



Tecnocarne
by informa...



POST SHOW

REPORT 2026

PROMOTION AND ORGANIZATION:





Simultaneous event:



The 19th edition of TecnoCarne cemented the event's status as the leading technology showcase for the meat industry in Latin America. Held simultaneously with Fispal Tecnologia, the trade show showcased the most advanced solutions for the entire production chain—from processing to packaging, refrigeration, automation, ingredients, logistics, and industrial management.

+ 48,000
visitors

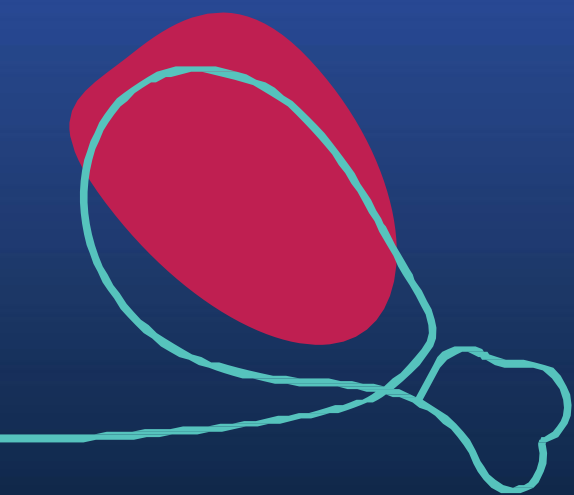
58,000 m²
of exhibition space

+ 500
exhibitors from
16 countries

40%
new exhibitors

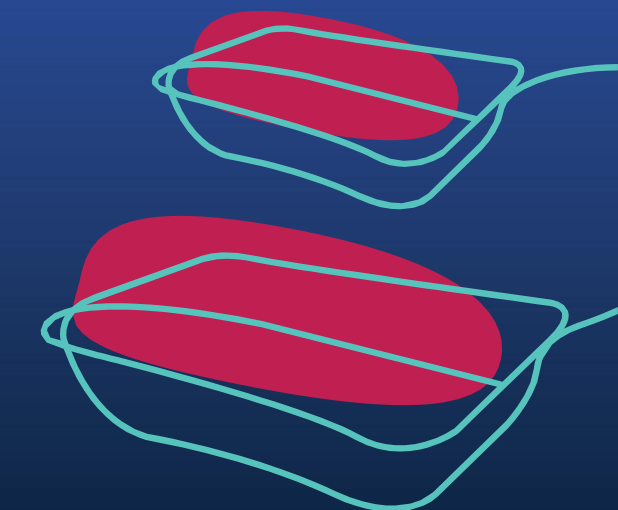


**CHECK OUT THE HIGHLIGHTS AND
STATISTICS OF THIS HUGE SUCCESS!**

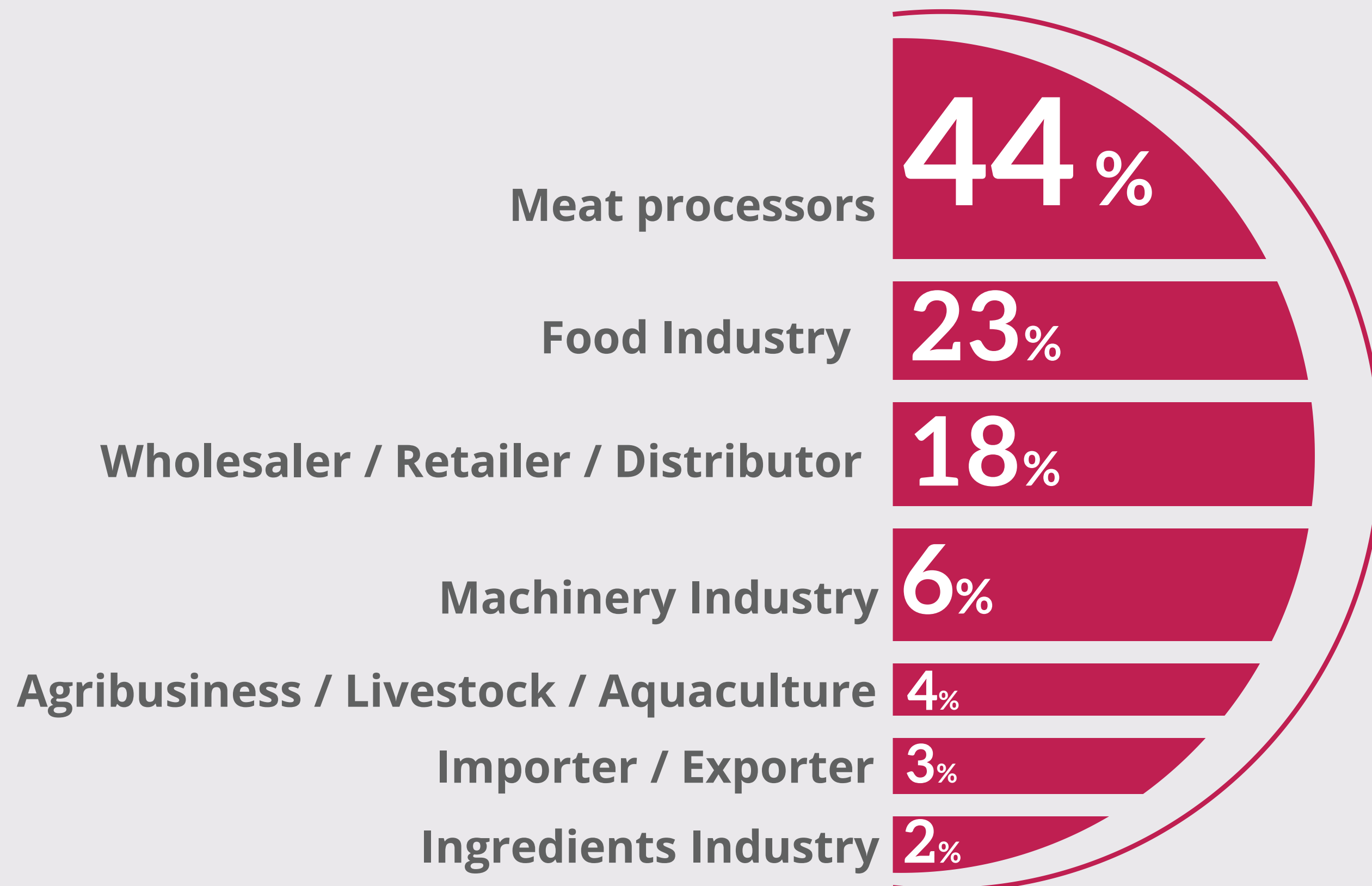


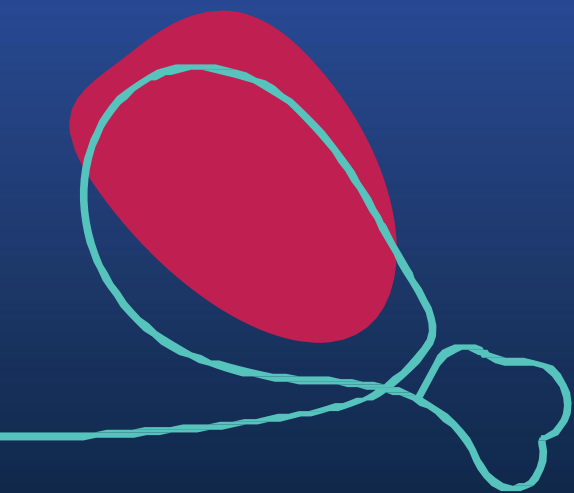
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VISITOR PROFILE



