

**The most important  
trade shows in  
Brazil to stimulate  
and to promote  
Swiss companies  
in the country.**



# Brasil Game Show (BGS)

October, 2025

Location: Expo Center Norte

## At a glance

It is a fair essentially about games with arcade machines, mobile platforms, PCs, virtual reality glasses, consoles, board games, card games or any other way to play, being an excellent business opportunity that attracts investors, entrepreneurs and professionals from the games market and has a strong social concern, having collected and donated more than 450 tons of food throughout its 14 editions.

## Attendance and Public Profile

In 2024, BGS will feature over 400 stands, more than 3.000 influencers, eSports championships, themed areas, hundreds of product launches, and a variety of attractions. The 2023 event saw 328.503 visitors.

## Sectors

**BGS Shopping**

**BGS Indie** | independent games

**BGS Social** | social actions supported by the event

**BGS Business** | investing companies

**Food**

## Highlighted exhibitors

## Industry data

- Brazil is the fifth most populous country in the world with an online presence, and it is the largest gaming market in Latin America

- From 2022 to 2023, the sector grew by 3.2% within the Brazilian market. In 2022, the gaming industry in Brazil generated a total revenue of USD 251.6 million

- In 2022, the total revenue of the games industry in Brazil was USD 251.6 million

Source: '2023 Brazilian Gaming Industry' report, conducted by ABRAGAMES (Brazilian Gaming Association).

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

## At a glance

The largest technology and innovation event in the financial sector in the country.











## Attendance and Public Profile

In 2024, the event encompassed 20.000 square meters, eight auditoriums, and 226 exhibitors, welcoming 55.000 visitors—a 22% increase compared to the previous year. In addition to congressmen from 26 Brazilian states, the event welcomed participants from 22 countries. The fair featured 500 speakers in 200 panels, representing a cross-section of sectors.

## Sectors

The event convenes leaders from the financial, technology, sustainability, agricultural, and innovation sectors to discuss current topics in the digital economy.

## Highlighted exhibitors

## Industry data

- Fintech growth: from just under 300 companies in 2013 to almost 1.300 in March 2022
- Brazil is a leading case in the implementation of Open Finance in the world
- 21 payment transaction initiators (PTIs) enabled
- More than 800 active institutions

- 18.7 million active consents
- 11.6 billion API (Application Programming Interface)

Source: PwC Strategy& Brazil

<https://www.febrabantech.com/home>

## At a glance

The International Machine Tool and Industrial Automation Fair (EXPOMAFE) is a business-focused event that facilitates networking, knowledge sharing, and the promotion of cutting-edge technologies and trends in metalworking machinery and equipment.

## Attendance and Public Profile

In its last edition, the event welcomed over 55.000 attendees in an area of 64.000 m<sup>2</sup> space, with over 900 companies from the sector in attendance. This has cemented the event's position as the largest and most significant event in the sector in Latin America.

## Sectors

- Accessories: Equipment and Components
- Quality Control: Integrated with Manufacturing and Metrology
- Industrial automation, robotics and manufacturing cell integration
- Hydraulic and pneumatic equipment, valves, pumps and compressors
- Handling and storage equipment
- Hand and cutting tools
- Miscellaneous metalworking machinery, equipment and accessories
- Machine Tools
- Welding and cutting
- Additive Manufacturing, Prototyping and 3D Printers

## Highlighted exhibitors



## Industry data

- In 2023, the machinery and equipment industry in Brazil generated net sales revenue of **R\$286 billion**, with 8.568 companies (excluding service companies) creating 385.000 jobs
- In 2023, **R\$10.9 billion** was invested in this sector, representing an average of 3,8% of net revenue

- ABIMAQ estimates that for every R\$1,00 of additional demand for machinery and equipment in Brazil, R\$3,30 in production is generated in the country. Given an annual demand of approximately R\$286 billion for machinery and equipment, the resulting production value is R\$943 billion, which in turn generates employment for nearly 7 million workers

Source: Research conducted by ABIMAQ (Brazilian Association of the Machinery and Equipment Industry) in 2023.

