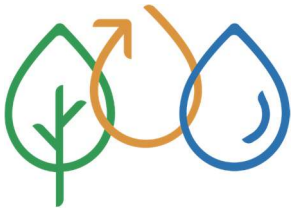


# IFAT Brasil 2025

To take care of our most valuable  
resource:  
the future

FINAL REPORT



June 25-27, 2025



São Paulo Expo, Brazil

**IFAT**  

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**Brasil**

# FACTS AND FIGURES



20,000  
attendees from  
all Brazilian  
states and  
34 countries



22,000 sqm  
exhibition  
space



230 exhibitors  
showcasing  
262 brands from  
14 countries – a 54%  
growth compared to  
the previous edition



Approximately  
R\$1 billion of  
generated  
business during  
IFAT Brasil



79 hours of free  
technical content and  
217 national and  
international  
speakers



International  
visibility with  
promotion in  
Argentina, Bolivia,  
Chile, Colombia,  
Paraguay, Peru,  
and Uruguay



921,000  
website  
visits



Over  
R\$8.5 billion  
ROI in earned  
media value



Reach of over  
1 million people  
and 212,000 clicks  
through the event's  
social media and  
Google campaigns



14 thousand  
followers on  
social media –  
a 152% growth  
compared to the  
previous edition



66 journalists  
from national  
and  
international  
media covering  
the event



12 influencers  
and official  
ambassadors  
promoting the  
event



# VISITOR IN DETAIL

**70%** is a decision-maker or directly involved in the purchasing process

**97%** seeks new suppliers, partners, and market launches

**91%** of visitors consider the event an excellent opportunity to conduct business

**20%** is interested in professional development and knowledge enhancement

**95%** intend to return for the next edition

## ATTENDEE BY ACTIVITY



19% industry



18% private and public sanitation services operators



12% waste management operation and treatment



12% service sector



8% building sector



6% equipment, leasing and distribution



5% associations, agencies and public department



4% *Engineering, Procurement and Construction*



4% agribusiness



4% representation, import and export of equipment



3% education institutions and universities

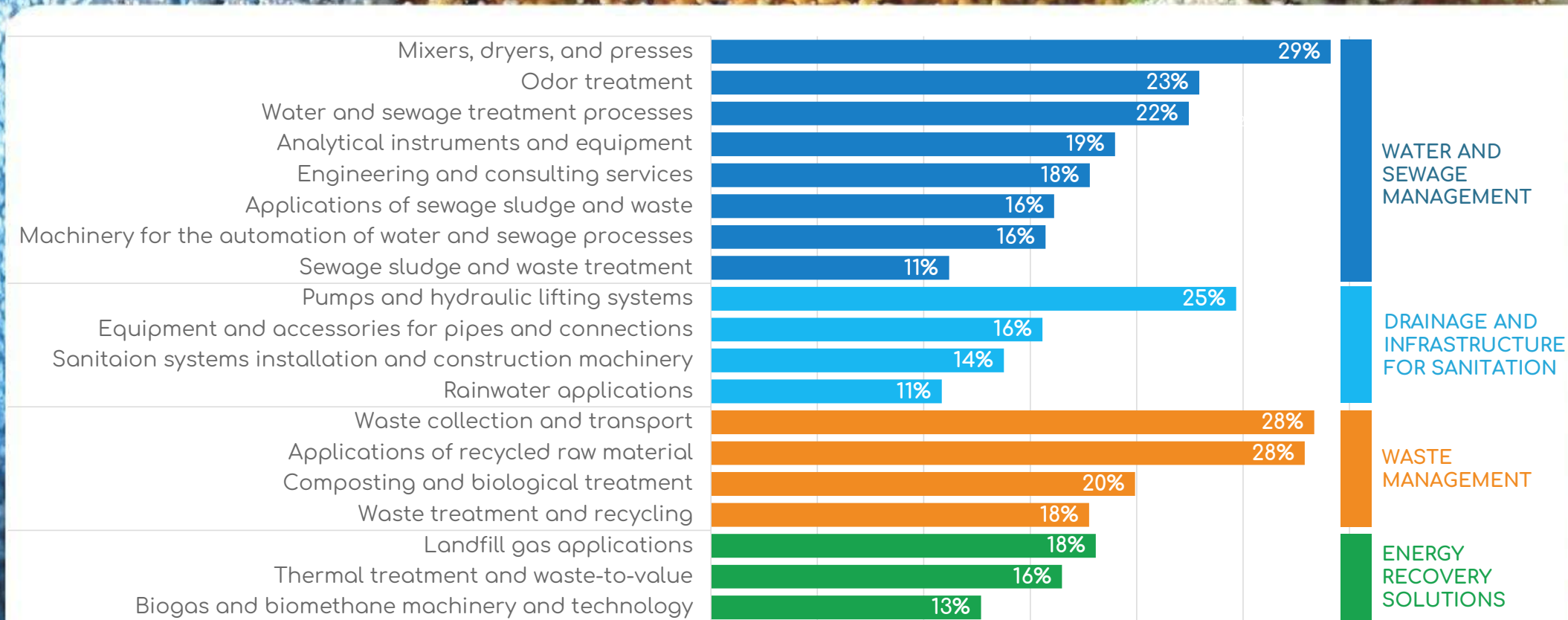


3% energy production, efficiency and distribution sector



2% laboratories and analysis

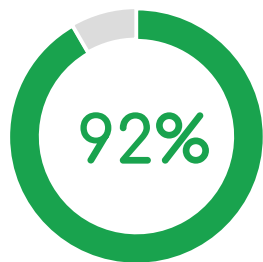
# VISITOR INTEREST



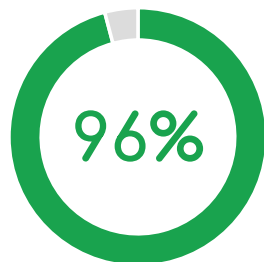
Source: Accreditation data and satisfaction survey conducted with visitors. Percentage based on total sample.



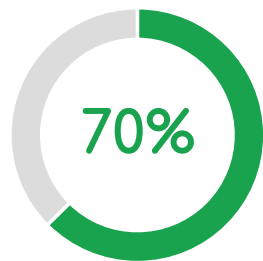
# EXHIBITOR FEEDBACK



of exhibitors were  
satisfied with the  
quality of the visitors



of exhibitors approved  
the international  
attendance

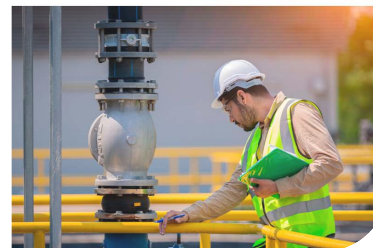


of exhibitors  
conducted business



of exhibitors  
recommended  
participating in the event

Water and  
Sewage Management



Drainage and  
Infrastructure  
for Sanitation



Waste  
Management



Energy  
Recovery  
Solutions





# EXHIBITOR HIGHLIGHT



"The debut of XCMG Brasil at IFAT Brasil was a positive one. The trade fair was very productive and highly focused. We welcomed a highly qualified audience, both from Brazil and from countries like Colombia, Peru, and Chile. This technical and commercial exchange will certainly be reflected in future sales and projects."

Rosimar Aparecida Jacone, Sales Executive –  
Drilling Rig Department, XCMG

"I believe that participating in IFAT is very valuable, especially because of the number of people who attend, the suppliers, and the other participating companies. It creates a great environment for conversations and connections. I think the trade fair is extremely important for building relationships with suppliers and potential clients. A lot of people come looking for solutions and technologies, especially in the areas of water treatment, effluents, and environmental solutions. We welcomed many acquaintances, clients, and visitors at our booth. It's a key event for our market—particularly the sanitation sector, which is constantly growing. We will definitely participate again in 2027. It's important for us to be here showcasing our products and services, giving demonstrations, and presenting our technologies and success stories."

Eduardo Kaiser, Commercial Executive –  
AMBIPAR

"We returned to the trade fair this year because it is extremely important to our group's strategy. We have equipment developed specifically for the sanitation market, and we're showcasing our technology alongside the main innovation players in the sector. We found this edition very interesting. The space and infrastructure left us very satisfied. We had a strong presence on the second day, with many business opportunities. We definitely want to keep participating in future editions of IFAT."

Vagner Espanhol, Business Director –  
Atlas Copco







See you in 2027

 [ifatbrasil.com.br](https://ifatbrasil.com.br)

  @feiraifatbrasil