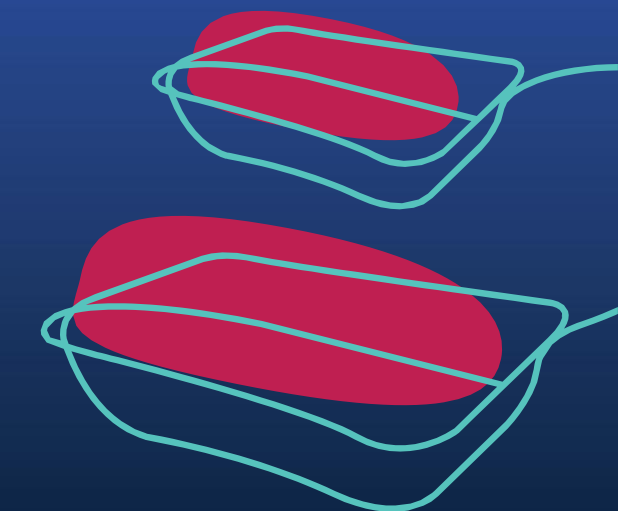
THE OFFICIAL
MEETING PLACE
FOR THE
REFRIGERATION
INDUSTRY





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VISITOR PROFILE



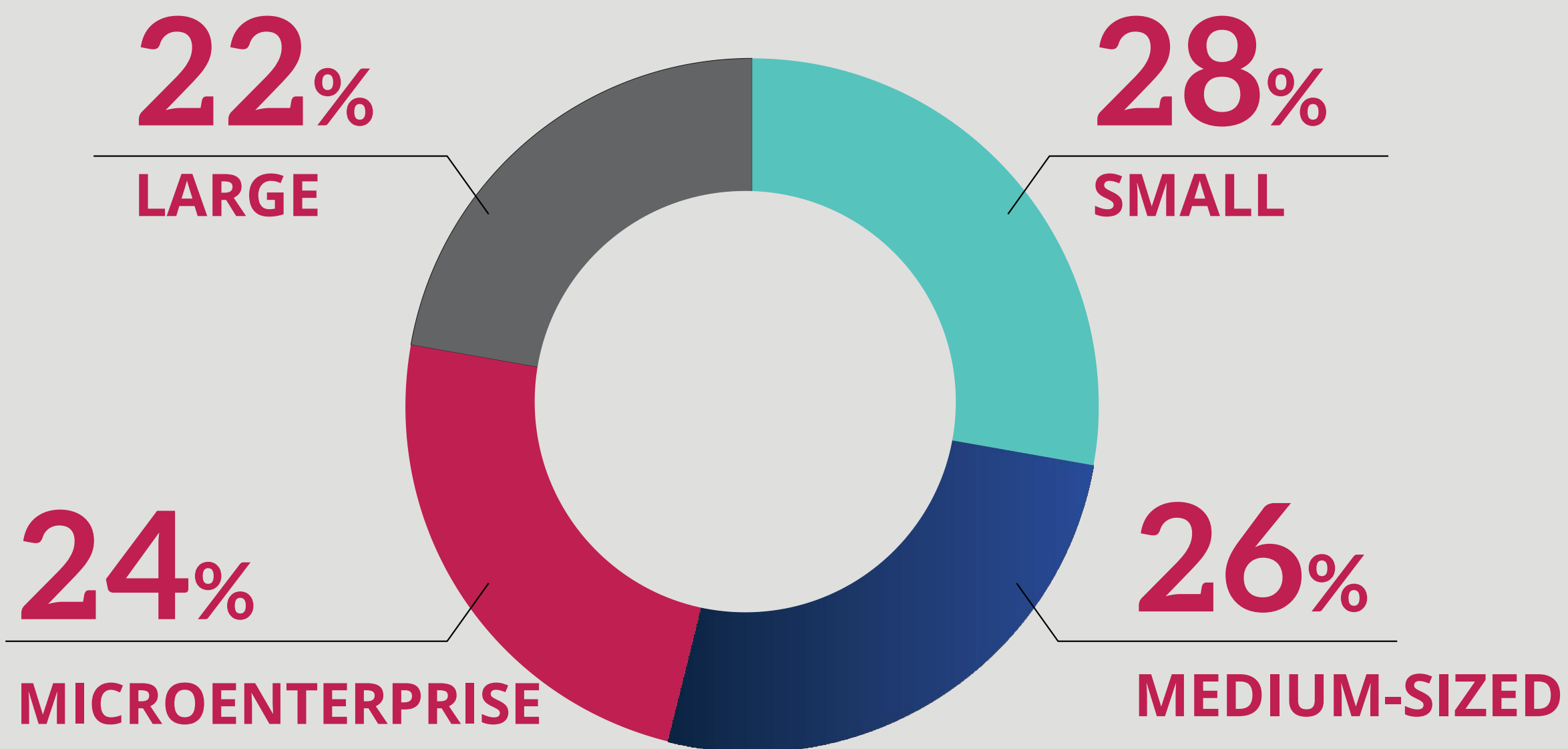
QUALIFIED VISITORS

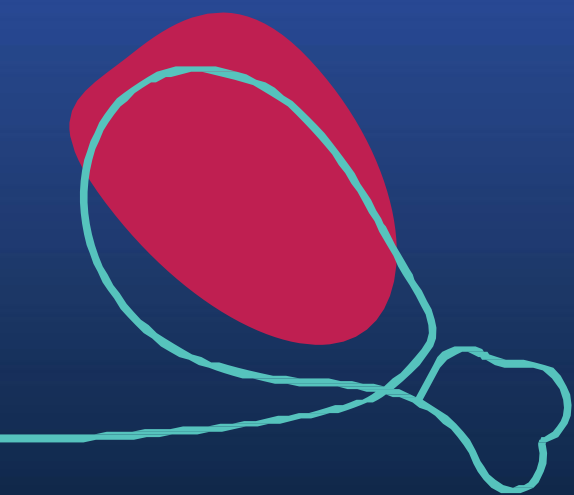


89%

of visitors are
buyers or influence
purchasing decisions

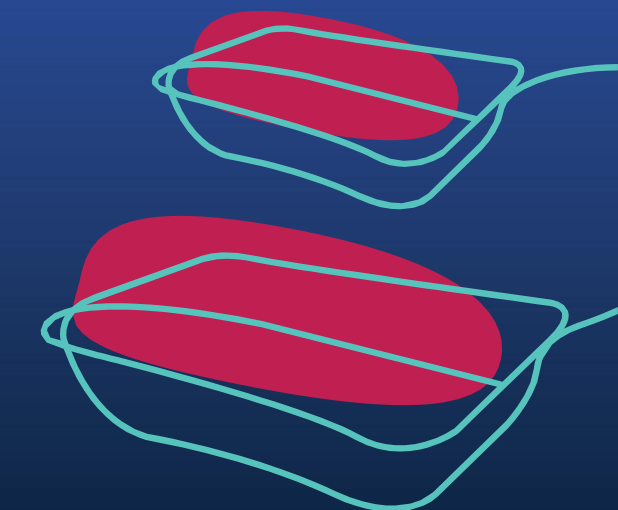
COMPANY SIZE





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VISITOR PROFILE



POSITION

CEO / President / Director / Owner / Manager	58%
Coordinator / Supervisor	12%
Analyst / Assistant	10%
Technician / Engineer	8%
Representative	5%
Consultant	4%
Other	4%





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VISITOR PROFILE

**Professionals
from all
regions of
Brazil**

2%
North

4%
Central
-West

5 %
Northeast

78 %
Southeast

11%
South

Visitors from around the world



11 countries

With a focus on South American countries:



Argentina



Uruguay



Bolivia



Paraguay



Chile



Peru



Colombia



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VISITOR PROFILE

What visitors are looking for*



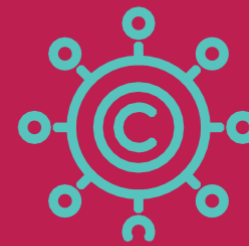
*Multiple-choice question for visitors



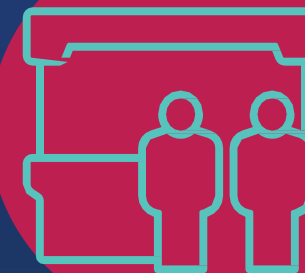
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ATTRACTIONS AND EXPERIENCES

TecnoCarne 2026 went far beyond the exhibition area. With a strategic and diverse program, the event offered exclusive experiences where leading figures in the sector shared their knowledge, trends, and the advancements that are shaping the future of the protein and meat processing industries.