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



Swiss Pavilion at FEIMEC 2024 - FEIMEC is a trade fair for machinery and equipment that takes place every other year, taking turns with EXPOMAFE.

## At a glance

It is the largest food and beverage event in the Americas and the largest supermarket fair in the world. This comprehensive event unites the foremost enterprises in the national and international production chain, offering a platform for business, networking, keeping abreast of the latest developments and sharing insights.

## Attendance and Public Profile

- 141.428 Generated visits
- R\$ 15.33 Billions in business
- 73.506 Visitors
- 200 International exhibitors (Argentina, Belgium, Chile, China, Spain, United States, France, Italy, Portugal, Turkey and Uruguay)
- 850 Exhibitors

## Sectors

- Advertising agencies
- Food
- Animal food and supplies
- Consulting and advisory
- Wholesale
- Automotive
- Poultry
- Beverages and dairy products
- Toys
- Cosmetics, perfumes and personal hygiene
- Distributor
- Publisher
- Fruits, vegetables and greens
- Software / Automation
- Financial
- Logistics / Importers / Exporters
- Industry / Machinery and Equipment
- Cleaning

## Highlighted exhibitors



## Industry data

- The food industry generated BRL 1.2 trillion in 2023, representing 10,8% of Brazil's GDP
- **Main food imports from Switzerland:** Roasted coffee and derivatives, beverages, chocolate, oils, fat and derivatives, animal feed, bakery and pastry products, sugar products and cheese

- Total amount in 2023: USD 135.861.226,00

Source: [www.abia.org.br](http://www.abia.org.br) | <https://comexstat.mdic.gov.br>

<https://apasshow.com>

# FENASAN

## Feira Nacional de Saneamento e Meio Ambiente

October, 2025

Location: Expo Center Norte

### At a glance

The largest sanitation event in Latin America is set to become even more significant in 2024. The event is organized by AESabesp, the Sabesp Engineers Association.

### Attendance and Public Profile

In 2023, the event gathered 280 companies from a range of countries, including China and Canada, and over 21.000 attendees, comprising students, experts and professionals from the sector. Over the course of the three-day event, the Technical Meeting welcomed 1.500 congress attendees, with professionals hailing from Germany, Colombia, Peru, and Vietnam, among other countries.

### Sectors

- Aerators / agitators / mixers
- Automation / control / measurement
- Pumps / dredge pumps
- Compressors
- Decanters
- Engineering
- Equipment and accessories
- Filters / filter membranes
- Waterproofing
- Wells
- Laboratory products
- Water treatment products
- Cooling systems
- Tanks
- Effluent / water / sewage treatment
- Pipes / fittings / hoses
- Valves

### Highlighted exhibitors



### Industry data

- The private sector operates in Brazil's sanitation sector exclusively or in partnership with public companies in 881 Brazilian cities. Since 2020, the number of municipalities served by private operators has increased by 203% in accordance with the legal framework
- In 2022, the private sector prevented 834 million m<sup>3</sup> of sewage from being discharged into the environment without treatment
- The number of contracts with the private sector has grown from 113 in 2014 to the current 194 in 2023

- Full concessions account for 72% of all contracts
- A further 11% of this amount is accounted for by PPPs

Source: Participation of the Private Sector in Sanitation (SINDCON).

<https://fenasan.com.br>



Photo: website photo gallery [fenasan.com.br](https://fenasan.com.br).



# Analítica Latin America

September 23-25, 2025  
Location: São Paulo Expo

## At a glance

It is the foremost gathering point for the analytical chemistry industry in Latin America, uniting professionals, companies, and organizations engaged in chemical, instrumental, laboratory, and quality control analysis. The event offers a valuable opportunity for the exhibition and demonstration of laboratory equipment, chemicals, analytical instrumentation, related services, and the latest technological advances and industry trends. It is also an important source of knowledge and business opportunities.

