

EDPA International/IFES

Country Report

*A Local Knowledge Report
From Exhibit/Event Service Providers*



Brasil

Presentation Prepared by



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RAFAEL DE PAIVA - CEO



<<BRASIL>>Facts and Figures



Facts & Figures

- Population approx:
 - 209,5 Million inhabitants
- Main language(s):
 - **Portuguese.**
- Country Size:
 - 8.516.000 Km²
- Capital City and population:
 - Brasilia (DF), 3 Million and 15 Thousand Inhabitants
- Largest City, population:
 - 12.25 Million Inhabitants, São Paulo



Brasil promise

Leading Regional Economy

In **2022**, according to International Monetary Fund (IMF), Brazilian nominal **GDP** was **US\$1.894 trillion**, the country has a long history of being **among the ten largest economies** in the world.

Global Destination for Investment

6th global recipient of FDI inflows in 2019. Inward FDI flows totaled over USD 1 trillion from 2010 to 2019.

Brasil promise

Resilient Domestic Market

A population of over 210 million and a strong and steady domestic demand for services, goods and agricultural products (**Household consumption of 64% of GDP - 2018**).

Per capita GDP of USD 8,959.02 in 2018, above major emerging players.

Diversified Economy: We Have It All

Brazil's economy relies on a wide range of economic sectors – that includes Latin America's largest aerospace, automotive, oil and gas, mining, capital goods, medical equipment, chemical and technology industries.

Brasil promise

Energy Powerhouse

9th largest oil producer in the world and **the largest in Latin America.**

One of the top producers and exporters of ethanol biofuel in the world.

Renewable sources are responsible for over 80% of the Brazil's electricity generation.

Gateway to Latin America

Brazil has free trade agreements with the largest markets in Latin America and signed Investment Facilitation Agreements with several other countries. Brazil is a founding member of the Southern Common Market (Mercosur), which has recently signed a big FTA agreement with the European Union.

Brasil Attractions

- Food
- Arts and crafts
- Adventure and Nature
- Meetings Tourism
- Medical Tourism
- Cultural Events
- World Heritage Cities
- Soccer
- Weddings
- Carnival



Money Issues

- The Legal currency is a Brazilian Real R\$



- Hints regarding tipping
 - taxis use a taximeter and tip is R\$2 real per ride,
 - restaurants and bars use a 10% tip,
 - baggage handlers R\$ 5 per bag,

Money Issues

- **Is there a VAT? How high is it?**

Brazil's general VAT rate is **42%**, with other rates including NA that can apply to certain transactions. The State Value-Added Tax (ICMS) is administered by the **Ministry of Finance** (<http://www.fazenda.gov.br>) in Brasília.

Brazil has a highly complicated VAT tax system, with multiple levels of tax that can be as high as 42% when combined. The major consumption taxes are as follows:

IPI: 0%–365% (Imposto sobre produtos industrializados, or "Tax over industrialized products", a Federal level tax

ICMS: 0%–35% (Imposto sobre circulação e serviços, or "Tax over commercialization and services", a State level tax

ISS: 0%–5% (Imposto sobre serviço de qualquer natureza, or "Tax over any service", a City level tax

PIS-PASEP: 0.65%, 1.65% (Federal-level gross revenue tax)

COFINS: 3%, 7.6%.

- **Who needs to pay it?**

- All companies should pay it unless the service hired is delivered outside the country.

Size and Distance Information From São Paulo



Economic relevance of Meetings in São Paulo

Turnover generated by events In São Paulo Market.