**+ 40 hours of
content**



**8 side
attractions***



**+ 1,300 visitors participated
in the content and
experiential events**



**+ 80
speakers**

**Attractions of TecnoCarne + Fispal Tecnologia*





Arena de Conteúdo Tecnocarne

Over the course of three days, renowned experts and industry leaders discussed the most strategic topics for development and innovation in the protein industry, offering participants essential insights into the trends that are shaping the sector's future.

**+ 75
PARTICIPANTS**

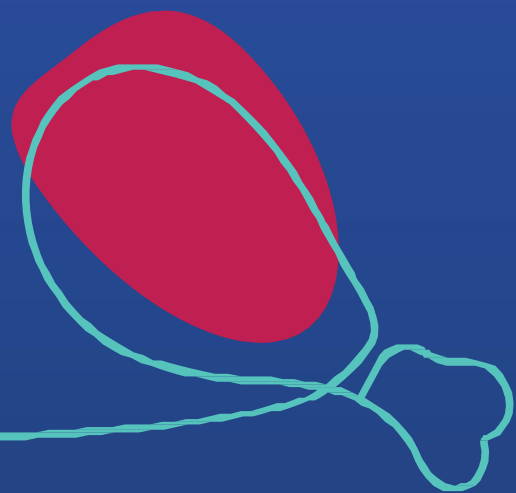


A dedicated section on the essential pillars of the meat-processing industry: **regulation, animal welfare and sustainability.**

The Frigorífico Legal event, held as part of the Content Arena, brought together industry professionals to discuss responsible and innovative practices that contribute to the adaptation and evolution of meat-processing plants.

Curated by Lara Macêdo Bonfim, a technical consultant with over 22 years of experience and a national authority on animal welfare and quality control.

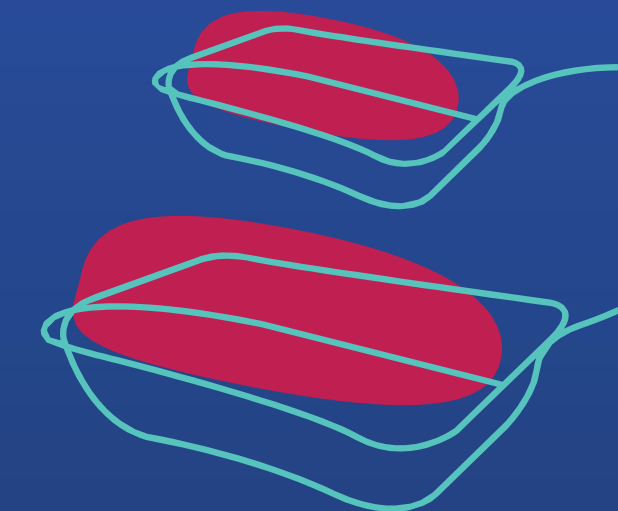




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Vitrine da Carne

Corte+ Ingredientes



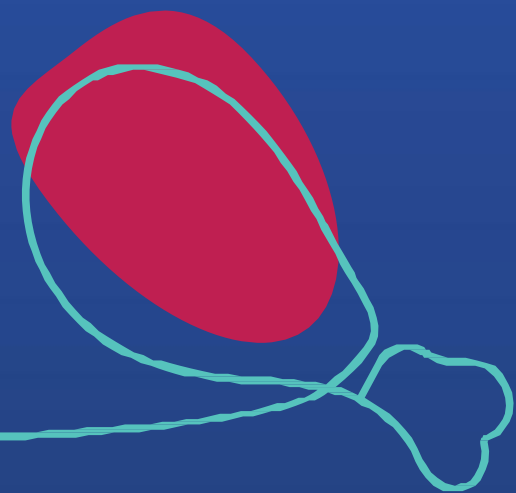
During the three-day event, participants watched exclusive demonstrations of cuts for beef, poultry, and pork, and learned about **innovative ingredients that are transforming the market.**

Presentation of **Marcelo Bolinha**, a meat expert with over 30 years of experience.

Tasting sessions with **Chef Manoela Lebron**, a MasterChef alum.

