



Simultaneous event



FISPAL
TECNOLOGIA

TECNO CARNE

www.tecnocarne.com.br

POSTSHOW

REPORT

2024

TECNO CARNE

Simultaneous event



TecnoCarne, held from June, 18th to 21st, at São Paulo Expo, SP, Brazil, was a milestone for the Meat and Protein industry.

**CHECK OUT BELOW
THE RESULT OF THIS
GREAT SUCCESS!**

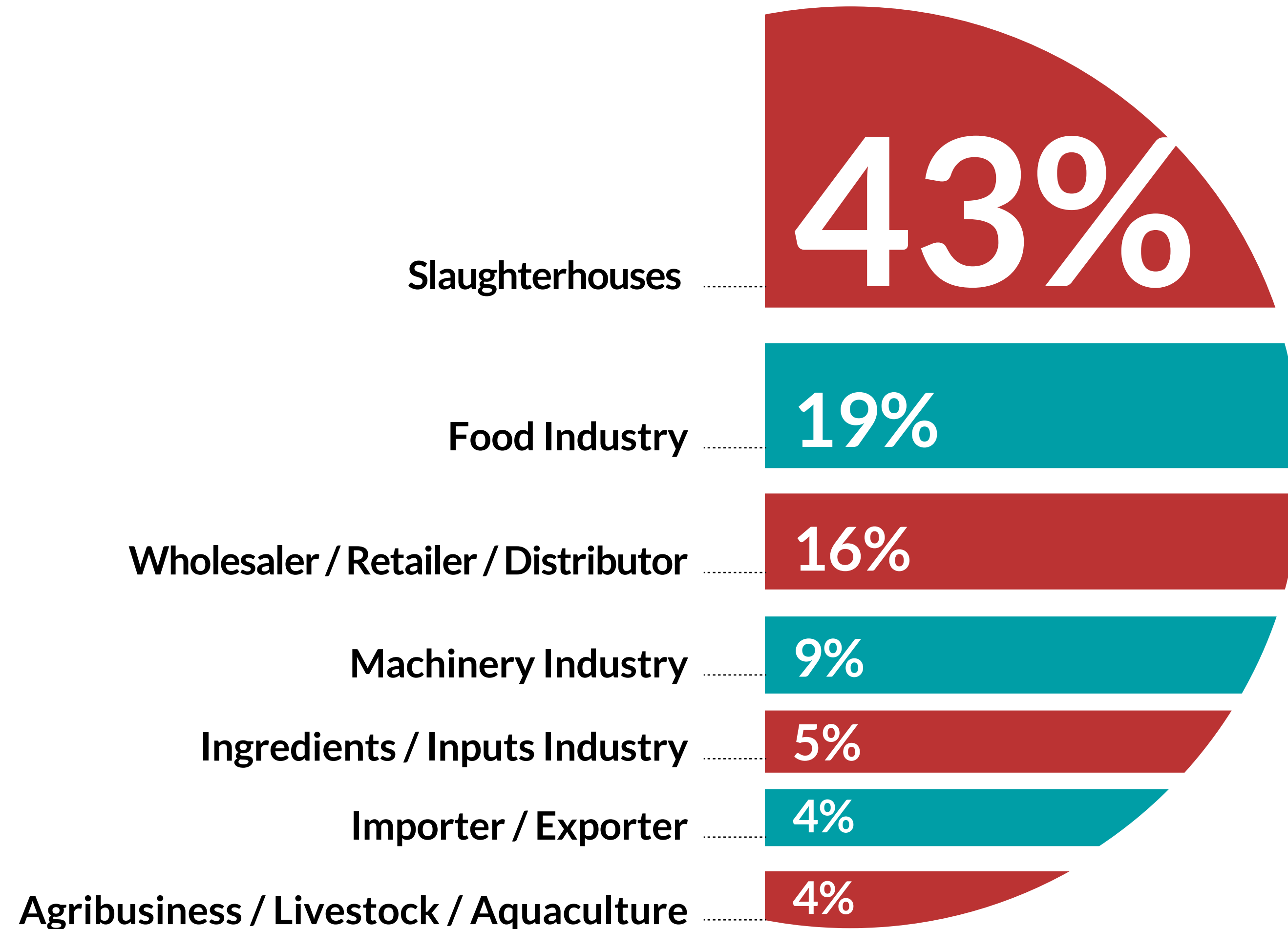


BIG NUMBERS

All segments are at TecnoCarne!