Value of the annual impact on the Brazilian economy in the generation of results for the exhibition companies of the events

R\$ 305 billion

Equivalent of 4.6% of national GDP

These values were generated at business events carried out in the State of São Paulo

Source UBRAFE/New Sense

Economic relevance of Meetings in São Paulo

Investment volume in the event sector = **R\$ 16.3 billion / year**

8.2 million visitors (average per year)

66.5 thousand Exhibitors Companies

742 large events

Trade Shows and Congresses with Booths and more than 500 participants)

Average of **11.5 thousand / event**

3 million m² sold at the main pavilions / event centers and large hotels in the state SP

Source UBRAFE/New Sense

Brazilian Trade Show Market

3.791 Shows in 2019

- 622 International Trade Shows
- 1050 National Trade Shows
- 2119 Regional Trade Shows
- 128.000 Visitors (Only International and National Trade shows)

Source Feiras do Brasil

www.feirasdobrasil.com.br/revista.asp?area=assuntos&codigo=826

Meeting industry

- Mayor industry specialized media
 - www.portalradar.com.br
 - www.revistaeventos.com.br
 - revistalivemarketing.com.br
 - www.mercadoeventos.com.br
 - www.promoview.com.br
- Associations
 - Abrace – Brazilian Association of Stand Builders and Scenography
 - www.abracce.com.br
 - Ubrafe - Brazilian Association of Trade Shows and Events
 - <https://www.ubrafe.org.br/>
 - Abeoc – Brazilian Association of Events Companies
 - <https://abeoc.org.br/>

São Paulo Expo. São Paulo

www.saopauloexpo.com.br

- Exhibit space
 - 100 thousand m² of air-conditioned area
 - More than 6,500 parking spaces
 - 34 rooms for congresses and meetings
- Other facts:
 - Built in 2002
 - Modern aerial and underground infrastructure
 - Rooftop com vista panorâmica
 - 50 thousand m² of external area for events and exhibitions
- Events data
 - 120 events per year
 - 2 million visitors per year



Transamerica Expo Center. São Paulo

<http://www.transamericaexpo.com.br>

- Location

- Privileged location in the South Zone of São Paulo, close to Congonhas Airport, Marginal Pinheiros, 23 de Maio Avenue and the Interlagos race track.
- It has easy access due to the proximity of bus, metro and train lines. Helipad available on the premises of Hotel Transamerica, just 500 m.
- Our history begins in 2001, when we built halls A, B and C, with 20 thousand m² to determine.

- Exhibit space:

- Our seven halls - spread over a space of 40 thousand m² - offer the flexibility to hold simultaneous events of all sizes.



Anhembi. São Paulo

<https://www.anhembi.com.br/>

- Location
 - Located in a privileged location, on the Marginal Tietê expressway, it is close to the entrance to the city and the center and has easy access to airports and hotels. It is also close to the Metro and the Tietê and Barra Funda bus terminals.
 - Anhembi annually receives over 3.5 million people and on average
 - 150 events per year from the most diverse segments and sizes
- Exhibit space:
 - the Anhembi complex has more than 400 thousand m² of total area, divided into three large areas (Exhibition Pavilion, Palace of Conventions and Sambadrome), which have 18 spaces of various sizes and different functionalities.
- <https://www.anhembi.com.br/>



Expo Center Norte . São Paulo

<https://expocenternorte.com.br>

- Exhibit space:
 - Our Convention Center, with a modular feature, is one of the most versatile and complete event venues in Brazil.
 - Expo Center Norte hosts events of all sizes with an international quality standard in its 98,000 m², in the most privileged location in São Paulo.
 - 21 modular rooms
 - Expanded and modernized, it is capable of hosting up to 21 simultaneous events, with a structure comparable to that of the largest event centers in the world.
 - <https://expocenternorte.com.br>



Rio Centro. Rio de Janeiro

<https://riocentro.com.br/>

- Exhibit space:
 - Compared to the best convention centers in the world, Riocentro has more than 500 thousand m², of which approximately 98 thousand m² are of built area.
 - 100 events per year
 - 1.8 million visitors per year



Centro de convenções Sul America Rio de Janeiro

<http://www.ccsulam>

- Exhibit space
 - Exhibition Hall with 5,000m², Noble Hall with 1,040m² and 25 rooms with capacity for 10 to 5,000 people.