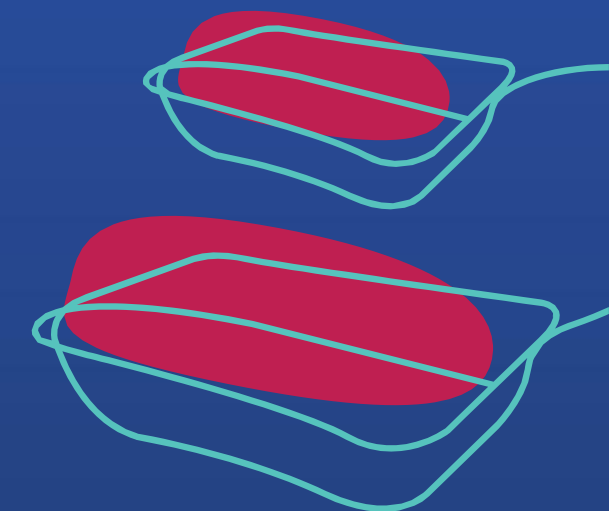


+ 175
PARTICIPANTS



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Jornada do Frigorífico

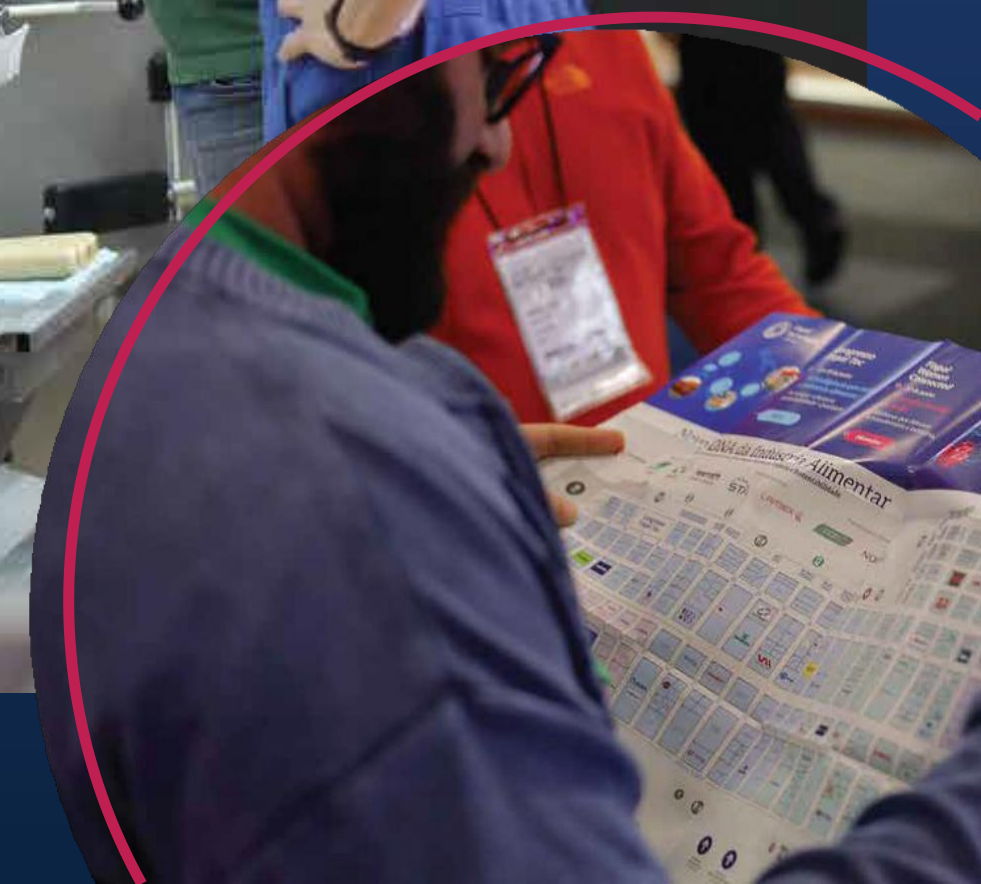


Jornada do Frigorífico was a **unique event** that connected visitors with the best **solutions for the animal protein industry.**

As part of the concurrent TecnoCarne and Fispal Tecnologia trade shows, the initiative gathered

MORE than **90** exhibitors

specializing in equipment, technologies, and solutions for meat-packing plants and animal protein processing.



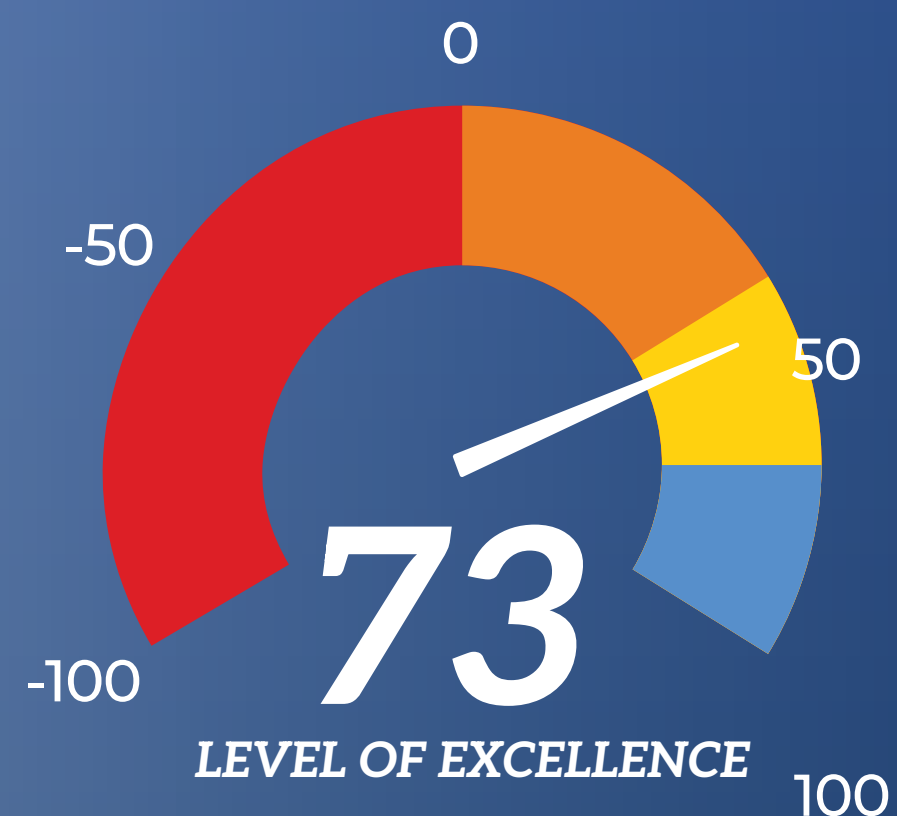


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LEVEL OF EXCELLENCE

THE OFFICIAL MEETING PLACE FOR THE REFRIGERATION INDUSTRY

**Survey
results on
exhibitor
satisfaction**



VISITORS

80% are satisfied with their participation in the event

87% are satisfied with the quality of the exhibitors

97% plan to return for the next edition

EXHIBITORS

97% are satisfied with the event overall

97% are satisfied with the quality of the visitors

98% are interested in exhibiting at the 2027 edition





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SUCCESS IN THE WORDS OF THOSE WHO TOOK PART

Exhibitor Testimonials

GUARANTEED RETURN ON INVESTMENT

“We generated some good leads, with the potential to attract new customers based on the contacts we made with the companies visiting the trade show. We also made contact with exhibitors who are—or who are emerging as—potential clients of ours. We'll be back.”

Fabrizio Di Girolamo
Co-Owner
Pulit Embalagens





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Exhibitor Testimonials

GUARANTEED RETURN ON INVESTMENT



“It was really great to participate in TecnoCarne. Our background is in the beverage industry, but we chose the meat sector because we’ve entered the segment of X-ray technology for detecting contaminants. And it was the right choice. We made many contacts that will lead to great business opportunities in the near future. We’ll be back next year.”

**Élcio Tobias – Sales Manager -
BRBull Technology**

“We’re already negotiating our participation for next year, since the trade show went very well for us and exceeded our expectations. We closed a few deals and have others in the works. In addition, we also had several companies visiting us for the first time, and they’re likely to become our customers.”

**Fernando Tomazotto - Commercial
Director
Rotec Industrial**



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Exhibitor Testimonials

GUARANTEED RETURN ON INVESTMENT

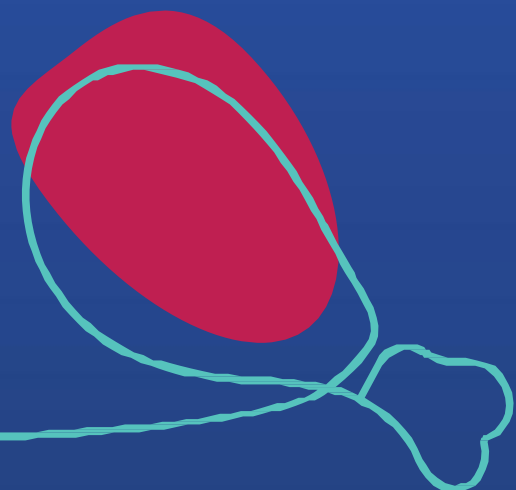


"This was our first year at the trade show, and it went very well. We had a large number of customers visit us, as well as new companies from Minas Gerais, Goiás, and also from South America, such as Chile, Argentina, and Paraguay. We haven't closed any deals 100%, but there are many negotiations that are 90% complete and should be finalized soon. We'll be back in 2027."

