

POST SHOW REPORT

GLASS
SOUTH AMERICA

TECHNOLOGY
& DESIGN

13ª TRADE SHOW OF GLASS TECHNOLOGY
AND DESIGN IN LATIN AMERICA



www.glassexpo.com.br



Organization and Promotion:



Exclusive Support:



Location:



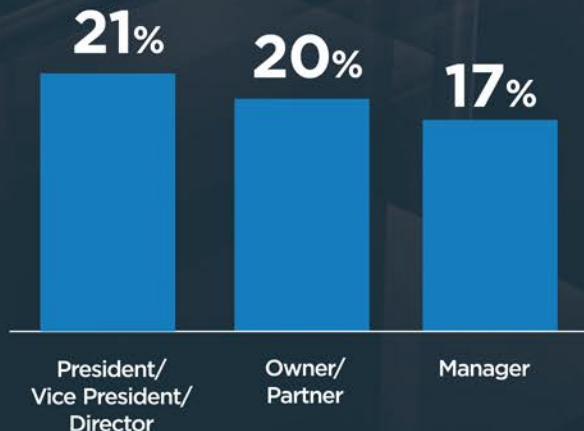
**JUST LIKE GLASS,
THE MOST VERSATILE FAIR TO
GENERATE GOOD BUSINESS.**

Glass South America 2018 surpassed all the numbers of the previous edition.

The 13th edition of the event proved its importance for the glass industries, civil construction, engineering, architecture and decoration.

- **14,000** qualified visitors (+ 10% growth)
- **215** Exhibiting brands
- **25.000** m² area total of exhibition

Who visited Glass 2018?



87%

of visitors are satisfied with the trade show

85%

of the pre-registered attendees were present

66%

of the visitors participate in the buying process

35%

intended to invest from R\$ 50 thousand to R\$ 1 million in the event

Visitor's objectives:

72% searched for launches releases

49% contact with new suppliers

38% updating and professional training

33% networking with industry professionals

About the **visitor's**:



There were
7.115
companies present

Together they earn
+ R\$ 520 billion per year



**of these
companies
have a high activity
level of purchasing
and sales**

“

“It is the second time that I've come and this year the quality of the exhibitors improved.”

Toniél Nogueira - Commercial Manager

Sectors **most wanted** at the event:



Accessories



Hardware



Glass for civil
construction



Windows and/or
Frames



Kits for box



Machines



Products for
fixing of glass



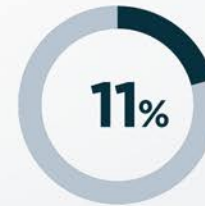
Systems of
façades



Glass for
decoration



Glass for home
appliances



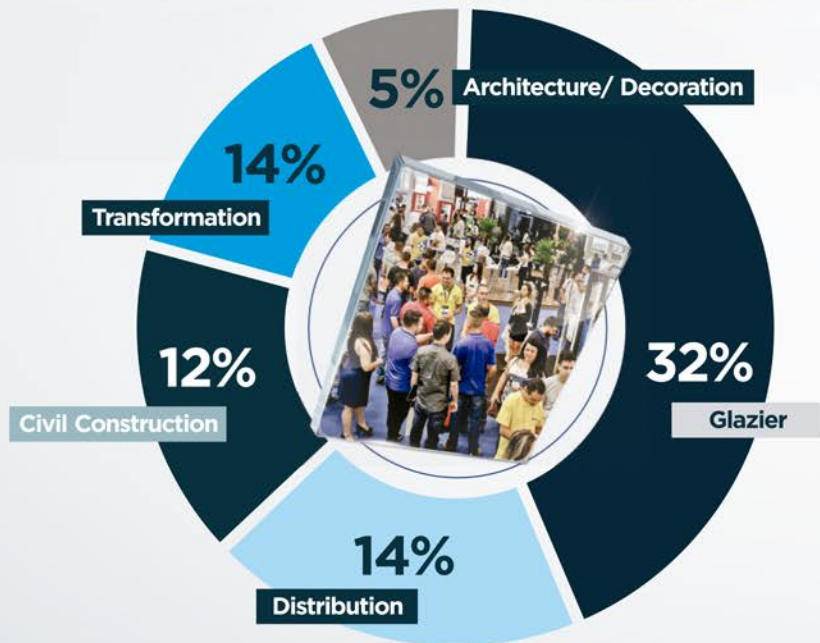
Automotive
Glass



"The fair is bigger than I expected, and I am very excited about several releases that I have been able to see up to today."