The most modern and complete Convention Center in Rio de Janeiro, with flexible and multipurpose spaces.

Strategic location, allowing quick and easy access for visitors through the city's main roads. Located 15 minutes from Santos Dumont Airport, 20 minutes from Tom Jobim Airport and close to a diverse hotel chain.



Expo Minas

<http://www.expominasbh.com.br/>

- Location
 - 50 min from Confins Airport and 25 min from Pampulha Airport.
 - There is a singular mix of functionality of modern spaces with historic neo-classic and industrial ambiance.
- Exhibit space:
 - 16500m² in the 3 pavilions
 - 72000m²
 - Capacity for 45000 people
 - 16500m² in the 3 pavilions
 - 2200 parking spaces



Expo Brasília

<https://brasiliaexpo.com.br/>

- Exhibit space:
 - 7,900 m² (85,034 sq ft) total surface.
Composite 27 meeting rooms and 2 foyers to suit the needs of each event, such as job boards, meetings, conventions, conferences, graduations, inns and social events.
 - Capacity for 4,000 people in session at the same time.
 - It surrounds a spacious foyer of 1,950 m² (20,990 sq ft)
 - the Convention Center and has the ability to split into 3 separate rooms:
 - conferences up 100 people or presentations accompanied by breakfast or lunch, and work sessions.
 - Flexible halls, according to events needs
 - 400 room VIP rooms
 - Meeting rooms 101 to 110 overlooking the exhibit floor



Centro Internacional de Convenções de Brasília

<https://www.cicb.com.br>

- Exhibit space:
 - There are more than 65 thousand m² of built area
 - 20 thousand m² of leasable area
- Location
 - 15 minutes from the airport
 - The International Convention Center of Brazil is located in a privileged area, with traffic free from congestion and just minutes from the main points of interest in the federal capital.



Salvador Convention Center. Salvador Bahia.

Capacities

- Indoor spaces : 15,000 sqm
- Outdoor spaces : 12 000 sqm
- Meeting rooms : 40, from 50 to 800 people
- Multipurpose halls : 8

Types of events hosted

Congresses, conventions, seminars, gala dinners, trade fairs, concerts, product launches, etc.



Expoara

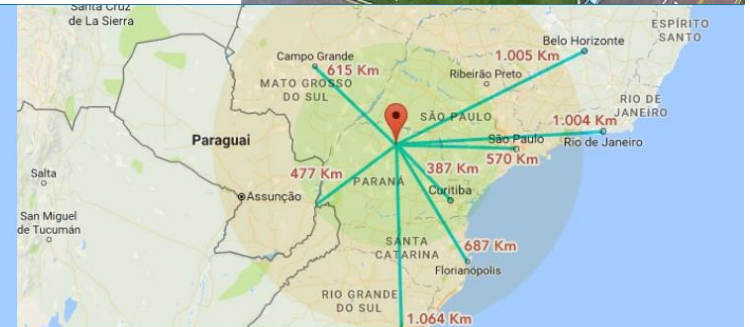
<https://www.expoara.com>

- Exhibit space:
 - 45 thousand m² of built area
 - parking for 5,000
- Location:
 - 2 nearby airports



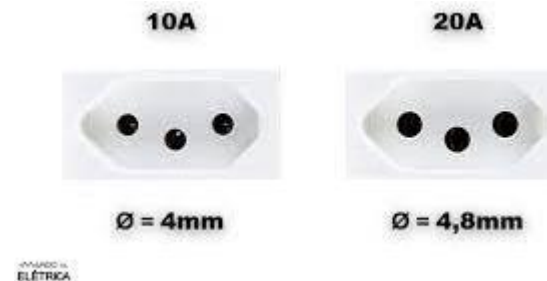
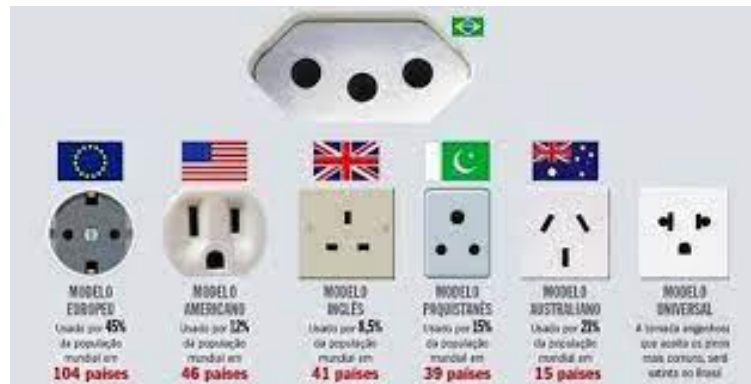
Tempos de voo / Distâncias

- Curitiba - PR: 50min
- Foz do Iguaçu - PR: 2h55
- São Paulo - SP: 1h
- Campo Grande - MS: 2h55
- Florianópolis - SC: 2h40
- Rio de Janeiro - RJ: 2h45
- Belo Horizonte - MG: 2h55
- Porto Alegre - RS: 2h50



Electrics and Electricity

- Typical Voltage
 - (110/220v)
- Do you need to have certified electricians?
 - Yes.
- What are the standard plugs and sockets



Materials Usage

- Carpet
 - Ferial type available for rental in grey, blue, red and black.
 - Comercial type like Loop pile and twist pile are available but the price is prohibitive
- Raised flooring
 - 10 cm height is standard and are made of 1x1 steel frame with plywood. This height demands a weelchair ramp to be installed.
 - You can usually find laminated wooden type floor, melamine MDF
- Standard US materials available in your country?
 - You can find all materials, except assembly systems like Syma, Octanorm Bmatrix and any Other. There is no system in Brazil.
- Names or equivalencies could be good (Sintra is similar to Forex in Germany, for example).
 - Laminated finish is commonly known as Melamine.
- In your experience, are any materials particularly cheaper or more expensive in your country as compared to the US?
 - Paint finish, Melamine finish and 3D Backlit Logo are particurally expensive here
 - Napa Finish for walls and structures and event grade carpet are cheep.

Exhibit trends and materials in Brasil

- Registry

- Booth`s contact information is in the visitors hand-book.
- Need to wear Helmet and long pants
- Need to show your badge every time you get in or out.

- Graphics and finishes

- Most painted finishes are with vinyl paint.
- Graphics are print and vinyl cut mostly and some printed fabrics.
- The canvas prints are used for coating walls with pictures or even backlight images and logos

- Floorings

- most common to use the raised floor to 10cm covered with white melamine.
- Sufficient variety of carpet colors for rental.

- Standard booths

- Built in old Octanorm system

Exhibit trends and materials in Brasil

- Ceilings are:
 - Combined floor and hanging support.
 - Prefer to raise things from the floor and try not to rig/hang unless a main venue or if you don't need exact hanging locations and heights.
- System booths
 - Mainly used for 3x3 booths
 - Used Octanorm system.
- Furniture
 - can find all sorts of furniture, from standard to design and custom made.
- Audio Visual Equipment
 - Lots of screens and LEDs used for interaction, decoration or Information

Exhibit trends and materials in Brasil

Custom Booth

As it is a low cost and high available in Brazil, wood is used in almost all building elements, such as walls, floors and furniture. This material allows the construction of almost all booth's structure elements and is the method most used by assemblers.

For the finishing of the walls, fascia, columns and other structures elements, almost all companies operating in Brazil, coats a false leather fabric (napa/bagum) with staples. It is a fabric composed of PVC Laminate coupled to polyester fabric. Napa is a material used in numerous situations and products due to its price, quality and durability. It has a light texture that is very reminiscent of leather on its surface and with reinforced polyester mesh in its base, becomes a resistant material being used in various products. Napa is a non-painting material but has a wide variety of colors.

EDPA International Members Active in this country

- Grupo de Eventos
www.grupodeeventos.com.br

