



Post Show 2016



32nd International Trade Show for Processing, Packaging and Logistics for the Food and Beverage Industries

With a highly skilled and determined audience when closing business, 2016 Fispal Tecnologia, the largest fair of food and beverage industry in Latin America, showed that it's time to take up the business for the sector. During the four-day event, professionals throughout the production chain could check the latest news in automation solutions such as collaborative robots, intelligent inspection devices, flexible and aseptic packaging, machines talking to each other, and innovative equipment aligned with the concept of lower cost, efficiency, sustainability and food safety.

Official Travel Agency:



Support:



Official Airlines:



Associated to:



Associations and Partners

Associated to:

A.B.B.A. Brazilian Association for Beverage and Food Exporters and Importers

ABIAD Brazilian Association for Special Purposes and Congeners Foods Industry

ABIAF Brazilian Association of Refrigerated Storage Industry

ABIAM Brazilian Association of Ingredients and Additives Industry and Commerce for Foods

ABIEC Brazilian Association of Meat Export Industries

ABIEF Brazilian Association of Plastics Industries

ABIMAQ Brazilian Association of Machinery and Equipment

ABINAM Brazilian Association of Mineral Water Industry /Agua e Vida Magazine

ABIPET Brazilian Association of PET Industry

ABIVIDRO Brazilian Technical Association of Automatic Glass Industries

ABMAMPRO Brazilian Association of Creator-owned Brands

ABRALOG Brazilian Logistics Association

ABRAVA Brazilian Association of Refrigeration, Air Conditioning, Ventilation and Heating

ABRE Brazilian Packaging Association

ADEPTA France

ADMIRA Asociación de Industriales Metalurgicos de La republica Argentina

CCM-ULA Mercosur Trade Chamber and Latin America Union

Fundación Exportar Argentina

IAE Instituto Argentino del Envase -Argentina

INP Think Plastic Brazil Packaging Institute

PMMI The Association for Packaging and Processing Technologies - USA

SAFYBI Asociación Argentina de Farmacia y Bioquímica Industrial

Partners Media

Asia Packing

Cervesia Solutions in Brewing Technology and Processes Management

Pharmaceutical Technology Brasil

Engarrafador Moderno

Plástico em Revista

Corte e Conformação

Revista Alimentos & Bebidas

Embalagem & Tecnologia

Doce Revista

Plástico em Revista

Revista Indústria de bebidas

Indústria Cervejeira

Revista Tec Alimentaria

El Embaque

Comversión

Embanews

Food Safety Brazil

Guialat Dairy Suppliers Center

Revista Mais Leite

Revista Mais Carne

Milk Point

SBCTA Brazilian Association for Science and Food Technology

Enredalimentaria

Red Alimentaria

Red Alimentaria.net

Revista Indústria de Alimentos

Revista e Portal Logístico

Instituto Avançado de Robótica

Portal Alimentos Online

RASSEGNA ALIMENTARE , FOOD PROCESSING, DRINK TECHNOLOGY

Portal Plástico Virtual

Portal Logismarket / Mecalux Institutional Feiras Industriais



Fispal Tecnologia on the Media:

Print and Online

Newspaper
hoje livre
– São Bernardo
do Campo

Newspaper
do comércio
indústria
e serviços

Newspaper
do Comércio –
Manaus

Magazine
Alimentos
e Bebidas

Total of

678
texts

published
in print
and online
media

55
ads

in targeted
magazines



Digital Marketing and Promotion



**E-MAIL
MARKETING**
2.350.905
impacted
professionals

FACEBOOK
261
posts

LINKEDIN
Sponsored
campaigns
More than 1.000.000
professionals
reached

APPLICATION
More than 5.000
downloads in IOS
and Android

SMS
More than 48.000
text messages sent
to qualified
audience

BLOG
More than 77.000
views

Simultaneous Events

Internacional Round Table

Internacional Round Table organized by Fispal Tecnologia, together with Think Plastic Brazil, program to support the export of plastic created by the National Institute of Plastic and by Apex-Brasil, held in the first two days at the Fair and promoted trade between buying companies.