Leonardo Vidigal - Buyer

Visitor's Profile:



Visitor's Opinion:



"In addition to finding companies that supply what we necessities, we have also discovered other needs. We made contact with companies we didn't know."

Bruno Silveira
Salesman

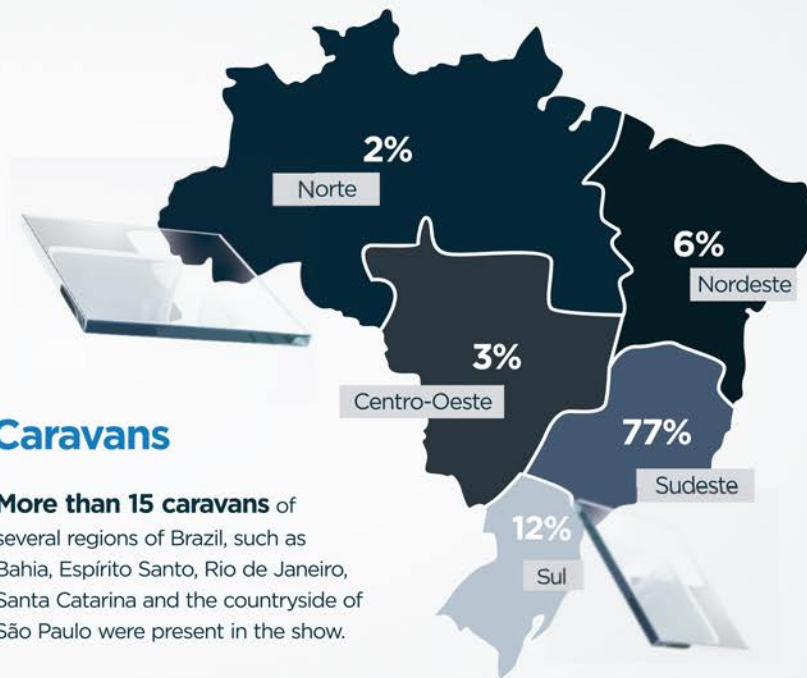
National Presence



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Glass had the attendance of
all regions of Brazil:



Caravans

More than 15 caravans of several regions of Brazil, such as Bahia, Espírito Santo, Rio de Janeiro, Santa Catarina and the countryside of São Paulo were present in the show.

“I came in search of contacts and new suppliers that provide me with greater cost-benefit parts and I accomplished my goal. It is difficult to travel to participate in events like this, much due to the cost. If there were no caravans, certainly I would not come”

David Souza - Partner of the Nova Corte Certo



International Visitation

91%

of international visitors are
from South America.

“

“This is where all glass and machine manufacturers are concentrated, as well as companies involved in other stages of glass transformation. The market is always changing, and we want to be at the forefront of this. that's why we're here. In addition, we have been able to gather trends from Latin America and Europe in one place”, he says.

Ausoberto Alva - General Manager of Corporación Limatambo

Great
satisfaction
ratings

95%

Consider the fair important
for the sector.

91%

Of the exhibitors are
satisfied with Glass.



“

“We are very pleased with the trade show. From the opening until the end of the day we spent the whole day meeting clients, this surprised us. The public that comes to our booth is well qualified, which is very good. We always missed being in a fair like Glass, which is the biggest of Latin America, that’s why this first year as a brand is a great achievement for us.”

Glória Cardoso - Blindex Marketing Manager

Great
satisfaction
ratings

98%

Are satisfied with visitor's
quality and purchasing
capability

98%

Will exhibit in
the next edition



“

“The number of visitors who appeared at our booth until now was very good. Most people that came were not just interested in viewing our showcase, everyone had the objective of closing new deals. This is very good for us and encourages the company to always participate in all editions of Glass South America. Our presence is very strong in Latin America, including here in Brazil. An example of this is the number of sales we have already made to Brazilian companies - a total of five hundred machines. Our objective at Glass is to present more than technology but also the trends to come in the future, speaking of the market.”

Alberto Masoero - Director of Bottero

Exhibitors' testimonials

“

“I confess that this year's edition is better than the previous one. Glass South America is very important to companies in the construction and architectural market for presenting the new products and technological innovations of the glazing and equipment sector. The economy is recovering, and our expectation is that there will be a great interest in the business opportunities and releases that are being presented at the event. I believe that here is the ideal place to visualize new technologies, trends, being an opportunity for the strengthening of the sector. Today, the fair is a reality in a Latin American level and one of the most important fairs in the world. We couldn't stay away”

Moreno Magon
Vice President, Glaston Sales and Service

“

“The fair is excellent, with great results for us. Many people come with the objective in closing deals and not seeking only good prices, but rather products that add value at the moment of offering them to their clients. We also had an excellent presence of Latin America here at the fair, we tended to people from several countries. We always schedule our releases with Glass and our customers already come to the booth asking what we have new.”

Vinicius Braga
Commercial Manager, Tec Vidro



Participant brands

Italian Pavilion

Glass has an exclusive pavilion for Italian brands, which proves the great international interest in the South American market.



bouone



FOREL

FENZI



MACOTEC
SOCIETÀ DI TECNOLOGIA



Rollmac®





Attraction

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An Abravidro initiative in partnership with NürnbergMesse Brasil, with the support of the Instituto Falcão Bauer and Setor Vidreiro, Vidro em Ação was totally reformulated and presented the best and most up-to-date information on applicability in various types of glass.

+ **20**

tests presented in
4 days of event

More than
2.500
participants

among glaziers, architects and professionals of the sector.

“

“It was unanimous that Glass was super positive for all exhibitors. Many have already closed deals, and those who have not closed left well directed. This edition far exceeded the last one. it's more professional and glaziers are very happy with the information and launches they found. The new location was also a great hit.”

José Domingos Seixas - *President of Abravidro*

“

“This space is a unique glazier's opportunity to see how each type of glass reacts to each situation and how it can know specifications and standards better. The one that sees this type of test is only the company that pays for it. because they are made in laboratories, so there is no other attraction like that in the industry. I'm very happy to be here and be part of this. With that, the glazier feels supported and, if he does well, the market does well.”

Gabriel Batista - *Portal Setor Vidreiro*

Simultaneous Event:



SOUTH AMERICA

Feira Internacional de Persianas, Portas/Portões
e Sistemas de Proteção Solar

International event reference in the market of blinds, doors/gates and internal and external sun protection happened simultaneously with Glass South America. With more than 50 exhibiting brands, which presented the latest technologies and launches of the sector, providing a real generation of business



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Hospitality Class



An unprecedented program in Brazil, Hospitality Class brought, during the 4 days of the event, a select audience of professionals of the sector. The main objective of the program is to contribute to the construction of a network of relationships and business between industries and large buyers.

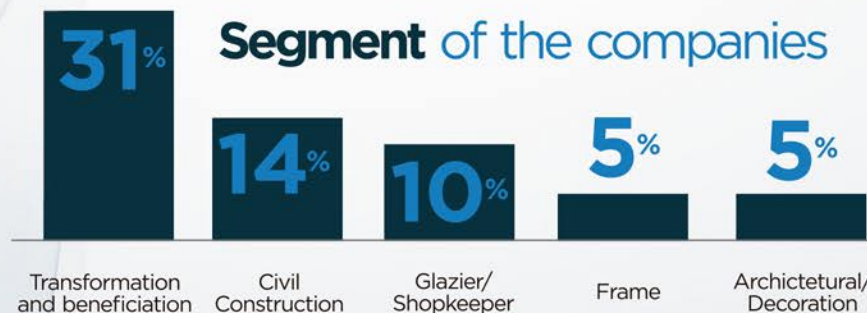
The guests were selected through a rigorous process, which was supported by Abraavidro, and had an exclusive and personalized service.

Located on the Mezzanine, Lounge Hospitality Class offered a location with comfort, structure and content, providing a unique experience to the guests.



"It's the first time I've been to the fair and I found this great service, especially the convenience package and the friendliness of the service staff. Right now, I'm tired of walking; I'm going to take a break, get something and then go back to where I still need to visit."

Thiago Santos
Product Development
coordinator of Brookfield Incorporações



Company's profile

- 40% Administration
- 23% Commercial / Sales
- 5% Production

Hospitality Class



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Companies present:



brazilglass 35
best in glass processing. anos



Corporación Limatambo

CRISTALTEMPER
CONFIANÇA E QUALIDADE EM VIDROS



CYRELA

DouraGlass
Indústria e Comércio de Vidro Temperado Ltda.

GlassecViracon



Guaporé
Vidros



Corporación MIYASATO

**SPEED
TEMPER**
UMA EMPRESA VIDRADA EM VOCÊ

TEGRA
INCORPORADORA

VIDRIOCAR

VIMINAS
VIDROS ESPECIAIS

and more

Glass Façades Day

Creative and efficient use of glass: design, performance technology in façade

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Counted on

84

participants



"I think it's important the industry's commitment to bring together industry players and discuss certification and application standards. The meeting added a lot to the construction sector."

Luiz Jorge Pinheiro - Consultor da Abividro e participante do encontro



Held by Ci & Lab in partnership with Projeto magazine and NürnbergMesse Brasil, Glass Façades Day happened on the third day of the event and was a success.

It promoted a debate with specialists of architecture and construction with focus on the correct and efficient specification of facades of glass of the most diverse typologies.

Presented innovative solutions and trends offered by the industry, mainly to meet the performance norm of NBR 15.575- residential buildings.

Glass South America in the media

The 13th edition of the event was a news in various media in the industry, with materials elaborated as releases, interviews and exclusive contents.

198 materials

in mass and sectoral media

+ than 64 million

people impacted



"JORNAL DO VIDRO"

Vidros blindados são atração em feira de vidros

Programa-se para a 13ª Glass South America 2018 é ano da maior feira da América Latina para o segmento vidreiro



211 Tantas empresas e bens de consumo expostos e expostos, representam um momento importante para o setor de vidro. Para 2018, a expectativa é de que o evento seja o maior da América Latina para o segmento vidreiro, com mais de 14 mil visitantes, um ano mais do que a edição anterior.



Com mais de 14 mil visitantes, Glass South America mostra como superar momento difícil do mercado vidreiro e bate todos números da edição anterior



Glass South America terá fiscalização redobrada na montagem de estandes

Publicado em: 19/03/2018

13ª edição do evento terá manual rigoroso para aplicação correta de vidros, seguindo normas da ABNT, elaborado em parceria com Abravidro.

A GLASS SOUTH VEM AÍ!

Principal evento vidreiro favorece o mercado!



Faltam três meses para o maior evento do setor vidreiro nacional: a Glass South

facebook



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+ 60.000

interactions in
the publications



+ 38.000

persons reached

SUPPORT AND PARTNERSHIPS:

Exclusive partnership:



Official catalog:



Support:



Media partners:



Parallel Event:



Official Carrier:



Organization and Promotion:



Location:



WE'LL SEE YOU IN 2020!

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JUNE • 2020
03 TO **06**
SÃO PAULO EXPO

Contact

the commercial team and know how to guarantee your space for the 14th edition.

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