## Attendance and Public Profile

More than 9.700 visitors from all continents, among them 25,56% Analysts, 23,58% Management Level, 15,96% Specialist / Technician / Consultant, 12% C-Level, 6,44% Student and 6,34% Researcher / Teacher. There were more than 300 exhibitors in a business area of 18.000 m<sup>2</sup> in its last edition.

## Sectors

- Pharmaceuticals and cosmetics
- Chemicals, petrochemicals, gas and biofuels
- Water, sanitation and environment
- Food and beverages
- Biotechnology
- Agriculture and livestock
- Mining

## Highlighted exhibitors



## Industry data

- When all its segments are considered, the chemical industry had an estimated net turnover of US\$187 billion in 2022, which places Brazil in sixth place in the world
- In 2022, Brazil exported chemical products with a value of US\$14.8 billion and imported products with a value of US\$65 billion

Source: The Brazilian Chemical Industry Association (ABIQUM)  
<https://abiquim.org.br/industriaQuimica>

<https://home.analiticanet.com.br/>

# FIEE

## Feira Internacional da Indústria Elétrica, Eletrônica, Energia, Automação e Conectividade

July 22-25, 2025

Location: Expo Center Norte

### At a glance

It is the only trade fair in Brazil that presents equipment, products, solutions, and trends in electrical and electronic installations for all types of industries. With a market presence of over 60 years, the event spans four days, dedicated to facilitating business negotiations between companies in these segments and their primary buyers.

### Attendance and Public Profile

- The event attracted more than 31,000 qualified buyers from a diverse range of industries, including engineering, IT, and technical fields, hailing from 82 countries. These professionals engaged in international and national business rounds
- The event showcased over 400 brands

### Sectors

- Automotive
- Food and beverage
- Steel
- Agriculture
- Metallurgy
- Electronics
- Pulp and paper
- Aviation
- Government
- Consumer goods
- Energy
- Construction and other industries

### Attendance and Public Profile



### Industry data

- In 2024, the Inter-American Development Bank (IDB) approved a US\$100 million loan to expand connectivity and fixed broadband in Brazil
  - FIEE 2023 reached R\$2.4 billion in business
- <https://www.fiee.com.br/pt-br.html>
- In the first half of 2024, sales of electronic products increased by 34% in Brazil

## At a glance

The main international technology exhibition for the pharmaceutical industry, the primary meeting point for this sector in Latin America, and a gateway for companies to establish business beyond the country's borders, FCE Pharma is the ideal venue for business leaders to meet and boost various sectors of the economy. Held simultaneously with FCE Cosmetique, this comprehensive event for the sector is the go-to destination for professionals in the industry.

## Attendance and Public Profile

Over 600 exhibiting brands and 21.500 qualified visitors.

## Sectors

- Aerosol
- Automation
- Biotechnology
- Packaging
- Bottling
- Laboratory equipment
- IFA
- Chemical reagents and supplies
- Logistics and storage
- Machinery and equipment
- Microbiology
- Laboratory materials
- Raw materials
- Nanotechnology
- Labels
- Services
- Supplements and nutraceuticals
- Technology
- Water and effluent treatment
- Valve
- Chinese pavilion

## Highlighted exhibitors



## Industry data

- The Brazilian pharmaceutical market generated R\$106.78 billion in 2022, representing approximately 2% of the global market
- In 2022, pharmaceutical industry exports totaled US\$713 million, representing a growth of 45,7% compared to 2021
- Imports of pharmaceutical products in general reached US\$7.1 billion

- The pharmaceutical industry in Brazil generates more than 91 thousand direct jobs

Source: The 2023 Report on the Pharmaceutical Industry and Related Sector Aspects (SINDUSFARMA)

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

## At a glance

This is the most comprehensive trade show in the civil construction and architecture sector in Latin America. It provides industry professionals with a valuable opportunity to stay up-to-date with the latest knowledge, trends, technologies, and products. It also facilitates networking with key players in the industry and the potential for closing significant deals for their companies.







## Attendance and Public Profile

- The event attracted over 102.500 visitors and generated 480,000 qualified leads through its digital tools, with buyers from all states in Brazil and 16 other countries
- Over 1.000 exhibiting brands

## Sectors

- Finishes: decoration; coating; paints; metals; kitchen and bathroom fixtures and fittings; locks, hardware and padlocks
- Installations: heating and cooling; plumbing; electrical; lighting; automation and security; professional services and IT; transport and logistics
- External: doors, windows and accessories; external area and leisure; roof, covering and facade
- Structures: construction systems; construction tools; foundation and structure; construction machinery and equipment

## Highlighted exhibitors

 ArcelorMittal	 ASSA ABLOY	 BOSCH	 BOSTIK	 eucatex
 Henkel	 Makita	 MC BE SURE. BUILD SURE.	 quartzolit qualidade construindo bem-estar	 TEK BOND

## Industry data

- The Brazilian Chamber of the Construction Industry (CBIC) forecasts a 2,3% growth in the segment's GDP in 2024
- In 2022, construction companies generated a net revenue of 429 billion
- By 2024, the sector is expected to employ 2.829 million direct workers

Source: AGÊNCIA CBIC < <https://cbic.org.br/cbic-revisa-para-23-projecao-de-crescimento-da-construcao-em-2024/> > e IBGE < <https://www.ibge.gov.br/estatisticas/economicas/industria/9018-pesquisa-anual-da-industria-da-construcao.html> >

<https://www.feicon.com.br/pt-br.html>

# EXPOSIBRAM

## Expo & Congresso Brasileiro de Mineração

September 2025  
Location: Salvador (BA)

### At a glance

Considered one of the most important mining events in Latin America, it is held annually by IBRAM, with the participation of the main entities related to the mineral sector. Composed of simultaneous Magna sessions and thematic panels, creating a rich and high-level forum for sharing knowledge, experiences and visions of the future among participants.

### Attendance and Public Profile

- The event attracted over 60.000 visitors in 2023, including CEOs and other executives and professionals from the global mining industry, businesspeople from the mining supply chain and other sectors, and national and foreign authorities
- The 22 mining companies that participated in the Business Roundtable of the Brazilian Mining Expo & Congress (EXPOSIBRAM 2023) generated expected business worth R\$1.5 billion
- The Expo covered 13.000 m<sup>2</sup> and included more than 450 exhibitors

### Sectors

- Mining companies
- Suppliers of mining products and services
- Logistics
- Solutions for the mining industry

### Highlighted exhibitors

### Industry data

- In 2023, the mining sector generated revenue of R\$ 248 billion
- In the first quarter of 2024, the sector recorded a 25% increase in revenue compared to the same period in 2023, reaching R\$ 68 billion (excluding oil and gas)
- Brazilian mineral exports reached US\$10.9 billion in the first quarter of 2024, an 18% increase
- The mineral sector's surplus corresponds to 47% of the Brazilian trade balance surplus in the aforementioned period, totaling US\$8.9 billion

## At a glance

It is the most comprehensive and specialized healthcare sector fair in Brazil and Latin America. It provides a comprehensive platform for national and international manufacturers and distributors of medtech, healthcare equipment, and consumer goods, as well as hospital management, training, and education services. The event is aimed at healthcare professionals from Brazil and Latin America, including doctors, hospital management, suppliers, nursing, rehabilitation, diagnostic centres and laboratories. The objective of the fair is to provide information on the latest products, equipment, and technologies.











## Attendance and Public Profile

- 50.000 unique visitors
- 80.000 professional attendees
- 1.200 exhibiting brands
- 27 exhibiting countries
- 80 visiting countries

## Sectors

- Equipment
- Rescue and removal
- Technology
- Facilities
- Rehabilitation
- Diagnostics and laboratories
- Consumables and orthopedics
- International Pavilion

## Highlighted exhibitors

## Industry data

- Brazil has 4.599 private hospitals, most of which are located in the Southeast region (1.910), followed by the Northeast region (1.048) and the South region (862), with a concentration in São Paulo and Minas Gerais
- Brazil has 264.643 beds in private hospitals

- In 2023, Brazil's health sector expenditures represented 9% of the country's GDP, which corresponds to R\$977.26 billion, of which 40,85% came from public resources and 59,15% from private resources

Source: Report 'Hospital Scenario in Brazil 2024' (Brazilian Hospital Federation – FBH) and Report 'Observatory 2024' (ANAHP)



Swiss pavilion at the HOSPITALAR fair.

## At a glance

It is the primary business-generating channel and the most comprehensive platform for national and international product launches in the retail, food service, food service, and hospitality sectors. This is an invaluable opportunity for business owners and F&B professionals to evaluate new suppliers, participate in attractions, watch presentations by experts, and learn about the major global trends in food and beverage.

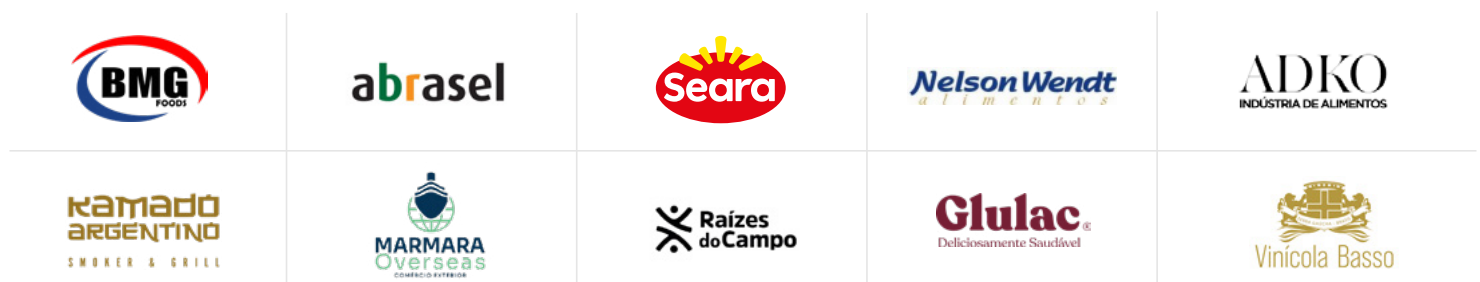
## Attendance and Public Profile

- More than 15 thousand visitors from 33 different countries
- More than 500 exhibition stands from 23 different countries and all Brazilian states
- Visitor profile:
  - 28% food service | 26% supermarket retailer
  - 13% distributor and wholesaler | 8% importer
  - 9% hotel industry | 6% group meals
  - 6% F&B industry | 4% others

## Sectors

- Agrifoods
- Dairy
- Food Service
- Sweets & Snacks
- Fine foods
- Organic
- Drinks & Hoot Beverages

## Highlighted exhibitors



## Industry data

- The food industry generated BRL 1.2 trillion in 2023, representing 10,8% of Brazil's GDP

- Main food imports from Switzerland:
    - Roasted coffee and derivatives, beverages, chocolate, oils, fat and derivatives, animal food, bakery and pastry products, sugar products and cheese
- Total amount in 2023: USD 135.861.226,00

Source: [www.abia.org.br](http://www.abia.org.br) (Brazilian Food Industry Association)  
<https://comexstat.mdic.gov.br> (official Brazilian government statistics)

<https://anuga-brazil.com.br/>



## Are you interested in participating in trade fairs in Brazil?

**SWISSCAM can assist you in maximizing your presence at the most important events in your sector.**

We offer a range of stand organization and space rental options at the Swiss Pavilion, which aims to strengthen the “Switzerland” brand, which is synonymous with quality and innovation, in various segments of the industry.

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