**Altevir Scapim – Director
VS Máquinas**

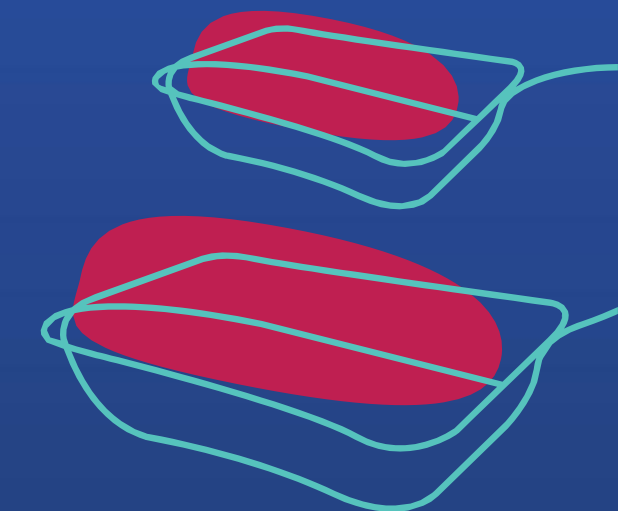
"We've seen good results, with the start of several project negotiations that will be finalized in the coming months. We've had a lot of people reach out to us to learn about our work. That encourages us to come back next year."

**Tiago Destro - Business Analyst
Ishida**



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Visitor Testimonials

EVENT APPROVED BY THE MARKET



"We process cattle and sell meat throughout Brazil. TecnoCarne is a great place to see equipment, new products, and the best technology on the market. Congratulations to the trade show organizers! Everything that's launched on the market comes through here before reaching us in the industry. It's very interesting to be at the trade show seeing the technologies and innovations so we can keep up with the market and stay in the loop. Everything new comes through here!"

Silvio Roberto
Frigo Boi - TO

"I believe that if you want to improve your processes and save on energy, labor, water, and chemicals used in the industry, you have to come to TecnoCarne to discover the latest innovations on the market. You'll find all of that here. I recommend it to everyone—from other cities and states—who is curious to check out the trade show: come on down! I'm sure it will be very productive for you."

Jackson Pinheiro
Frigorífico JM - PA



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SUCCESS IN THE WORDS OF THOSE WHO TOOK PART

Visitor Testimonials

EVENT APPROVED BY THE MARKET



"This is our first time at TecnoCarne, and we came looking for technology and automation, which is what all industries are seeking today. The trade show is really top-notch and was totally worth it! As soon as we arrived, we found a sealing machine I never even imagined we'd find here, and we closed the deal right away. There are a lot of cool and great things here. The trade show really opened my mind."

Thiago Marques
Vale do Boi Alimentos – GO

"This is our first time at TecnoCarne. I brought my entire quality team, and we thought it was amazing. We discovered many innovations and pieces of equipment that we weren't familiar with and had never seen before. We made several contacts with different companies, including Jarvis, where we saw some incredible equipment that we plan to bring into our company. It was an incredible experience, and we plan to return next year."

Vitória - Mit Frigorífico - SP



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Visitor Testimonials

EVENT APPROVED BY THE MARKET



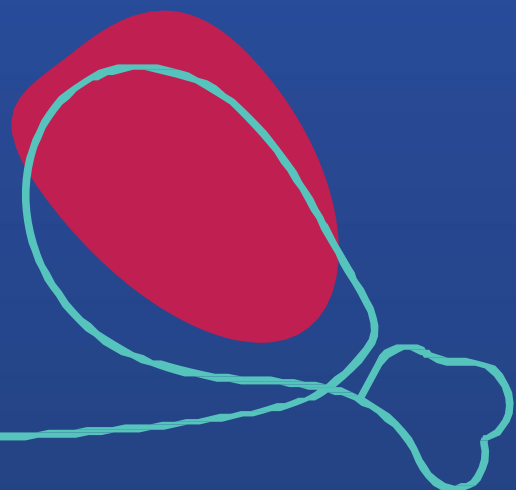
“This really is a showcase for the industry, in terms of both equipment and solutions and packaging.

Being here is like bringing my day-to-day work right into the trade show. I just heard a speaker say something that really caught my attention: ‘AI isn’t here to replace people, but to empower them.’ So, coming here and having access to all of this is really what the trade show has to offer: bringing knowledge, technology, and solutions to professionals in the field, so that we can add even more value to our day-to-day work.”

Ana Paula Machado
Canarin Carnes – RS

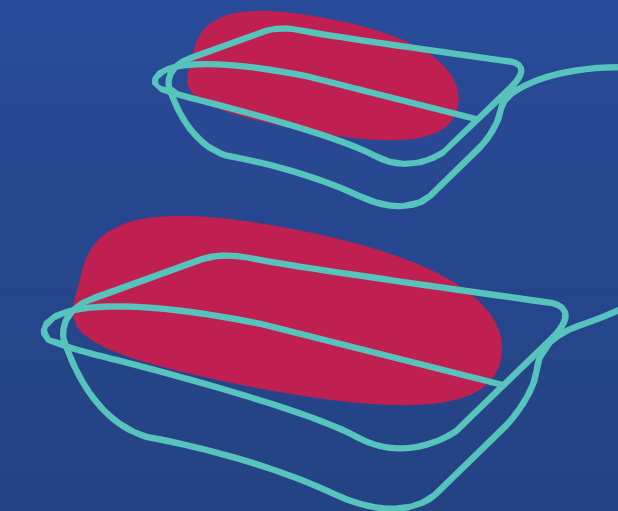
“It had been many years since I last visited TecnoCarne, and I was very impressed. There is a lot to see and learn about, with many suppliers and interesting solutions. I made contact with several companies that could become suppliers for the projects and plants we are developing. Moving forward, we want to maintain these relationships with Brazilian suppliers and expand these opportunities into new markets.”

Mario Franco – IECSA – AR



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Visitor Testimonials

EVENT APPROVED BY THE MARKET



“

“We’re at the trade show with the support of the Uruguayan Consulate to learn a little about the latest trends in machinery, technology, and packaging. Brazil and Uruguay have always been trading partners, and the idea is to gain a better understanding of the technologies and solutions presented at the show so that we can later bring excellent products to our market. I’d also like to thank you for the welcome we received. It was very warm and very nice. We’ll be back!”

**Natalia Lencina – Tamandua
Charrua S.A. – UY**

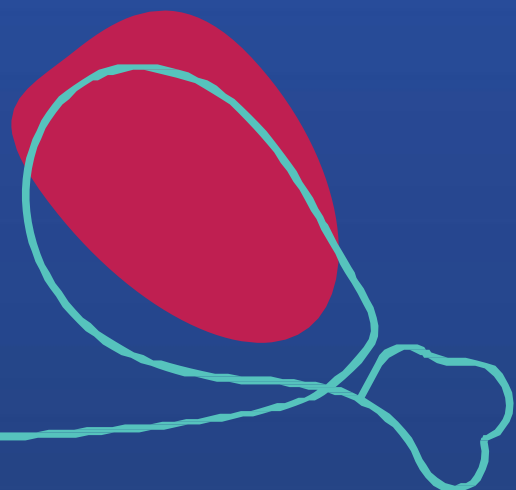
”

“

“If you haven't come yet, come! Make plans, because it's really interesting here. There's a lot of high-quality machinery, informative presentations, and plenty of innovation. We have access to technologies from abroad that we can't always find in Brazil—a lot of cutting-edge technology. Today, for example, we talked about packaging, a topic that directly impacts our production costs and product quality. These are innovations and ideas that we can take back to our meat-processing plant and apply in our day-to-day operations.”

