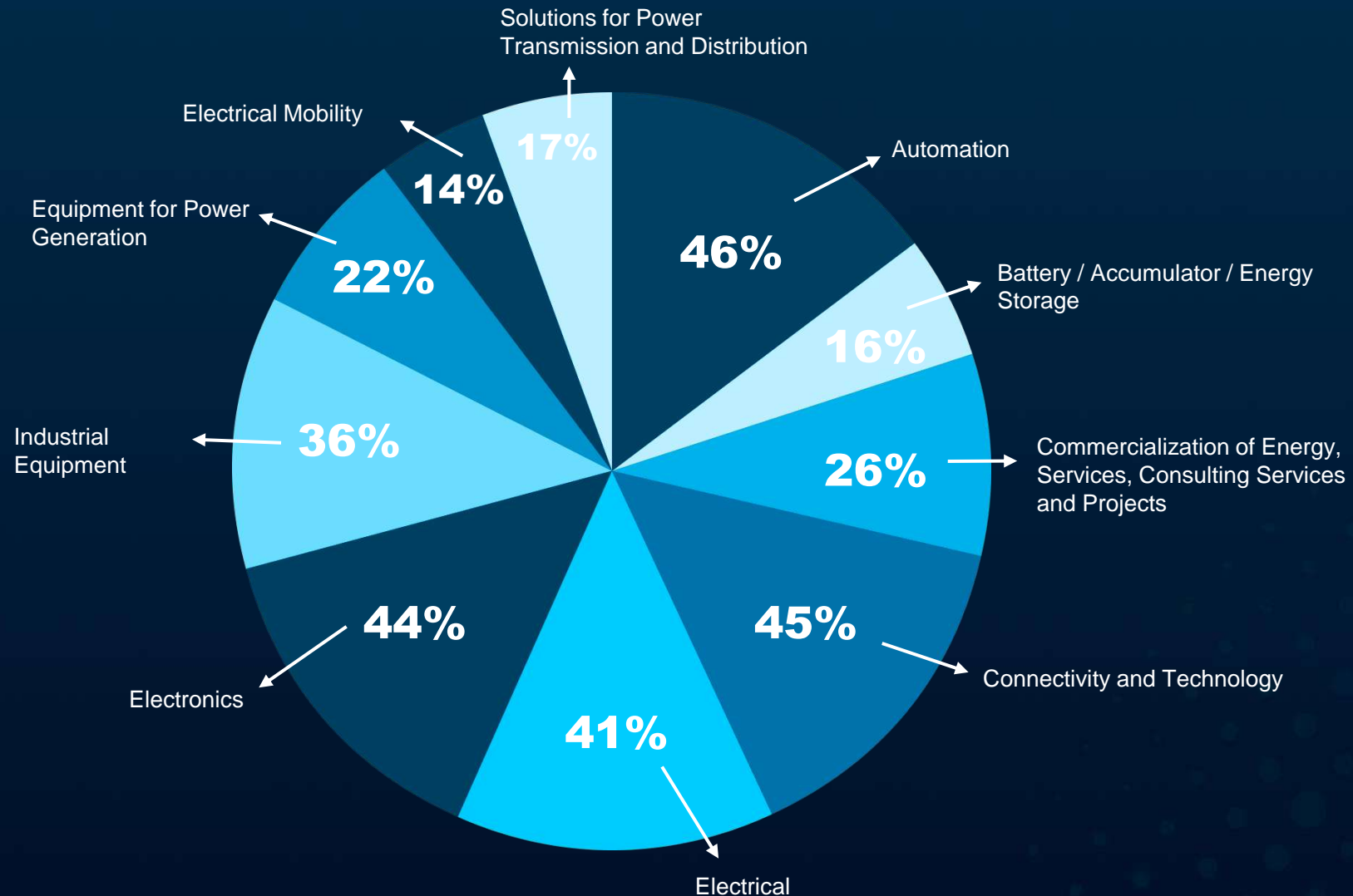
Director

Manager

Supervisor/
Specifier



VISITORS' INTERESTS



The logo for FIEE, featuring the letters 'FIEE' in a bold, white, sans-serif font. The letters are enclosed within a circular graphic element that is split into two colors: a yellow-green arc at the top and a green arc at the bottom.

FIEE

International Trade Fair for
**ELECTRIC, ELECTRONIC, ENERGY,
AUTOMATION AND CONNECTIVITY**

A horizontal banner with a rounded rectangular shape, filled with a solid green color. The text 'POST SHOW REPORT' is written in a bold, white, sans-serif font, centered within the banner.