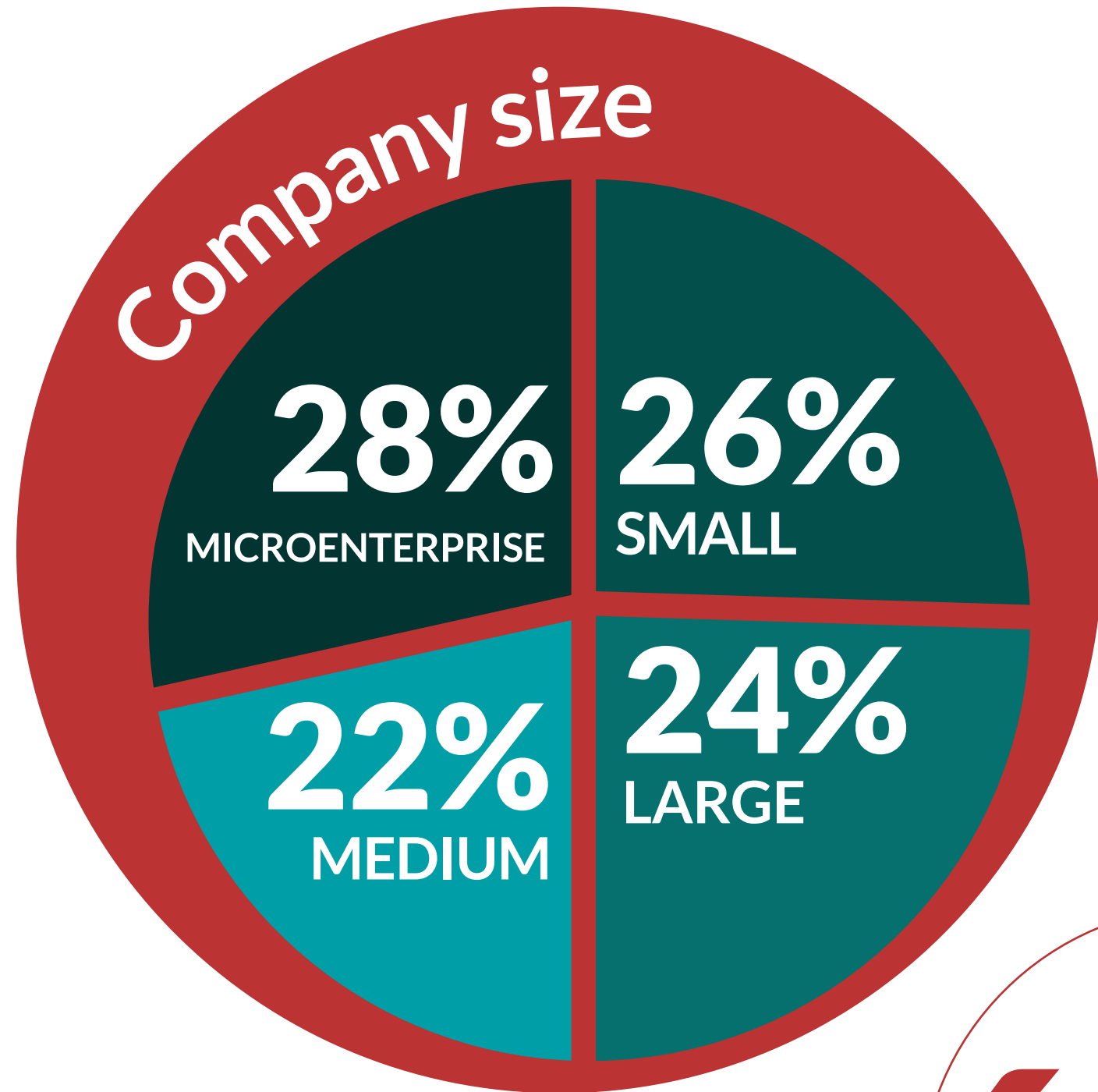
46,000+ attendees*



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

VISITOR PROFILE

QUALIFIED VISITATION



85%
OF VISITORS ARE BUYERS OR INFLUENCE THE PURCHASE

65%
HAVE A HIGH-LEVEL POSITION

POSITION

CEO / President / Director Owner / Partner / Manager	51%
Coordinator / Supervisor	9%
Consultant	8%
Representative	7%
Analyst / Assistant	7%
Student	6%
Buyer	6%
Engineer	4%
Butcher	2%