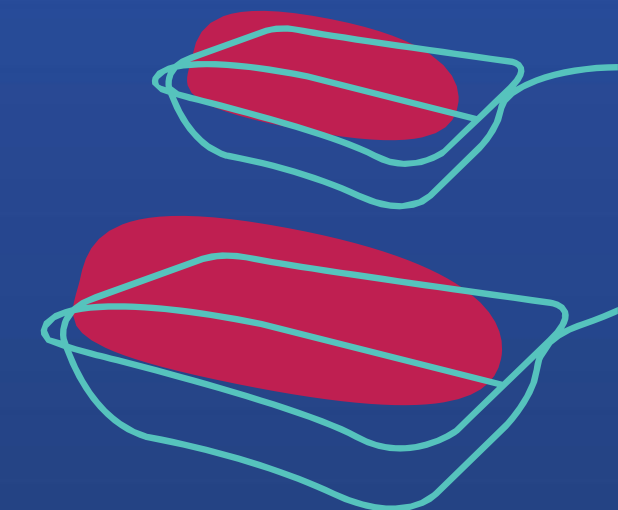
**Andreza Moura
Frigorífico Boa Carne – MT**

”



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DIGITAL RESULTS



SOCIAL NETWORKS



16,200
followers



11,000
followers



2,000
followers



453
subscribers



[Access here!](#)

DIGITAL PLATFORM

Check out our audience numbers*:

+ 35,000

total users on the platform

+ 99,000 views

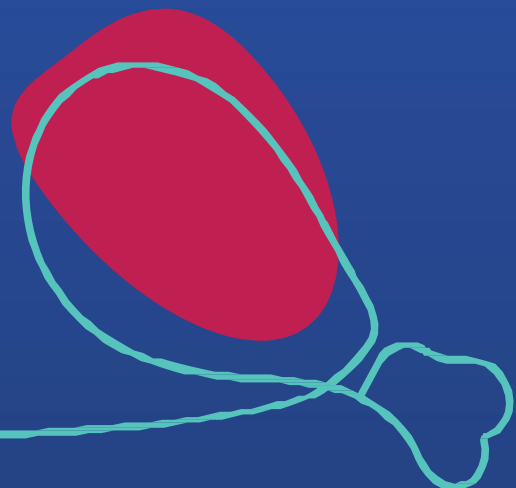
in the "Exhibiting Companies" section

+ 62,000 views

were recorded during the in-person event

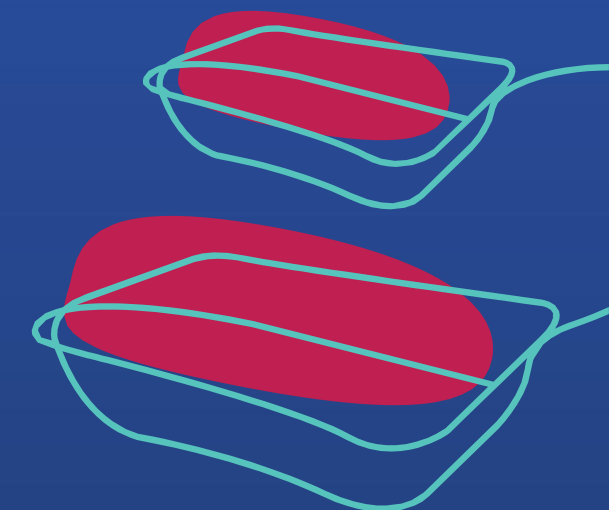
*Data from January 12, 2026, through July 7, 2026





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DIGITAL RESULTS



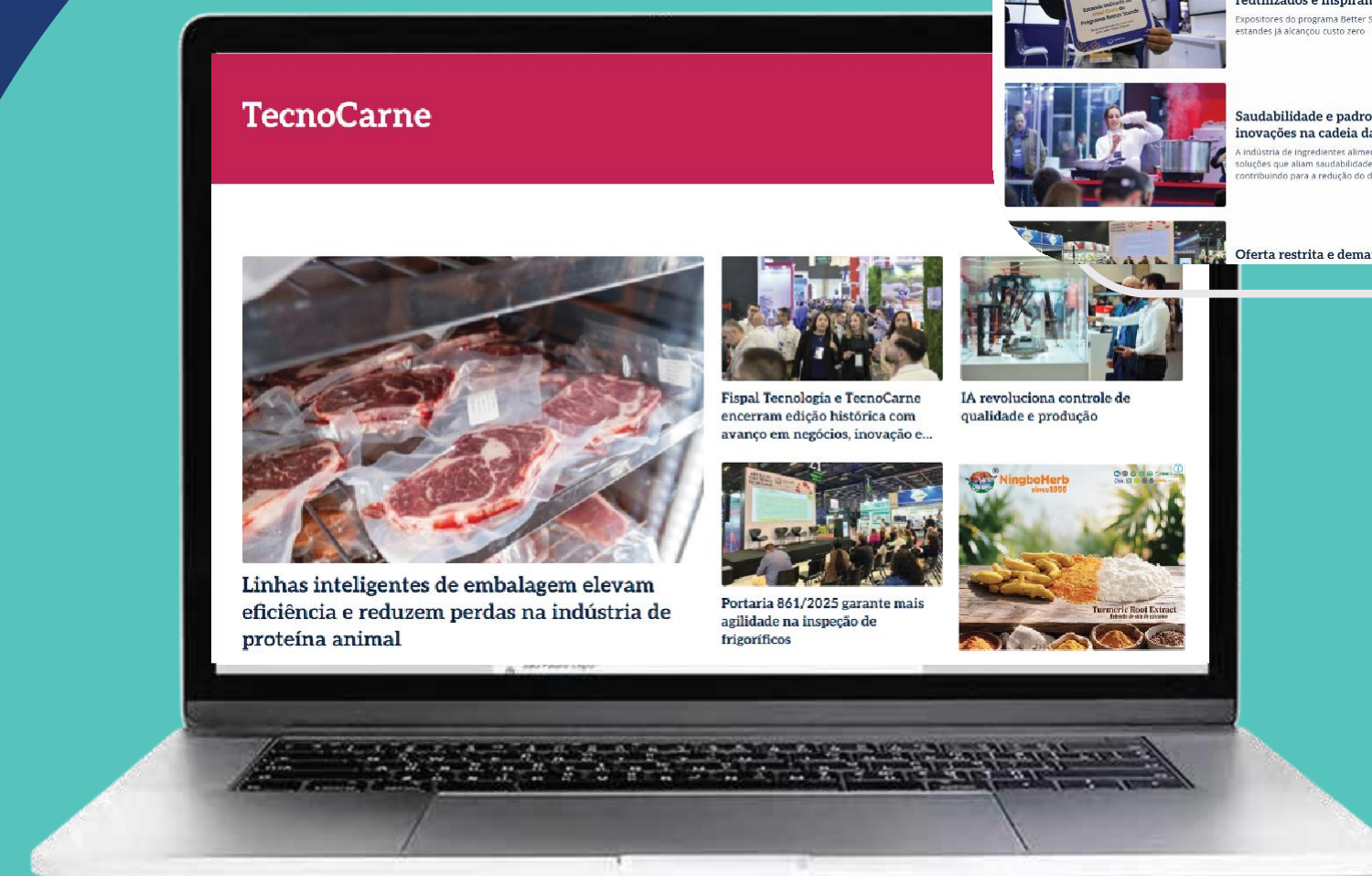
**Food
Connection**
by informa...

A Content Portal that brings the food industry together and fosters connections.

Sharing information to shape our future and promote business across the entire food and beverage industry chain.

+ 900 posts

Access here!



**The Official TecnoCarne
Content Channel.**



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MEDIA PARTNERS AND SPONSORS



ABCC
Associação Brasileira
de Criadores de Camarão



ABCZ



ABRAFRIGO
Associação Brasileira de Frigoríficos



ASSOCIAÇÃO BRASILEIRA
DE PROTEÍNA ANIMAL



ASSOCIAÇÃO BRASILEIRA DE
RECICLAGEM ANIMAL



FUNDAÇÃO DE APOIO À CIÊNCIA
E TECNOLOGIA ANIMAL

FACTA



grupo **food**



SINDUSCARNE

Sindicato Intermunicipal das Indústrias de Carnes e
Derivados e do Frio de Minas Gerais - SINDUSCARNE

TecnAlimentaria.it
INTERNATIONAL MAGAZINES



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SUSTAINABILITY

In 2026, TecnoCarne further strengthened its commitment to sustainability.