260
meetings
held



Countries:
**Chile,
Colombia,
Argentina,
Peru, Mexico,
Costa Rica
and Uruguay**



56
Brazilian
companies



19 Technical visits
scheduled in
09 manufacturing plants



Business value
generated:
US\$ 374 thousand*



*Values disclosed by Think Plastic Brazil.

Simultaneous Events

Fispal Tecnologia - Trends Auditorium

In addition to innovative equipment, business opportunities and news, visitors freely attended the talks with leaders and industry associations.

+ 710 participants

Seminar on chocolates, candies and cookies: limitations and alternatives for child marketing and Guided Visit

In more than five hours of event the professionals discussed the viable paths and trends in marketing and composition of the feed lines of sugary treats.

**Guided tour of exhibitors:
28 people**

Supporters of Content:

PEDRO FRANCISCO MOREIRA

President of ABRALOG - Brazilian Logistics Association

ALESSANDRO SAADE

Compulsive Entrepreneur, FIESP - São Paulo State Federation of Industries

CLÁUDIO ZANÃO

President of Abimapi - Brazilian Association for Industry of Industrialized Cookies, Food Pasta, Bread and Cake

CARLOS EDUARDO GOUVÊA

President of ABIAD - Brazilian Association for Special Purposes and Congeners Foods Industry

Relization: Editora Definição - Doce Revista.
Organization: Fispal Tecnologia

doce
REVISTA



Exhibitors

+ 440 exhibitions

+ 80 international exhibitors

Argentina
Austria
Canada
Chile
China
England
France
Germany
India
Italy
Japan
Netherlands
Slovenia
Spain
Switzerland
Thailand
Turkey
Uruguay
USA



Take the word of those who proved the success of the event!



It's our first time at Fispal Tecnologia, and at this time of the country's crisis we were not with great expectations of visitors with good business capacity, but the show surprised us a lot. From the first day we had very good visitations, requests for projects and many people interested in the technology we presented at the fair - automation software for carrier system. It was our difference and we believe that much added to the event.

Priscila Scheffer - Marketing Manager - Águia Sistemas



Fispal Tecnologia is now the most efficient space to establish presence in the market, exposing news and strengthening the brand. During the four days of the event, we received several strategic customers. This was the opportunity to show all our equipment portfolio in one place."

Claudio Britot - Sales Engineer Gotesp

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Participations of Inox Biaso in Fispal Tecnologia's editions are always very useful in the context of business, noted the director, Daniela Biaso. This year was not different. New contacts were made and projects sent to customers already loyal make the company optimistic for the remainder of the year. "With only one project we recovered all the investment made at the fair. To be at the event is synonymous of sales."

Daniela Biaso - Director - Inox Biaso



We are positively impressed with the fair. At times, we had no place to sit. This year marks the debut of the company at the event. Among the positive points, it is the opportunity to trade with brands that are entering the market. We serve many small businesses with high added value."

Karina Borin - Marketing Coordinator – Amcor

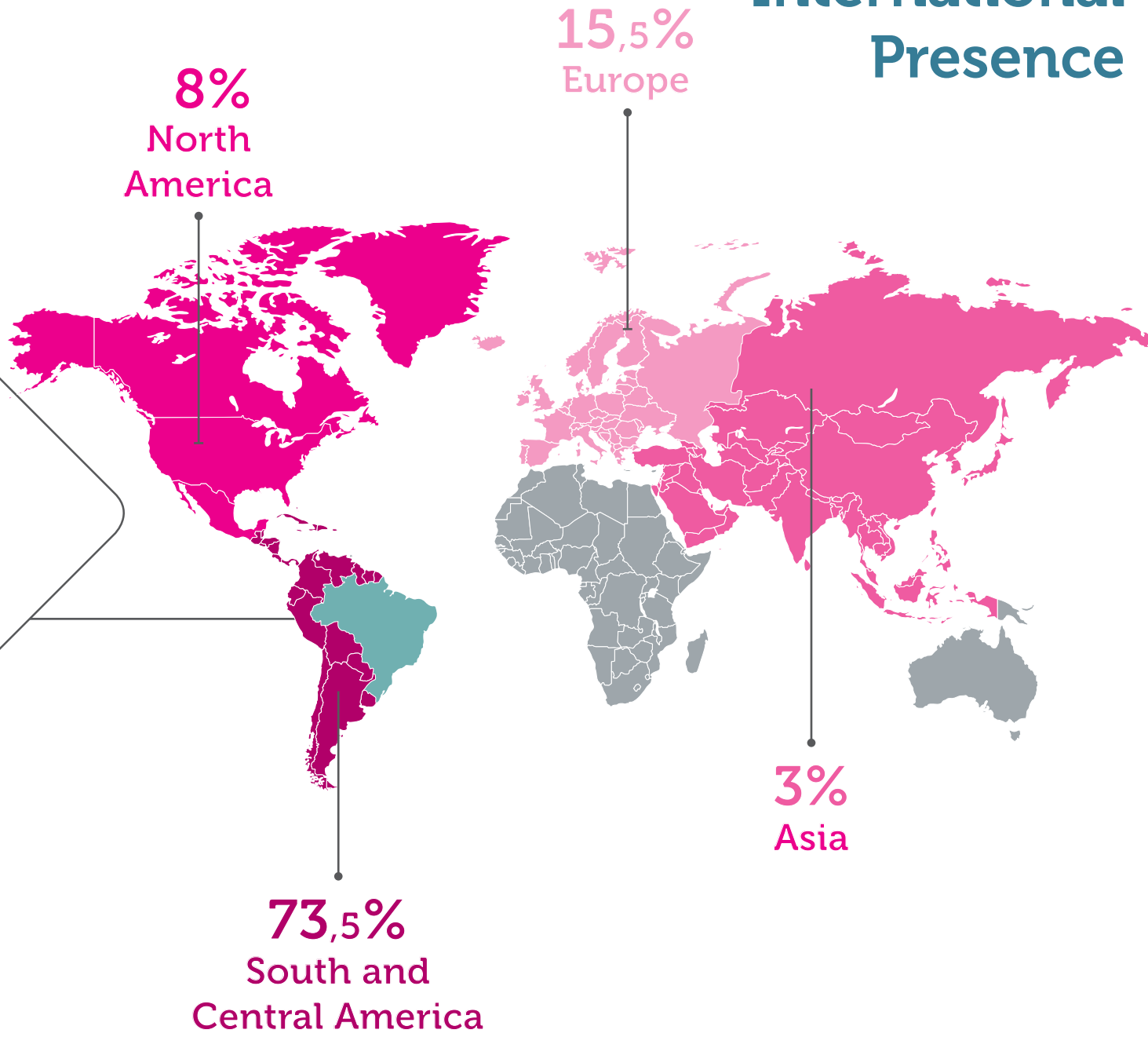
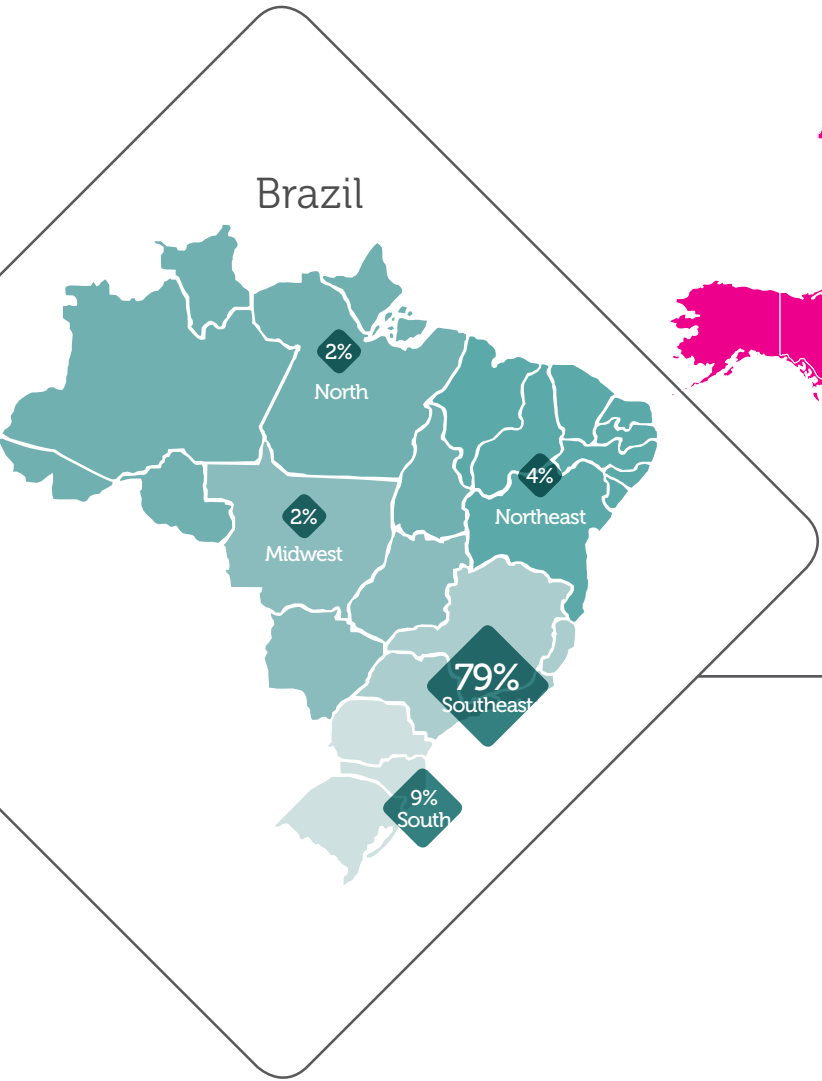
Some visiting companies!

