



POSTSHOW *REPORT* **2023**

TECNO CARNE

www.tecnocarne.com.br

Simultaneous Event



FISPAL
TECNOLOGIA

TecnoCarne is the primary event for the protein industry.
The official gathering of the meat processing sector.

In addition to the 4 days at the exhibition hall, the opportunity for networking,
knowledge, and business takes place 365 days a year.

CHECK OUT THE RESULTS OF THIS MAJOR EVENT BELOW!

**TECNO
CARNE**

Simultaneous event



**27-30
JUNHO**

2023

SÃO PAULO EXPO
SÃO PAULO, BRAZIL

www.tecnocarne.com.br

WHO ATTENDS THE EVENT:

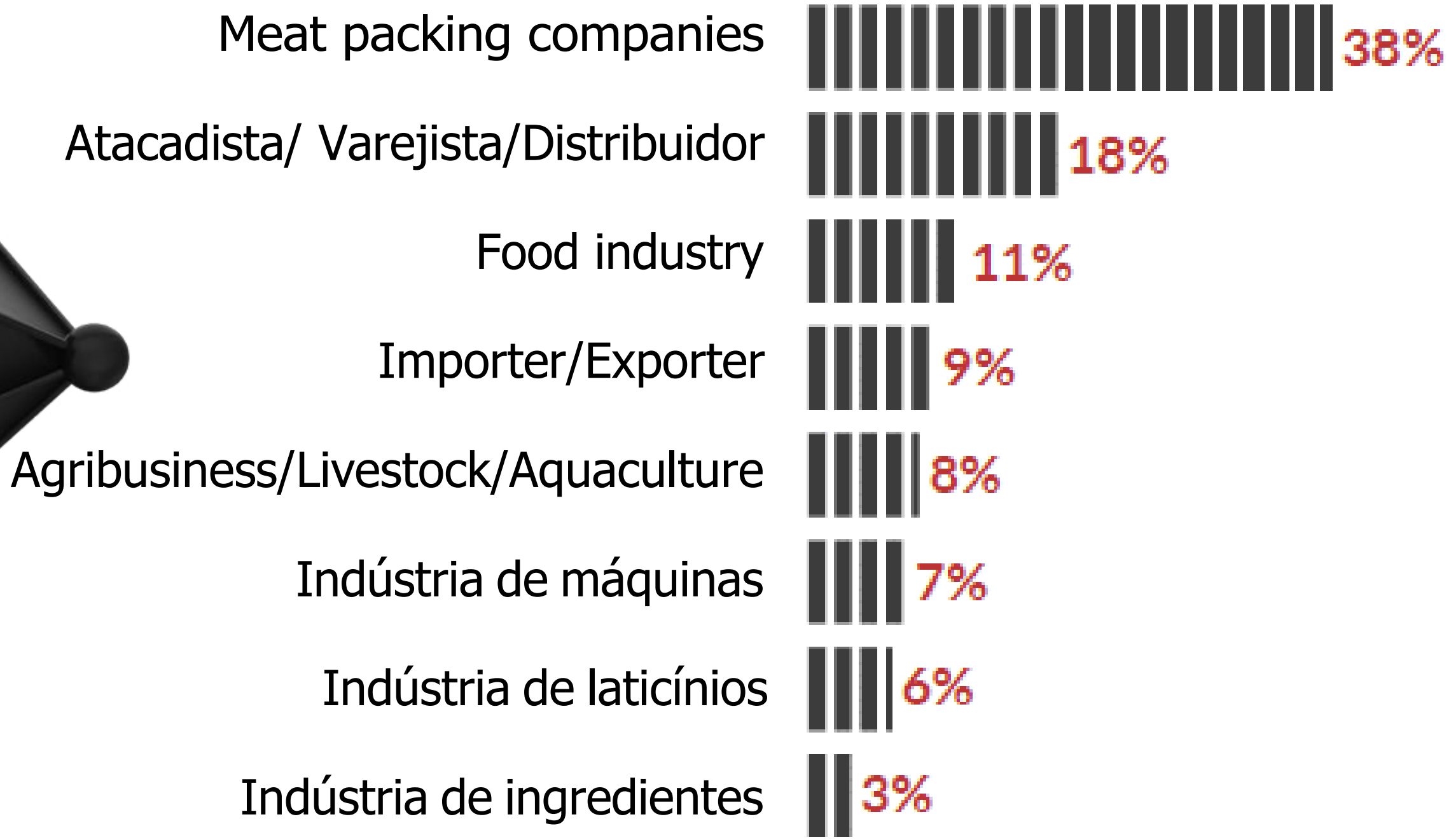


+ de 44 mil
visitors*



6.200
Professionals with an
exclusive focus on
business at TecnoCarne.

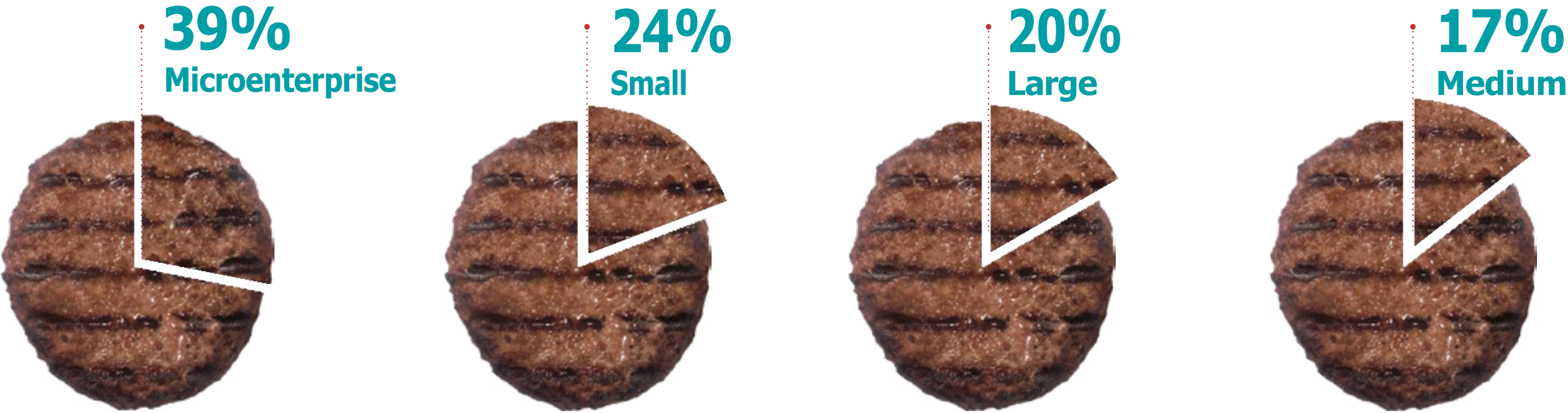
Presence from all industry sectors:



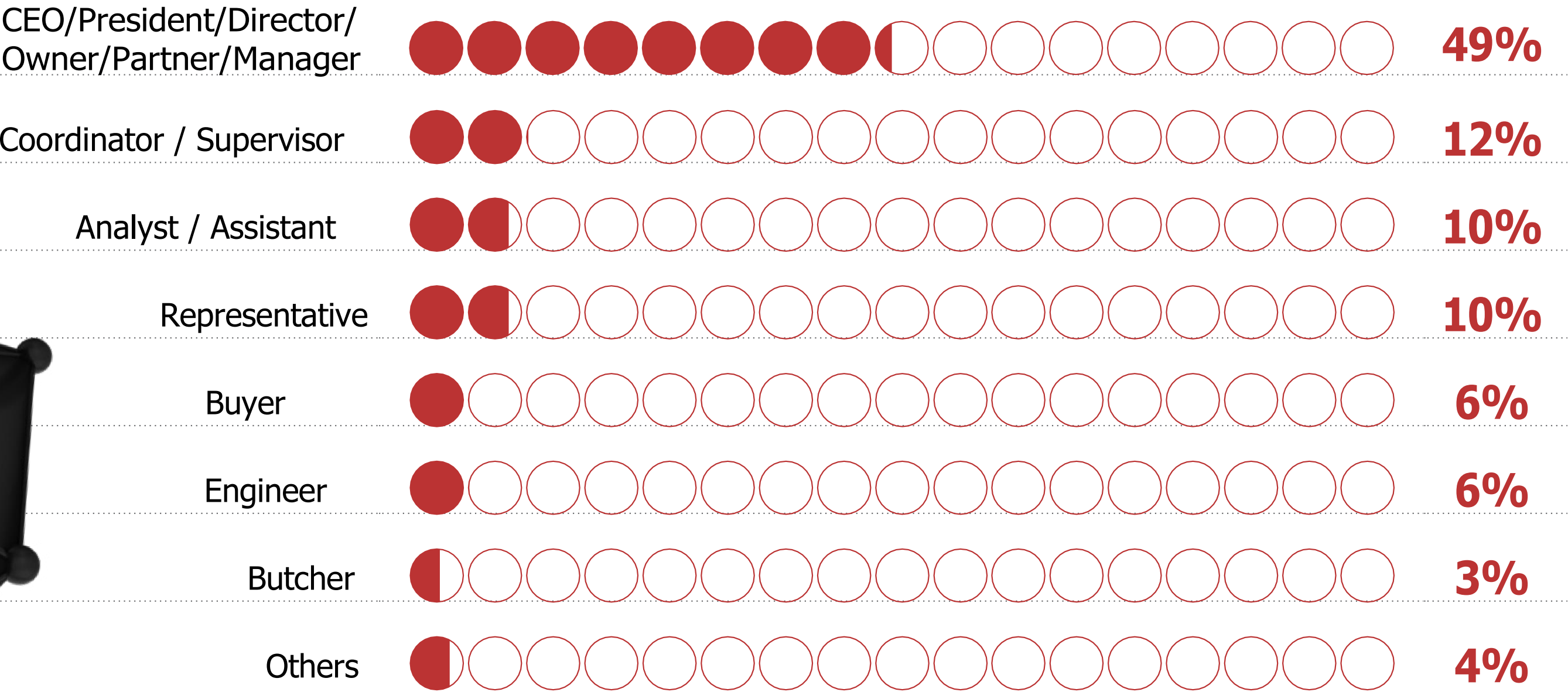
* numbers considering TecnoCarne and Fispal Tecnologia, events that happened simultaneously.