We contribute to the UN's Sustainable Development Goals (SDGs) in the following areas:



Check out some of the social and sustainability initiatives we've carried out:

CHARITY TICKET

Half-price admission with the donation of 1 kg of food to Safrater's Cuida Alimenta project.

BETTER STANDS PROGRAM

Encouraging exhibitors and booth builders to use reusable materials in their booths.

FREE TRANSFER

We offer free transportation from the subway to the event, reducing CO₂ emissions.

HEALTHY EATING

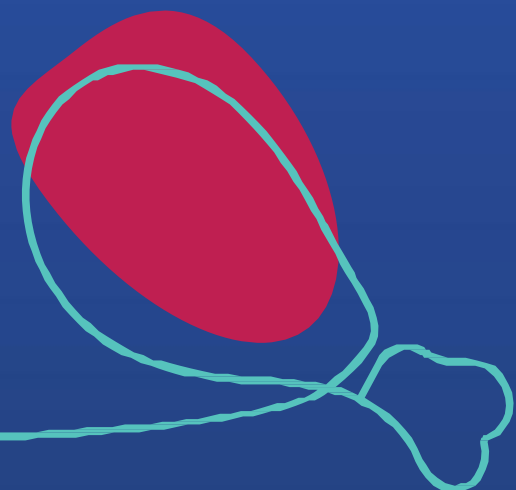
Focus on participants' well-being, with healthy meal options available at the event

Check out all our sustainability initiatives on our website:



[Check out all our sustainability initiatives on our website](#)





Tecnocarne MEDIA COVERAGE
by informa...