POST SHOW REPORT

2019

KEY PARTNERS



SPONSORS - EXPERIENCES

MASTER SPONSORSHIP



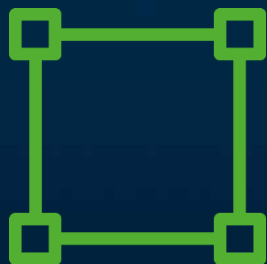
DIAMOND SPONSORSHIP



INSTITUTIONAL SPONSORSHIP



GENERAL DATA



30,000 m²
of exhibition area



more than
250 hours of content

178% more in relation to the previous edition 17% Increase in relation to the previous edition



more than **1000**
brands



Visit of
50,000
qualified buyers



Buyers from **82 countries**
and from **26 states** of Brazil



over **400**
exhibitors

GLOBAL BUYERS



BRAZIL



CHILE



ECUADOR



BELGIUM



COSTA RICA



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IRAQ



TURKEY



HONG KONG



BURKINA FASSO



IRELAND



BENIN



GHANA



PAKISTAN



URUGUAY



COLOMBIA



TAIWAN, REPUBLIC OF CHINA



GUATEMALA



SOUTH KOREA



AUSTRALIA



ISRAEL



BAHAMAS



THE NETHERLANDS



BANGLADESH



GUINEA



SENEGAL



PARAGUAY



ITALY



VENEZUELA



PANAMA



AUSTRIA



HONDURAS



TONGA



BERMUDAS



REPUBLIC OF THE PHILIPPINES



BULGARIA



GAMBIA



SWAZILAND



UNITED STATES OF AMERICA



GERMANY



CANADA



FINLAND



DOMINICAN REPUBLIC



MOROCCO



ARUBA



BRUNEI



POLAND



BELIZE



CAMBODIA



VATICAN CITY STATE



PERU



MEXICO



UNITED KINGDOM



JAPAN



ESTONIA



NEW ZEALAND



ALBANIA



SWITZERLAND



UKRAINE



REPUBLIC OF CAMEROON



LIBYA



CHINA



SPAIN



PORTUGAL



AFGHANISTAN



HUNGARY



SWEDEN



ARMENIA



CAPE VERDE



SOUTH AFRICA



ALGERIA



MALTA

SCOPE



OVER 5 MILLION

of impacts with the campaign



SOCIAL NETWORKS

- **more than 16 thousand** fans in Facebook
- **more than 800** LinkedIn followers
- **more than 178 thousand** visitors engaged in social networks



SITE

more than 1.3 million
pageviews



PARTNERS

70 vehicles and associations

SPONTANEOUS MEDIA

HIGHLIGHT!

Strategic presence in the main Business media.
Industry, Energy, Electrical and I.T.

feiras &
negócios

Agência Brasil



bnamericas

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Diário
Comércio
Indústria
& Serviços

ENERGIA hoje
Uma publicação da Editora Brasil Energia

ESTADÃO

FEIRAS do
Brasil

tele.síntese

potência
Portal



REUTERS

PORTAL
O SETOR ELÉTRICO

Máquinas
& Equipamentos

ti
inside
online

ECONÔMICO
Valor

EXHIBITORS



The NPS* 2019 had a growth of
144%
in relation to the previous edition



71%
of the exhibitors declared
that they needed FIEE for
new business



94%
of the exhibitors declared
that they will exhibit in the
next edition



“The FIEE 2019 allowed us to show new technologies with efficiency and ease. For us, it is more interesting to present solutions to an extensive and interested public than to try to visit a supplier or customer of the industry sector. The event is an excellent opportunity to stand out in the sector.”

Francis Fernandes, YASKAWA Mechatronic Engineer

*NPS = Net Promoter Score, satisfaction survey methodology.

VISITING COMPANIES





Business Rounds

International

- ✓ **438** meetings held
- ✓ **US\$ 120 thousand** of business generated
The expectation for the next 12 months is US\$ 17 million
- ✓ **56** purchasing companies
- ✓ **17** international buyers

National

- ✓ **10** purchasing companies
- ✓ **more than 70** exhibitors
- ✓ **107** meetings held
- ✓ **92%** of the meetings held generated expected business in the value of **R\$ 78 million**



Electro-Electronic
BRASIL





more than 500
participating companies

Program that provides the best business opportunities, through profile analysis and connection performed between the purchase decision makers (visiting buyers) and suppliers (exhibitors). All in a personalized way, in a structured and convenient environment.





MATCHMAKING

Recommendation program before, during and after the event. More connection with the customer!



My Agenda

Personalized recommendation



Recommendations

At the entrance of the event, by e-mail and at the back of the credential



Capture of Leads

Through 'My Agenda' and visit at the stand



of satisfied exhibitors



of satisfied visitors



of the visitors agree that the tool helps them to do business





Experiences





more than
250 hours

of content



more than **4,600**

participants



282

lecturers





CONNECTIVITY SPACE

Convergent, connected and smart technologies that will transform how companies organize themselves and the key factors for competitive success.



Life Is On



Over 2,900 visitors
NPS 19 points **above**
the overall index



Qualified public:
31% CEO, Partner owner, Director or Manager
47% Decision makers or Specifiers



CONNECTIVITY SPACE

"This is our first time to participate and we are surprised with the number of visitors and generated business - immediately and for the future."

Fábio Martins Fernandes, Specialist in Industry 4.0 of BOSCH

"We know a fair that is able to connect the entire Brazilian industry and to bring new perspectives to the sectors that, increasingly, require alternatives".

**Janilson Bezerra, Head of Innovation and Business Development
of TIM Brasil**

"It was excellent and, even, surprising. The FIEE served as a bridge for CISCO, one of the largest connectivity providers, with a market that brings solutions to diverse segments and areas. The union of forces that we see in the fair, today causes us to be a company much more prepared for the market."

Giuseppe Marrara, Director of Public Policies of CISCO





ENERGY COMMERCIALIZATION AREA

Promoted together with ABRACEEL, the venue focused on the generation of business exclusive for marketing companies to leverage their sales along with large power consumers of the Brazilian market.



70% believes that their participation helps the generation of business



Qualified and more satisfied visitors



COMERC ENERGIA



ISLANDS OF KNOWLEDGE



SMART
AUTOMATION AND MANUFACTURE

Industry 4.0 (Indústria 4.0) concepts that guide the success practices in the world **in automation, smart manufacture, advanced robotics, Internet of Things (IoT)**, among others.



ISLANDS OF KNOWLEDGE



ENERGY EFFICIENCY

Debates on the electrical sector with focus on **energy efficiency**, aimed at promoting **rational** and **sustainable consumption in the energy market**.



ISLANDS OF KNOWLEDGE



GTDC

GENERATION, TRANSMISSION,
DISTRIBUTION AND MARKETING OF ENERGY

Island of **Generation, Transmission, Distribution and Marketing** that provided an update on the Brazilian energy scenario and the opportunities for investors in the entire supply chain.



ISLANDS OF KNOWLEDGE



INNOVATION AND TECHNOLOGICAL BUSINESS

Union of ideias, technologies and projects in a digital transformation environment, which brought **new opportunities for small and medium industries.**



ISLANDS OF KNOWLEDGE



TECHNOLOGY AND SUSTAINABILITY

Improvement of quality of life through **clean energy**, with the adoption of smart technological systems for people and cities.



TECHNICAL CONTENT

abinee 2019
TEC
FÓRUM

With the theme **“Energy Transition and Digitalization of the Electrical Sector”**, the forum shared the vision of the Brazilian government and of other Latin American countries with the society, business sector, technical specialists and academy.

BRACIER 
COMITÉ BRASILEIRO

IX  **CIERTEC**

With 'Innovations in the Electrical Sector' as main guideline, the following themes were presented and debated on: **distributed generation, outlets for drainage of large energy blocks, electrical mobility and blockchain.**

TECHNICAL CONTENT



cigre
Brasil

Panels with discussions on regulatory, financial and environmental aspects of the electrical sector, beside **new technologies** that impact the Brazilian energy grid.

GREEN
RIO

Panels on: **Brazil – Germany** and European experiences in **energy and sustainability.**

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ENERGY
Liderança em gestão



GLOBAL SCOPE

500
events

43
countries

43
economy
sectors

7
million visitors

4000
employees

41
offices
in the world

GLOBAL ENERGY PORTFOLIO





International Trade Fair for
**ELECTRIC, ELECTRONIC, ENERGY,
AUTOMATION AND CONNECTIVITY**

We are expecting you in 2023!

**JULY 18-21
2023**

SÃO PAULO EXPO

**Come and exhibit at FIEE, boost your business and
build the future with us!**

 mei.liao@rxglobal.com

 +55 11 3060-4702

 www.FIEE.com.br

 FIEE Fair

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