PROFESSIONALS FROM ALL REGIONS OF BRAZIL



Visitation with international scope

INTERNATIONAL PRESENCE

MORE THAN



Highlight SOUTH AMERICAN Countries



Argentina



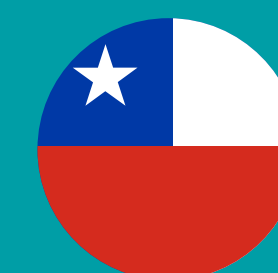
Uruguay



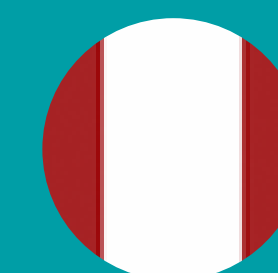
Bolivia



Paraguay



Chile

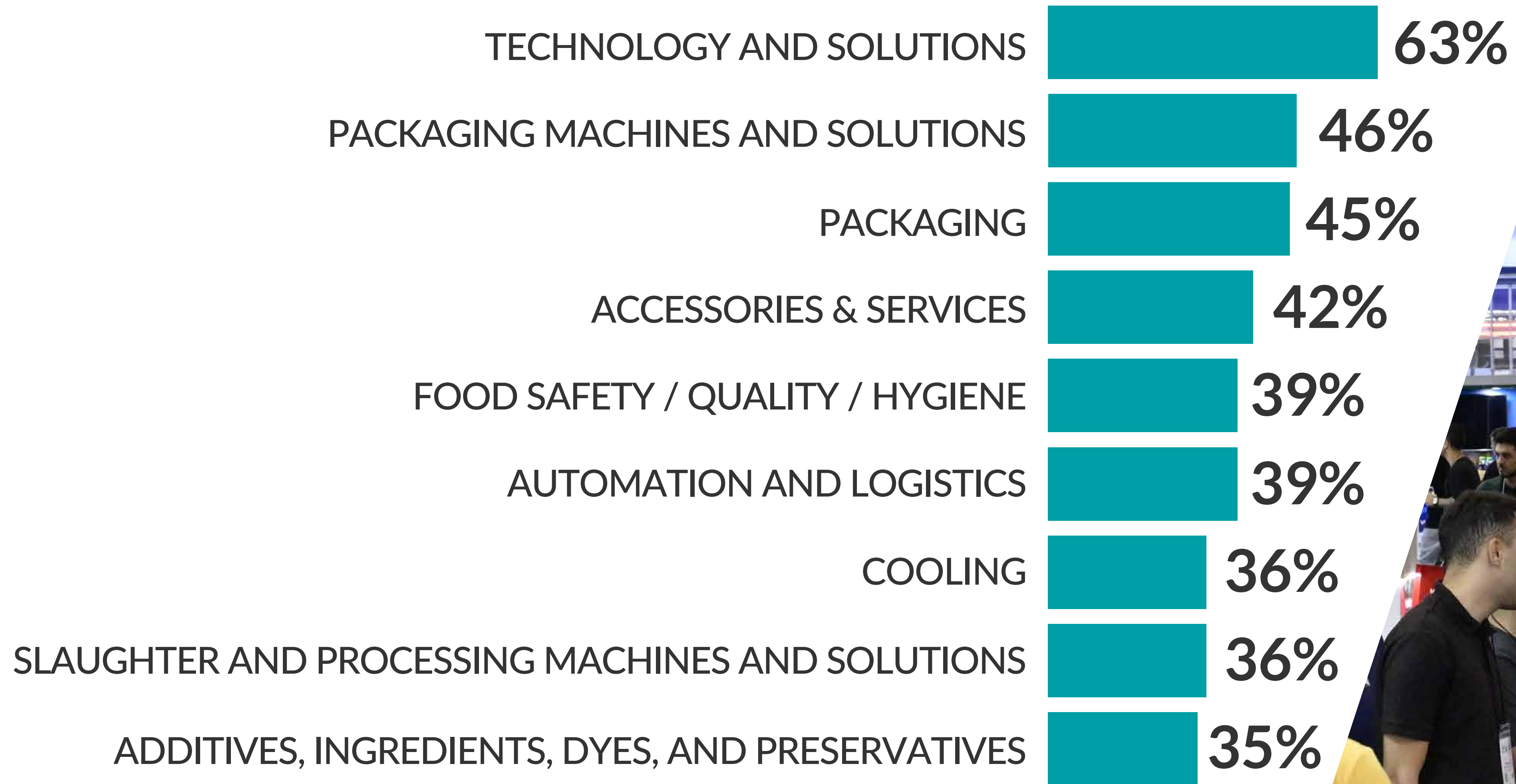


Peru



Colombia

WHAT ARE VISITORS LOOKING FOR*?



*Multiple choice question for the visitor.



ATTRACTIONS AND EXPERIENCES

TecnoCarne had special attractions always focused on the profile of each visitor.

Big names have been part of our arenas and brought participants the latest trends in content and the most promising advances in the sector that are shaping the protein and meatpacking industry.



+ 130 hours
of content



+ 8 parallel attractions*

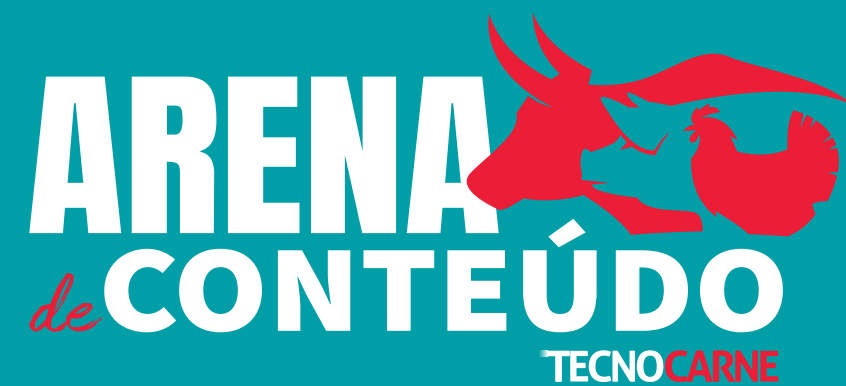
*Fispal Tecnologia and TecnoCarne Attractions



+ 100 speakers



+ 9,000 visitors
attended the content
and experiences events



Content Arena

+350 PARTICIPANTS

3 days with themes relevant to the market of the protein and meatpacking industries.

- Innovation Forum
- ESG Forum
- Frigorífico Legal



Legal Slaughterhouses

Lara Bonfim, a technical consultant in the areas of animal welfare and quality control in slaughterhouses, discussed the application of legal criteria and new regulatory requirements for animal welfare, slaughter, and other aspects, in a practical and safe way, in slaughterhouses.



VITRINE da Carne

Cortes
+ Ingredientes

Meat Showcase

+790 PARTICIPANTS

The attraction focused its attention on two crucial sectors for the meatpacking industry: ingredients and meat cutting techniques.

Companies specializing in ingredients, solutions to improve quality and ensure food safety and prolong meat storage.

Presentations with meat cutting specialist **Marcelo Bolinha** and tasting with dishes prepared by ex-Masterchef **Manoela Lebron**.





Jornada do FRIGORÍFICO

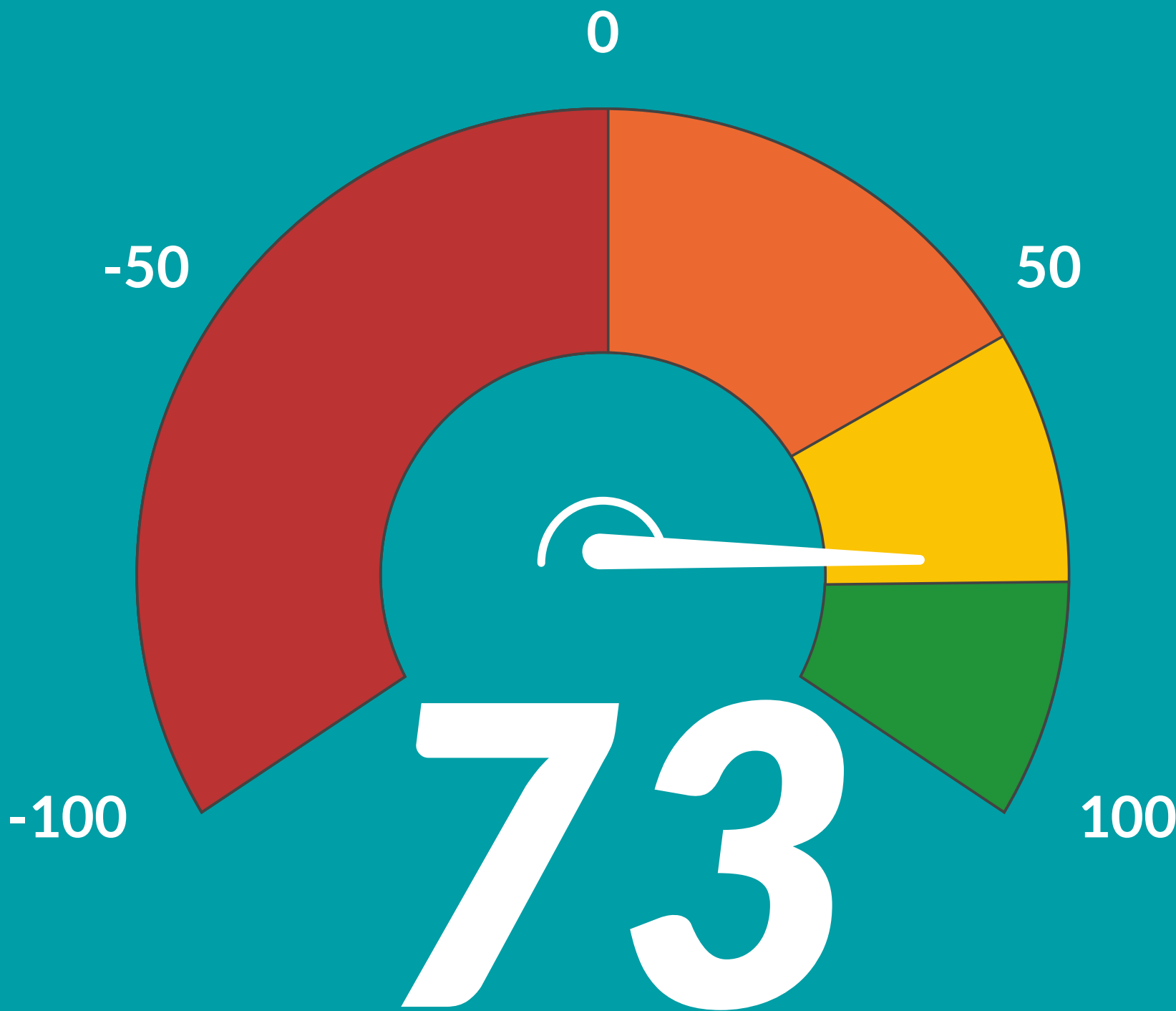
Slaughterhouses Tour



The project encouraged the visitation of small industries and slaughterhouses, with special communication on the Pocket Map indicating the exhibitors who have solutions for this visitor profile.

EXHIBITORS

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



LEVEL OF EXCELLENCE

73 NPS – Net Promoter Score
Satisfaction level of the exhibitor survey

97%
are satisfied or extremely satisfied with the overall event

87%
are satisfied with the quality of the visitation

86%
attend the event to prospect and close new deals

82%
of exhibitors are interested in exhibiting in the 2026 edition

68%
closed deals during the event

THOSE WHO PARTICIPATE, GUARANTEE SUCCESS!



We are really enjoying the event, the organization is to be congratulated. We have been exhibiting at TecnoCarne for many years and for us it is the most important fair in our sector. So being here in São Paulo, where it brings the biggest clients and the biggest players in the meat industry, is super important.

EDSON BITTENCOURT - BETTCHER 



We've been coming to TecnoCarne for a long time. Handtmann is a market leader in the meat industry, in the area of cold cuts. The fair is very important to us. We can more clearly present solutions to the client where they can make products with cost, benefit, process automation, in short, all the technology. We bring to this fair the best in the international market. Very good visitation, very qualified. We had many visits from clients with potential projects, visits from clients seeking these solutions.

MAORICY RODRIGUES - HANDTMANN 



TecnoCarne 2024 is very good. Since the first days we have been very busy, have clients. It is an event with a great reputation in the Brazilian market and for our market, especially meat-producing clients. That's why we made the decision to participate again this year, after having already participated last year.

FABIANO BABICHI - INCOMAF 

THOSE WHO PARTICIPATE, GUARANTEE SUCCESS!




TecnoCarne is the most important fair we have in Brazil for our segment. The main focus of our activity is on protein, meat, poultry, fish. So it is very important for us to participate in the fair. This year we managed to sell a lot of equipment and it was worth the investment, for sure.

MICHEL TESCHNER - MULTIVAC 



The protein market for us is one of the main markets, for the whole world, and here in Brazil mainly. So being present at such an event that is so remarkable for the sector is essential to connect with all visitors. The fair this year had a very important increase, both in exhibitors and in the mix of offers for visitors, this undoubtedly reflects an increase in visitors. The importance of TecnoCarne is to foster our largest market, our largest business in Brazil.

JOSÉ SEGOVIA - ULMA 

THOSE WHO PARTICIPATE, GUARANTEE SUCCESS!



The animal protein segment this year has grown a lot, so the importance of TecnoCarne for us is fundamental. That's why we decided to exhibit. It is very important because it is the opportunity to be able to have contact with clients, present the launches and news. Everyone is together in the same place.

EDUARDO LOURENÇO - VEMAG 



Viscofan, the leader in sustainable wrapping. Globally we have a 42% global market share, and in South America we have even more. For us, TecnoCarne is the most important fair in all of South America. It is a reference, we have to be there. We are the largest company and we have to be at the most important fair, and this year we are very happy because we have had a very important influx of visitors. I think it has been the best edition we have ever had. TecnoCarne is a fair that is in the top two, top three worldwide. The organization is excellent, the influx of people is excellent, the lectures are very good, and it is very well organized. It is very top-notch and the best without a doubt in South America.

JUAN ROLDAN - VISCOFAN 

VISITORS

The event that brings together the entire production chain of the protein and meatpacking industry.

88%

Are **SATISFIED** or **EXTREMELY SATISFIED** with the overall event

87%

INTEND to **RETURN** to the next edition

70%

CONSIDER THE BEST EVENT in the industry

60%

PARTICIPATE IN TECNOCARNE FOR PROFESSIONAL UPDATE AND TO KNOW THE MARKET TRENDS



MARKET APPROVED EVENT



Here at TecnoCarne we have contact with the entire industry, producers, and we know all the new technology that involves the meat industry.

GABRIEL GARCIA - ABCZ



The grid of courses and lectures, I'm really enjoying it. I found the automation part very interesting too, it was what caught my attention a lot. For me, TecnoCarne has become a fundamental fair.

ADAUTO PINHEIRO - DUAS RODAS



Today I believe that all companies seek the best profitability, labor cost reduction, or process optimization, and here at TecnoCarne you will be able to find all kinds of improvements to your process.

FERNANDO VALIATI - FRIGORÍFICO FRIELLA



MARKET APPROVED EVENT



Coming to TecnoCarne is very important because I think all the big players in the sectors are here.

LEANDRO CURY - MINERVA FOODS 



It is the largest fair in the area, in the segment, it is the main event, and here are the largest suppliers and some of our partners as well. So this is where we will find what is happening in the market, in the area, and in our industry.

HENRIQUE HADDAD - JBS 



TecnoCarne is an event that allows the meeting of companies, slaughterhouses, professionals working in the meatpacking industry, with the large suppliers of equipment and all materials, inputs, that we operate in the meatpacking industry. So it is a meeting point for the entire chain of the meatpacking industry.

LARA MACÊDO BONFIM - LARA BONFIM CONSULTORIA



PLATAFORMA DIGITAL FISPAL TEC

Check out the numbers of our audience during the 365 days of the year:



- +62 THOUSAND TOTAL USERS ON THE PLATFORM
- 9,100 + ACTIVE USERS

MOST ACCESSED PAGES:

- CONNECT
- EXHIBITORS
- PRODUCTS



CLICK HERE



*DATA FROM JULY 1, 2023, TO AUGUST 5, 2024

DIGITAL RESULTS

SOCIAL MEDIA

WWW.TECNOCARNE.COM.BR

106,386
WEBSITE VISITS
159,549
PAGE VIEWS



FOOD
CONNECTION

Content Portal that unites the food industry and creates connections.

Share information to transform our tomorrow and promote business across the whole food and beverage industry chain.

900 + publications



11,000
FOLLOWERS



9,581
FOLLOWERS



2.000
FOLLOWERS



453
SUBSCRIBES



391
SUBSCRIBES

*DATA FROM JULY 1, 2023, TO AUGUST 5, 2024

SUSTAINABILITY SLIDE

In 2024, TecnoCarne further strengthened its commitment to sustainability.

Check out the social and sustainability actions we carry out together with the goals defined by the **UN's Sustainable Development Goals**.

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





Content on environmental, social responsibility, inclusion and diversity in events parallel to the fair.



The organization of the event encouraged visitors to bring food, which was donated to Safrater's Cuida Alimenta project.



We offer free transfers from the Santos Imigrantes subway and Shopping Plaza Sul to the pavilion, in order to decrease the amount of CO generated. We also encourage carpooling among visitors.

Espaço Bem-Estar ✨

Space for the visitor to rest and recharge. We offer hydration points next to the fair's restrooms. The massage service to visitors had part of the income reverted to Safrater. We encourage healthy eating by offering a food court with a diversity of options, including vegan and vegetarian meals during the event.



Program that aims to achieve zero waste from stands by 2030. The initiative encourages exhibiting companies to abandon the use of disposable (single-use) stands and prioritize the use of reusable structures. By making their stands sustainable, assembly companies and exhibitors were recognized with the Bronze, Silver, and Gold seals.



Institute that works in the prevention and promotion of the health of people with intellectual disabilities, Autism Spectrum Disorder (ASD), and rare diseases through the Nota Fiscal Paulista project.

Check out all the sustainability actions on the website:

www.tecnocarne.com.br

MEDIA COVERAGE



TecnoCarne had repercussions in the main specialized media of the A&B market, industry, agro, retail, logistics, regional newspapers, and the Mainstream Media.

Total of **1,316 publications**

4,747,583 AUDIENCE REACHED*

The audience won through the publications would mean an investment of **BRL 7,455,345.40** in media.

*RESULT FROM APRIL TO JUNE 2024 (FISPAL TECNOLOGIA AND TECNOCARNE)

CHECK OUT THE 2024 EDITION



PHOTO
SESSION



WATCH THE VIDEO OF THE EDITION

2024

TECNO CARNE

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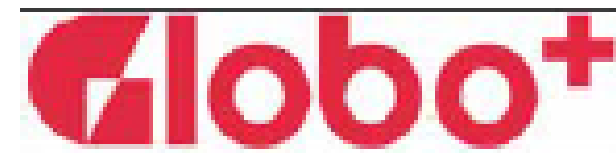
MEDIA PARTNERS



ABEA-SP



CarneTec



Pack



Our journey continues 365 days a year
on the **Fispal Tec Digital Platform!**

TECNO CARNE

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in 2026!*

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Promotion and Organization



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