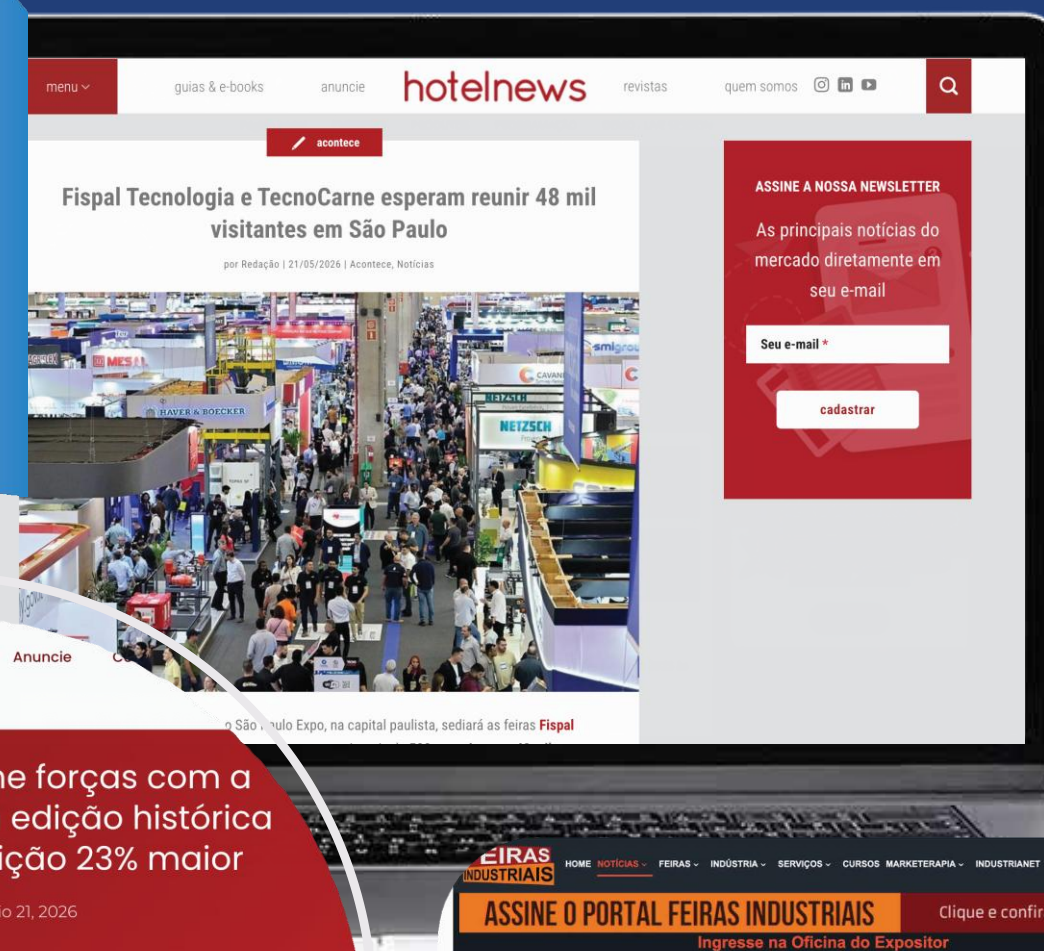
2PRO
comunicação

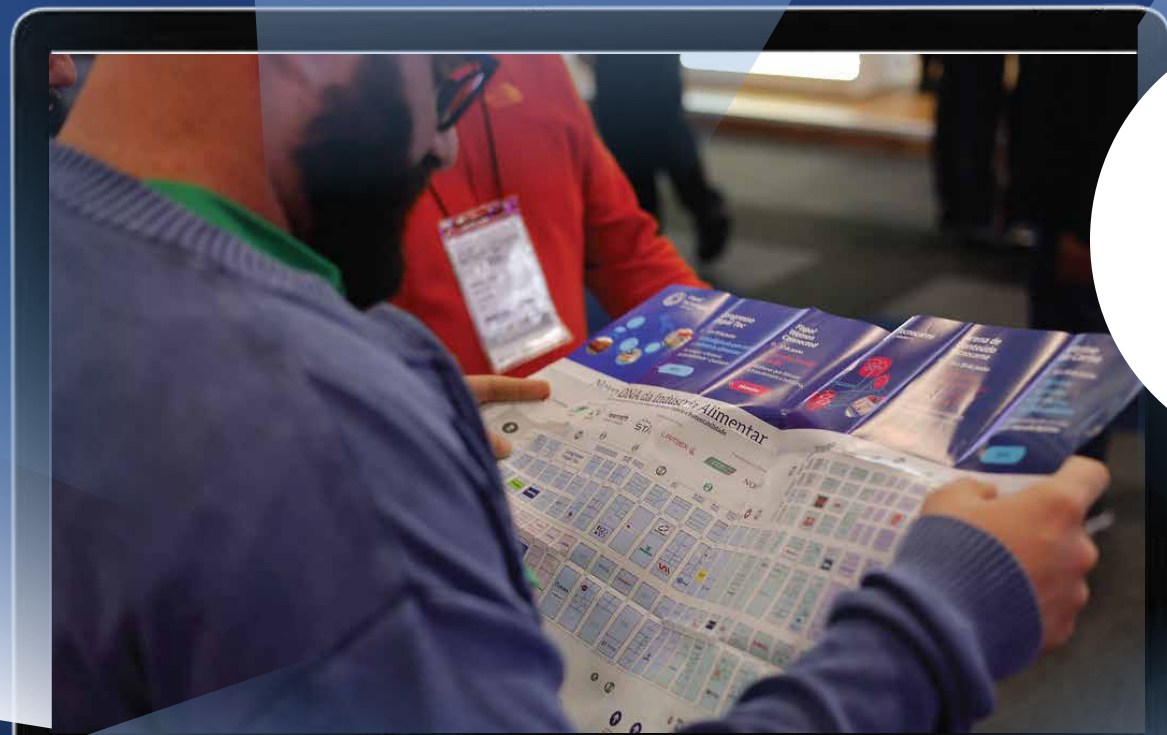
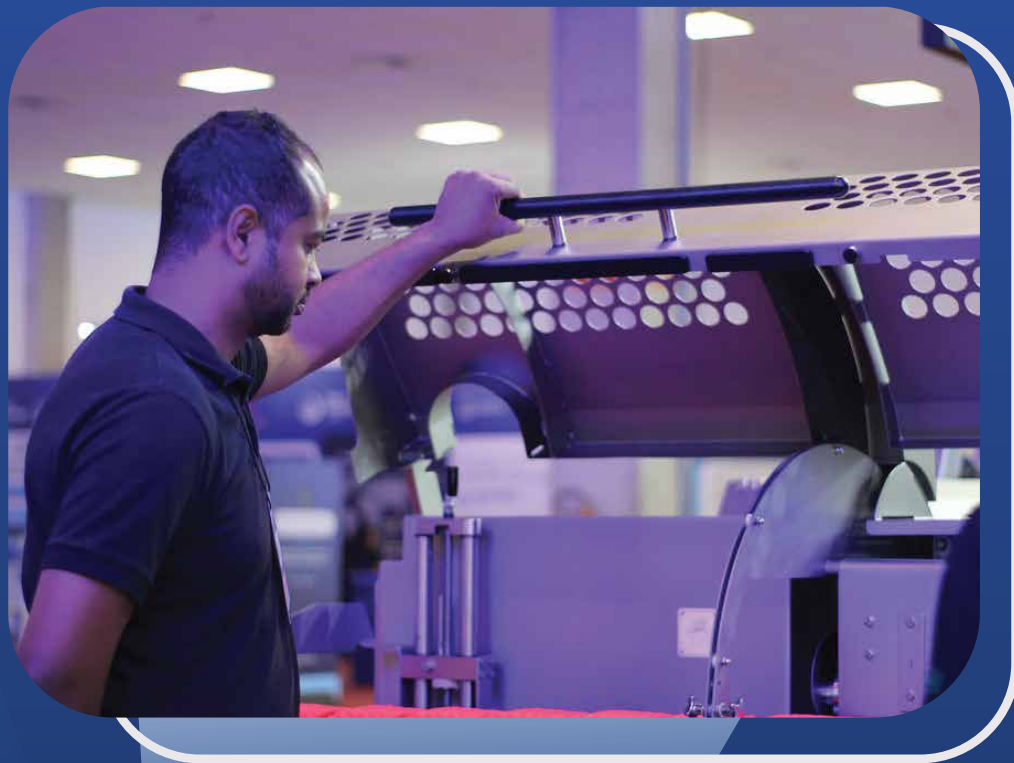
Exposure in the main specialized media outlets in the F&B, industry, agribusiness, retail, logistics, regional newspapers, and mainstream press sectors.

Check [here](#) for TecnoCarne's press releases!

**A total of 44
media
reports**

**BRL 2,356,030.96
Estimated total
value**





Watch the
video from the
2026 edition

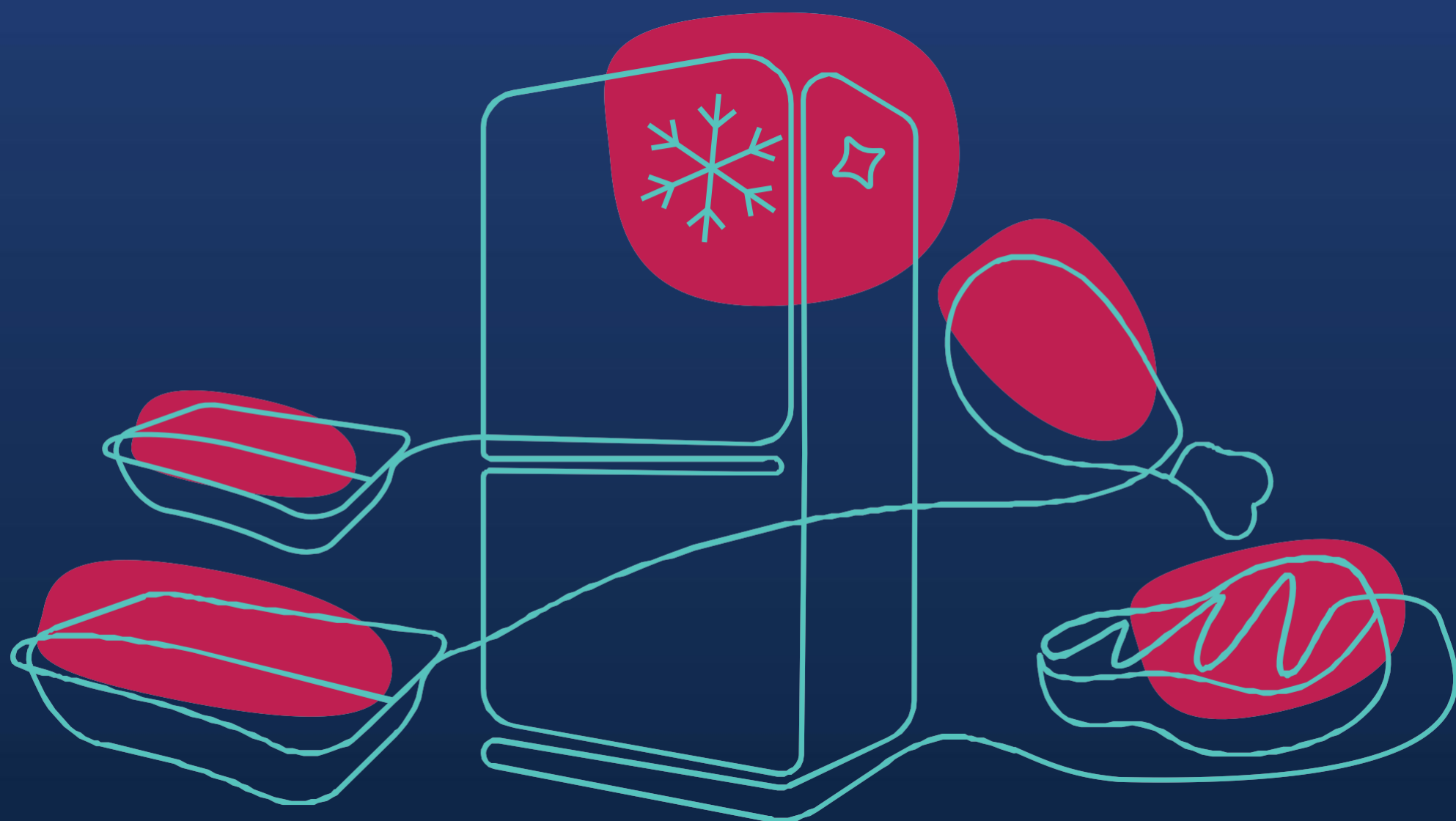
Check out the
photos from
the 2026
edition, by
clicking here!





***OUR JOURNEY
CONTINUES 365 DAYS
A YEAR ON THE TECNOCARNE
DIGITAL PLATFORM!***

JUNE 22-25, 2027
SÃO PAULO EXPO – BRAZIL



Promotion and Organization:



Affiliated with:



Official Content Channel:

