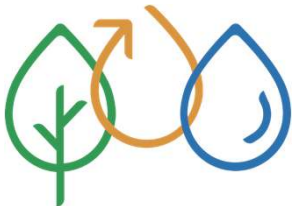


IFAT Brasil 2025

To take care of our most valuable
resource:
the future

FINAL REPORT



June 25-27, 2025



São Paulo Expo, Brazil

IFAT

Brasil

FACTS AND FIGURES



20,000
attendees from
all Brazilian
states and
34 countries



22,000 m² of
occupied
area



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



Approximately
R\$1 billion in
business
generated during
the trade fair



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,
14,000 followers,
and 212,000 clicks
through the event's
social media and
Google campaigns



14,000 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

VISITORS IN DETAIL

70% are decision-makers or directly involved in the purchasing process

97% seek new suppliers, partners, and market launches

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

95% intend to return for the next edition

ATTENDEES BY ACTIVITY



19% industry



18% private and public sanitation services operators



12% waste management operation and treatment



12% service sectors



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

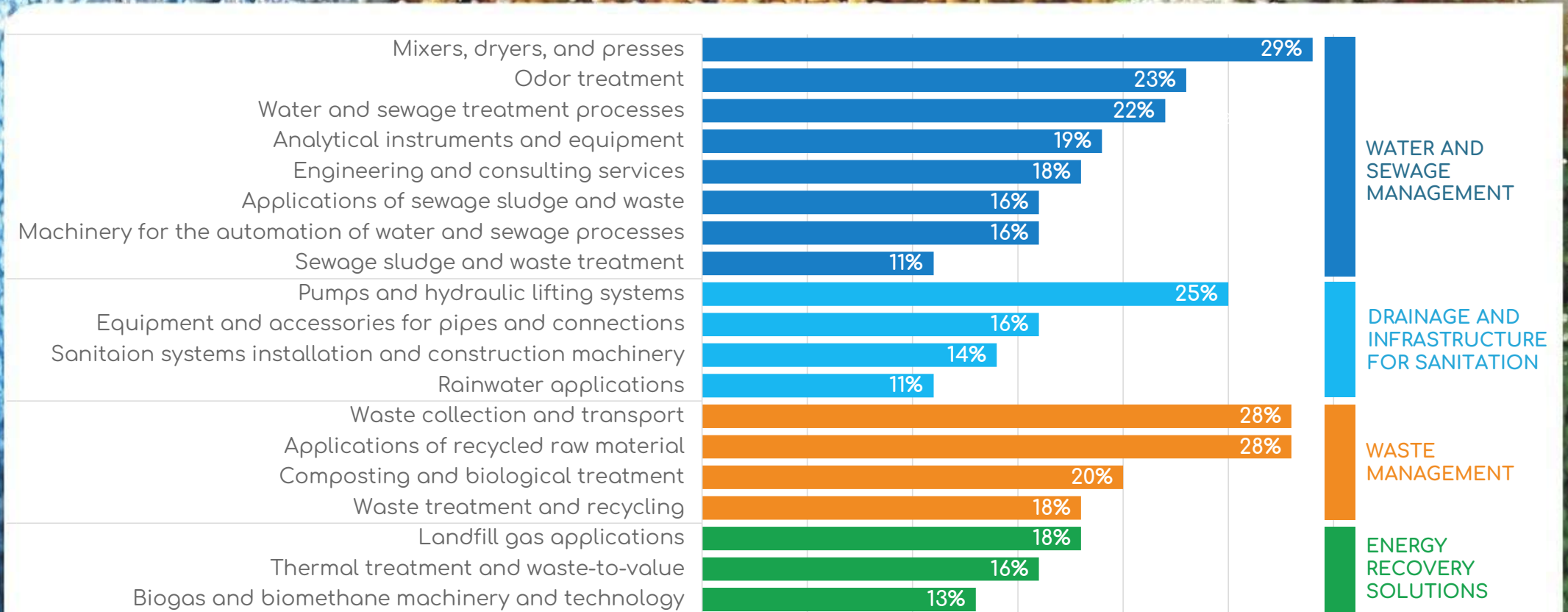


3% energy production, efficiency and distribution sector



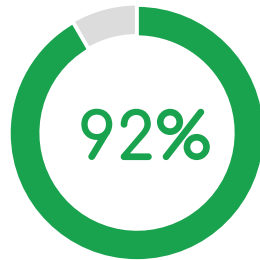
2% laboratories and analysis

VISITORS INTEREST

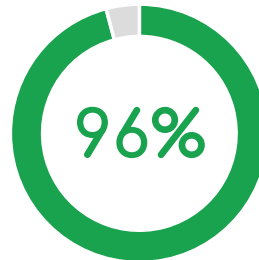


Source: accreditation data and satisfaction survey conducted with visitors. Percentage based on total sample.

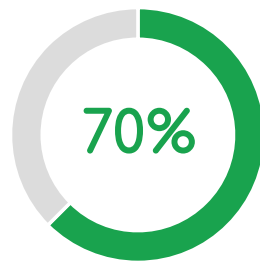
EXHIBITORS FEEDBACK



of exhibitors were
satisfied with the
quality of the visitors



of exhibitors were
satisfied with the
international attendance

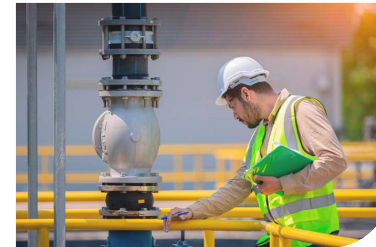


of exhibitors
conducted business



of exhibitors recommended
participating at
IFAT Brasil

Water and
Sewage Management



Drainage and
Infrastructure
for Sanitation



Waste
Management



Energy
Recovery
Solutions



EXHIBITORS HIGHLIGHTS

“ 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 A. Jacone, Sales Executive
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.. It's a key event for our market—particularly the sanitation sector. We will definitely participate again in 2027. ”

Eduardo Kaiser, Commercial Executive
AMBIPAR

“ We returned to the trade fair this year because it is extre. 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

  @feiraifatbrasil