+ 41 thousand qualified professionals

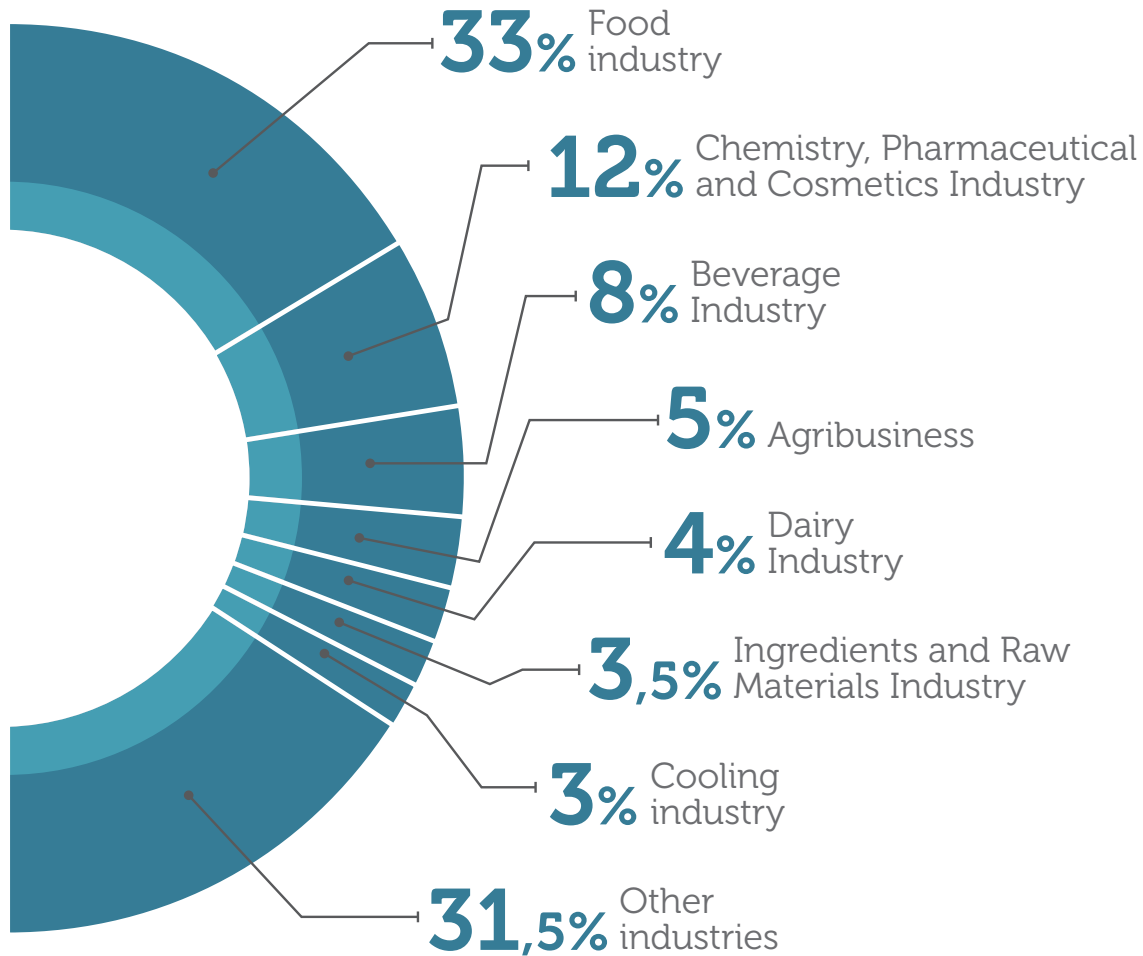


Where are they from?