QUALIFIED ATTENDANCE

Company size

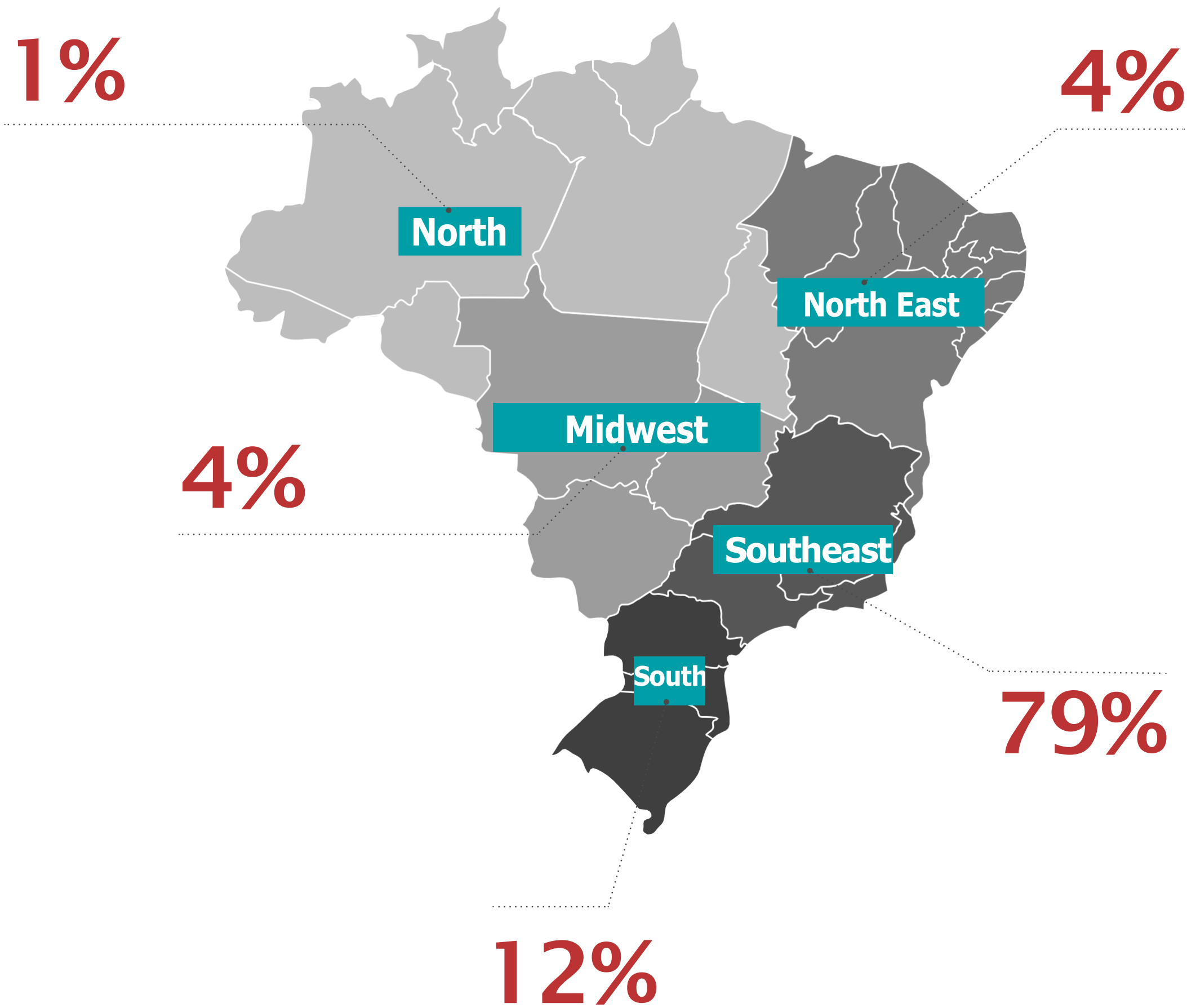


Position



87%
of visitors are buyers or influence
the purchase

PROFESSIONALS FROM ALL OVER BRAZIL.



Visitation with international scope.