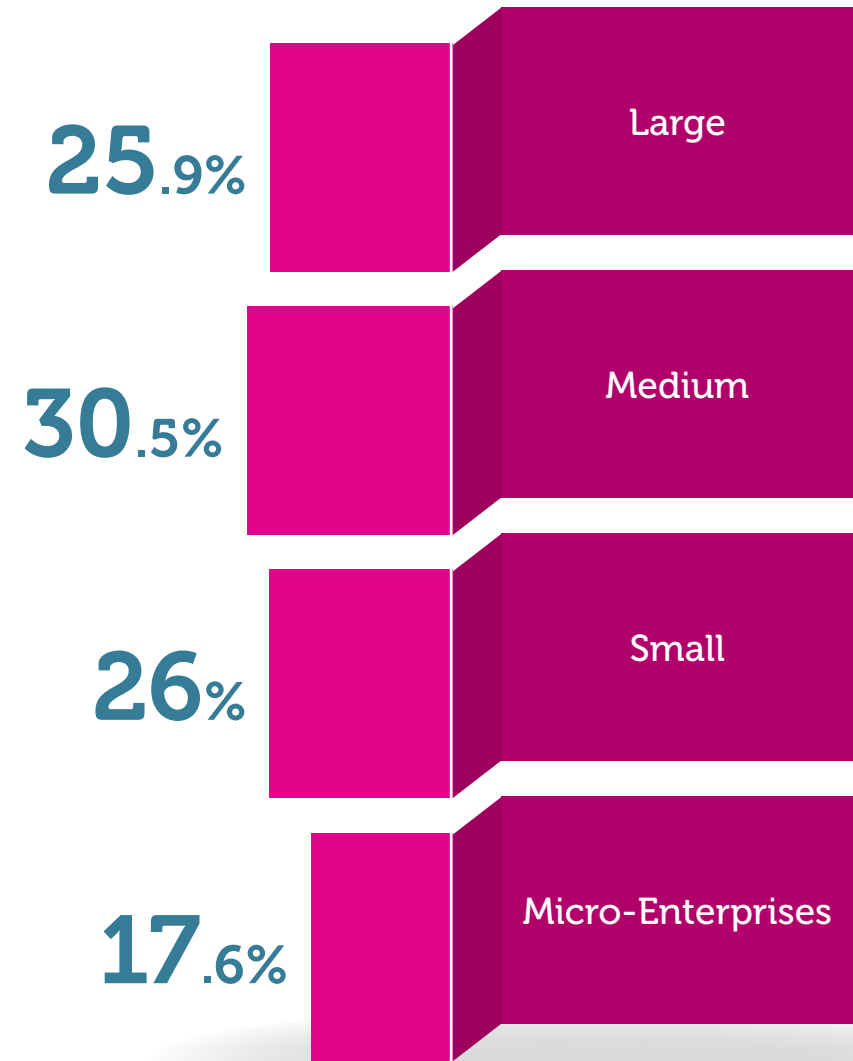
International Presence

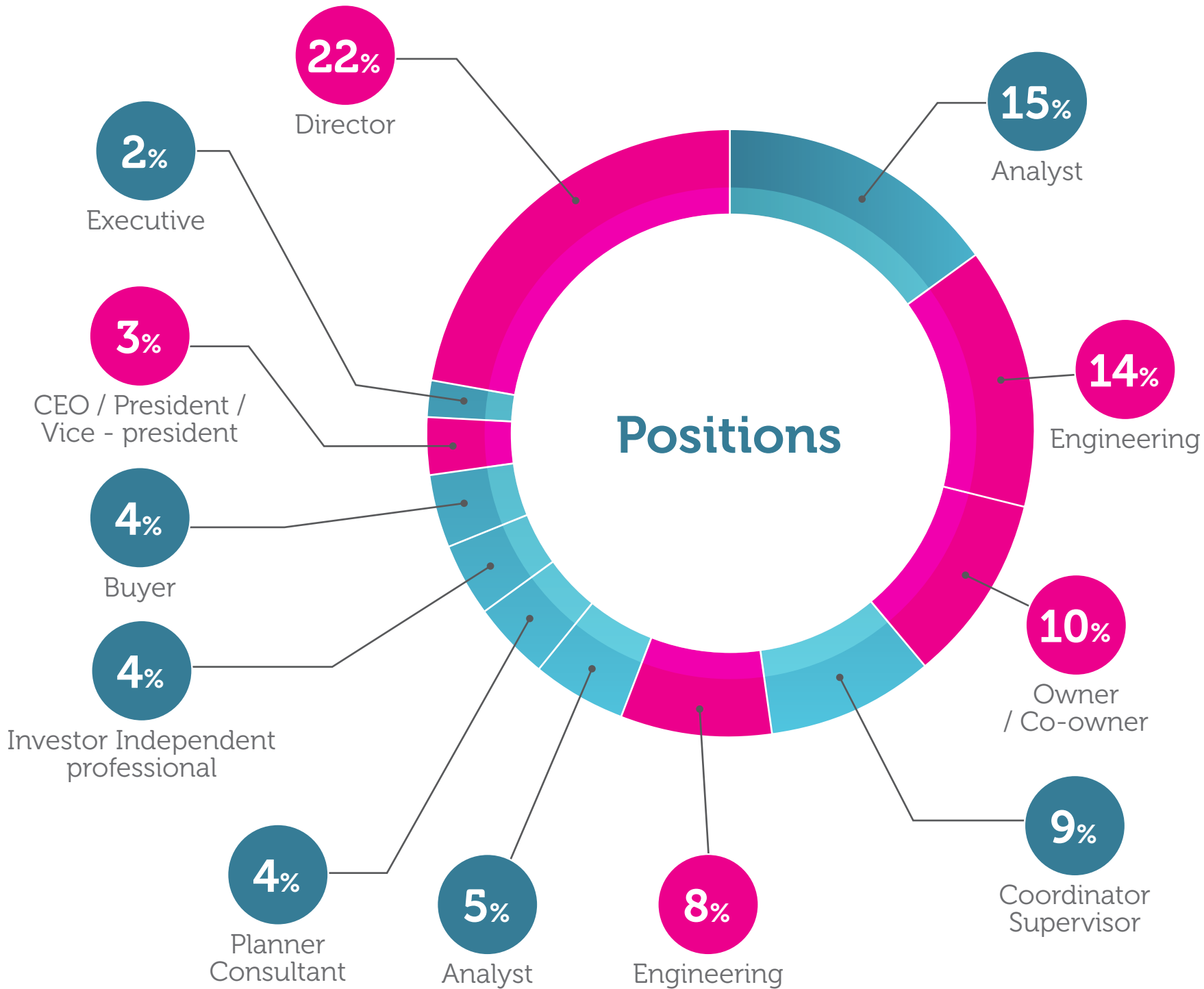


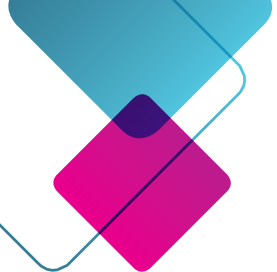
Activity Branch



Company Size







**New
Venue**

**A new page of
a great story**



FISPAL
TECNOLOGIA



27 - 30 June 2017	1 p.m. to 8 p.m. São Paulo Expo Rodovia dos Imigrantes, KM 1,5
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FISPAL
TECNOLOGIA

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Promotion and
Organization

informa
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