Highlights

South America



Argentina



Bolivia

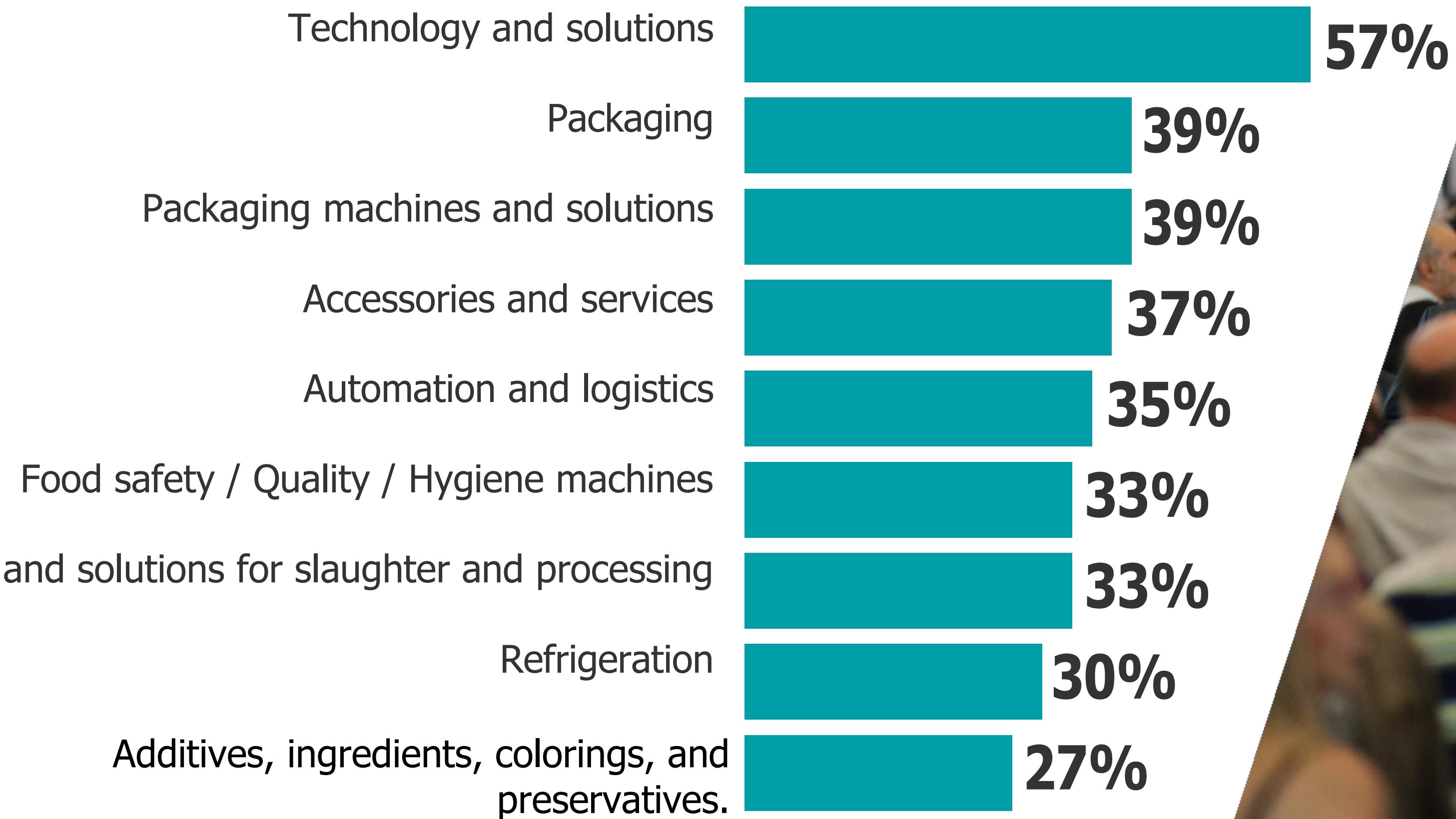


Peru



Uruguai

WHAT DO VISITORS LOOK FOR?

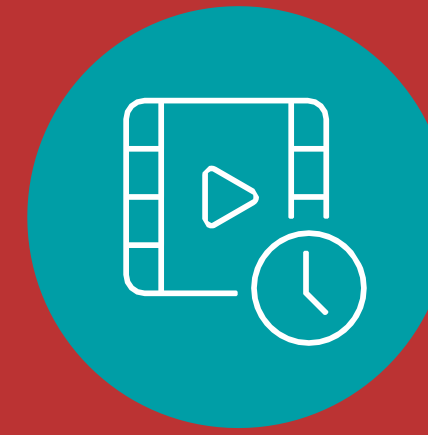


*Multiple choice question for the visitor.



ATTRACTIONS AND EXPERIENCES

TecnoCarne had special attractions focused on each type of visitor. Whatever the size of the industry, small, medium or large, there was an attraction or experience for networking and business.



+ 130 hours of content



+ 7 parallel attractions *

* TecnoCarne and Fispal Tecnologia attractions



+ 100 speakers



+ 9,200 visitors participated in content and experience events

+ 350
participants



An arena featuring content for the meat processing industry through discussions and presentations by industry experts and influencers. Topics include: "Fridge 5.0," Innovation in Seasonings & Ingredients, Legal Aspects of Meat Processing, and ESG (Environmental, Social, and Governance).

FRIGORÍFICO LEGAL

A Special panel in the TecnoCarne Content Arena, discussing the practical and secure implementation of legal criteria and new regulatory requirements concerning animal welfare, slaughter, and other aspects in meat packing companies.





**VISITED
COMPANIES**

- Petrópolis Group
- Chocotour - Nestlé Caçapava

**+ de 90
participants**



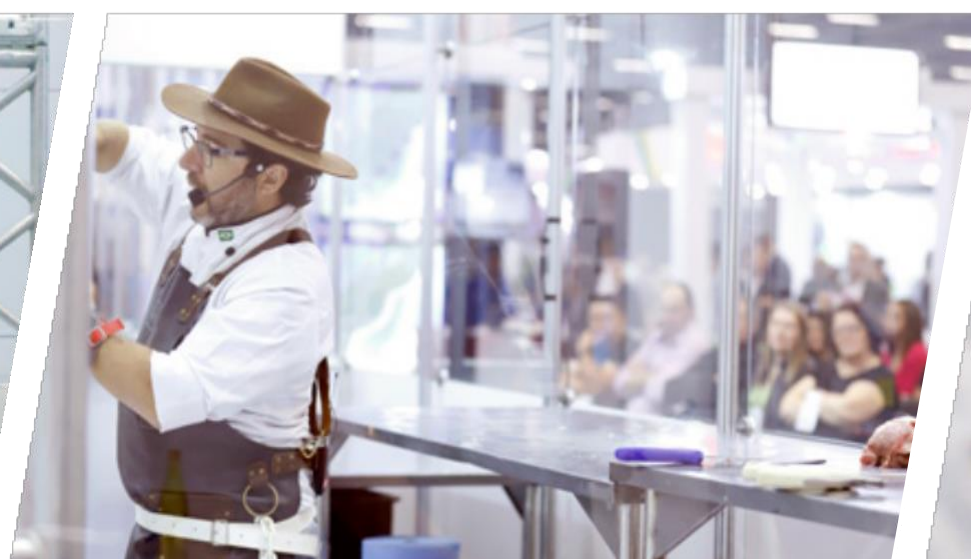
Visitas Técnicas

Professionals had the opportunity to get to know, up close, the entire production process in large industries.

VITRINE da Carne

Live presentations on meat cutting techniques and quality courses meat with boning.

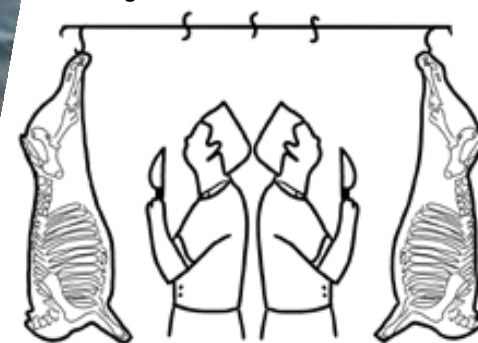
+ **580**
participants



Marcelo Bolinha, a meat expert, butcher, professional grillmaster, and founder of the Brazilian School of Butchers and Grillmasters, along with Roberto Barcellos, a national reference in quality meat development and consultancy, were the special guests.



DESAFIO DOS AÇOUGUEIROS



Unprecedented attraction that elected the best
butcher in Brazil.

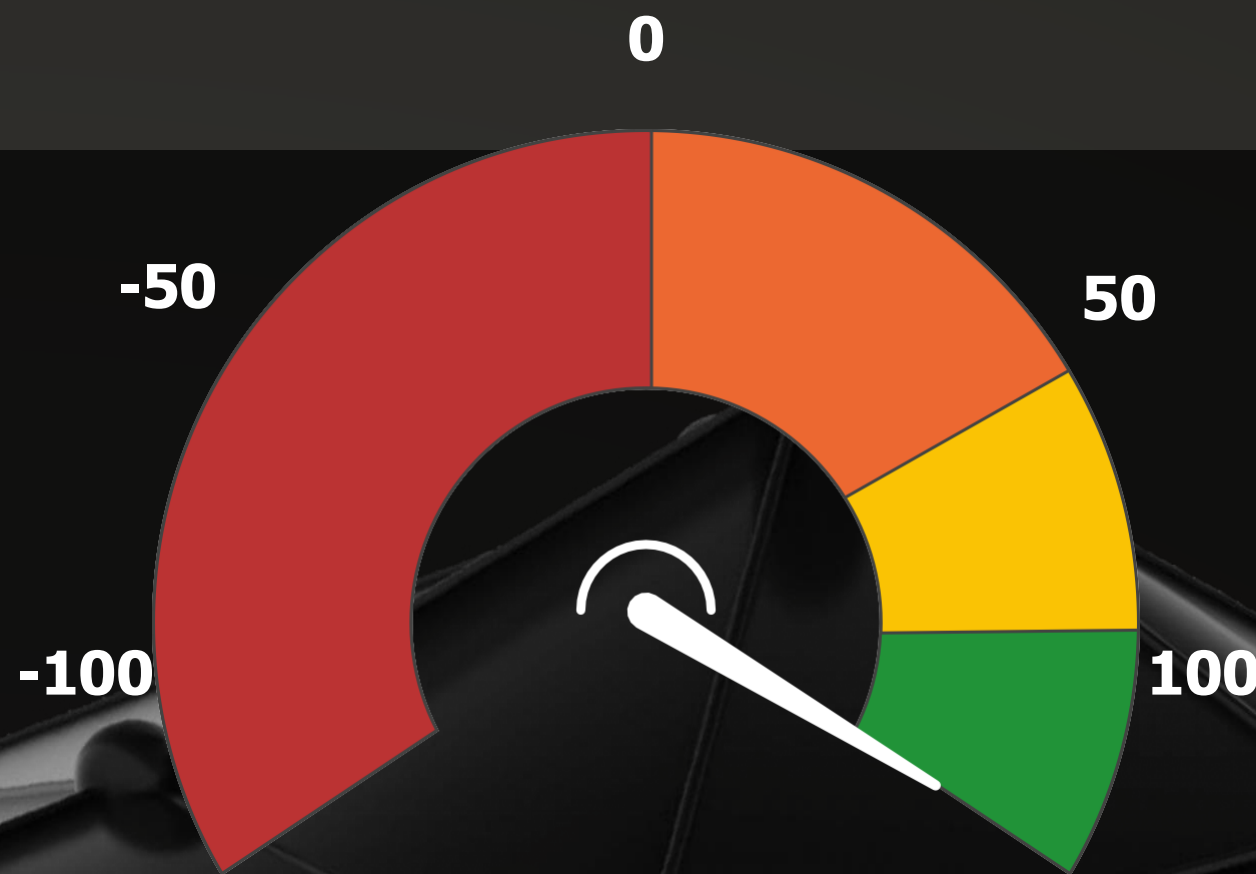
Winner: Juliano Kolhbeck – Santa Catarina.

Support:



EXHIBITORS

The satisfaction of those who participate and have a guaranteed return on investment.



LEVEL OF EXCELLENCE

100 NPS - Net Promoter Score
Exhibitor survey satisfaction level.

100%

Was the exhibitor satisfaction index

100%

Are interested and intend to exhibit in the next edition

93%

They consider TecnoCarne the best fair in the sector.

91,5%

Networked during TecnoCarne

61,7%

Closed deals during TecnoCarne

SUCCESS IN THE WORDS OF THOSE WHO PARTICIPATED



“Movement was very good during all days of the fair. We received slaughterhouses and several customers, including closing deals and a lot of prospecting. our idea

is to continue with our participation, which always brings us good results”.

Mariocy Bonfim, Director – Handtmann



“The public that visited us is highly qualified and has earned us business already during the event. Completed several sales and we also prospect business for the after fair.”

Daniela Brito, Marketing Specialist – Multivac



“We have been exhibitors for several editions and We've always had great results. This year all machines on display were sold, a real success! The event was incredible, with the best brands in the segment.”

Wellington Ribeiro, Commercial Representative – Varpe



“The quality of the public at the fair is always good, that doesn't change”

Tarcísio Barbosa, Manager – Bettcher in América Latina



“The fair was very well visited; we had a lot of positive feedback regarding the organization and stands.

Lucimara Paganini, Sales and Marketing Coordinator – Ulma Packaging



TECNOCARNE DIGITAL PLATFORM

The **TecnoCarne Digital Platform** is the market's meeting point throughout the year, providing connections, business opportunities and expansion of knowledge.



Check our audience numbers:

+75,000

TOTAL ACCESSES
ON THE PLATFORM

+ 45 HOURS

OF AVAILABLE CONTENT
ON THE PLATFORM

+308

SPEAKERS



** DATA FROM JUNE 25, 2022 TO AUGUST 2, 2023*

COMMITMENT TO SUSTAINABILITY

TecnoCarne implemented a series of initiatives that aim to act consistently on the following fronts, committed to contributing to the achievement of the goals defined by the UN Sustainable Development Goals.

Our mission is to collaborate for the sustainable growth of the industry!





A special day with topics dedicated to micro and small industries.



Meeting with women who inspire the industry.



We support the project that fights food waste.



Partnership with the company that works with the immigrant population, black and feminine in the city of São Paulo.



Space featuring hydration points and bicycles that charge phones using clean energy generated through pedaling.



Support for a professional training project aimed at the community's population to facilitate their entry into the job market.



Socially impactful massages through employment and income generation.



We provide free transportation for visitors to the event.



Recognition of sustainable practices by exhibiting companies.

Check all sustainability actions on the website:

www.tecnocarne.com.br/pt/Sustentabilidade-2023-tecnocarne.html

MEDIA COVERAGE



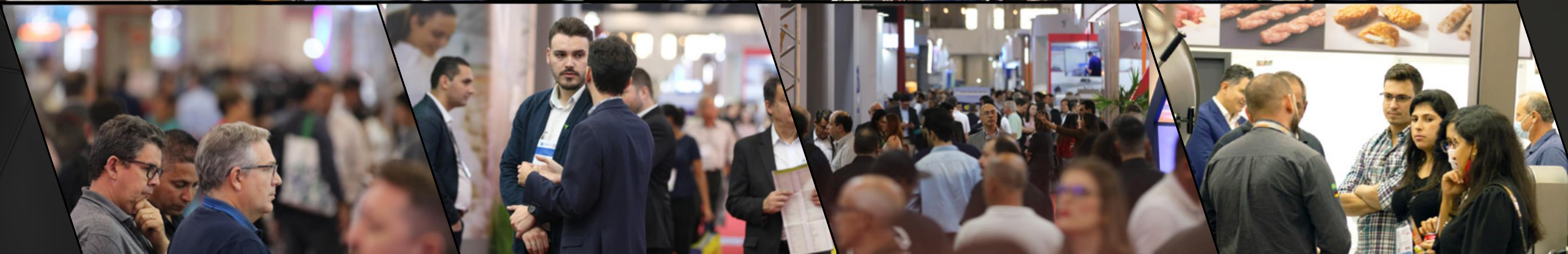
The TecnoCarne and Fispal Tecnologia 2023 events were extensively promoted in specialized industry media, garnering a valuation of over **R\$ 2 million** and reaching an estimated audience of **850,000 people**.

Media outlets from the industry, food and beverage sectors, business, technology and innovation, events, packaging, and agribusiness, as well as regional outlets, promoted and/or covered the event. This encompassed media coverage from all across Brazil.

+ 21 COMMUNICATION PIECES (PRESS RELEASES, BULLETINS, AND OTHERS)

+ 457 PUBLISHED SUBJECTS

+ 2,467,900.20 TOTAL ESTIMATED VALUATION



PARTNERS



ABEA-SP



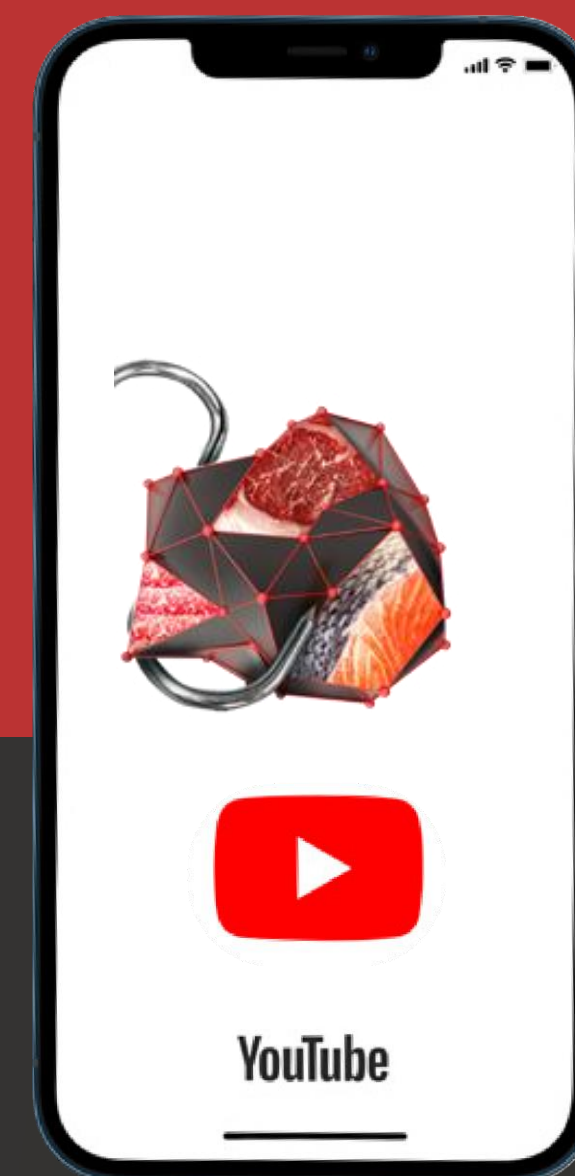
CarneTec





Check out the photos
Of the **2023** edition

[CLICK HERE](#)



Watch the video from
the **2023** edition

[CLICK HERE](#)

TECNO
CARNE



Our journey continues 365 days a year on the
TecnoCarne Digital Platform!

SEE YOU IN 2024!

TECNO
CARNE

18-21
JUNE

2024

SÃO PAULO EXPO
SÃO PAULO, BRASIL

www.tecnocarne.com.br

Promoção e Organização



Filada à



Parceiro Estratégico

