

POST SHOW REPORT 2023



THE 18th EDITION
OF ABRAFATI SHOW
BREAKS RECORD
OF EXHIBITORS
AND PUBLIC AND
BOOST SEGMENT
THAT MOVE 30
BILLION ANNUALLY.





This year's Abrafati Show was a success. This was clear from the always full halls, the stands with meetings in progress all the time, the movement and quality of the lectures at the International Coatings Congress, and especially the excitement and enthusiasm of all the participants.

Luiz Concacchioni

Chief Executive Officer - Abrafati



This year marked the return of foreign exhibitors to the Abrafati Show, showing that this is a consolidated event in the global calendar and an international meeting place based in Brazil. The figures for 2023 prove the strength of the sector and the importance of delivering a high-quality event for Abrafati, which relies on NürnbergMesse Brasil for this execution.

João Paulo Picolo

CEO NürnbergMesse Brazil



The Abrafati Show is the place to be, and not just for the Latin American paint industry. The combination of exhibition and congress offers inspiration, knowledge and unparalleled networking opportunities. Without a doubt, this event is one of the leading paint fairs for the global paint industry. We at Vincentz Network have been serving the paint industry for over 100 years and are proud to be doing so in Brazil at the most important event in the paint industry.

Sonja Schulte

Vice president coatings division Vincentz Networking

2023 EDITION NUMBERS



11.987 visitors

544 International
visitors



248 exhibitors

135 national
113 international



1.250 Congressmen
89 lectures held

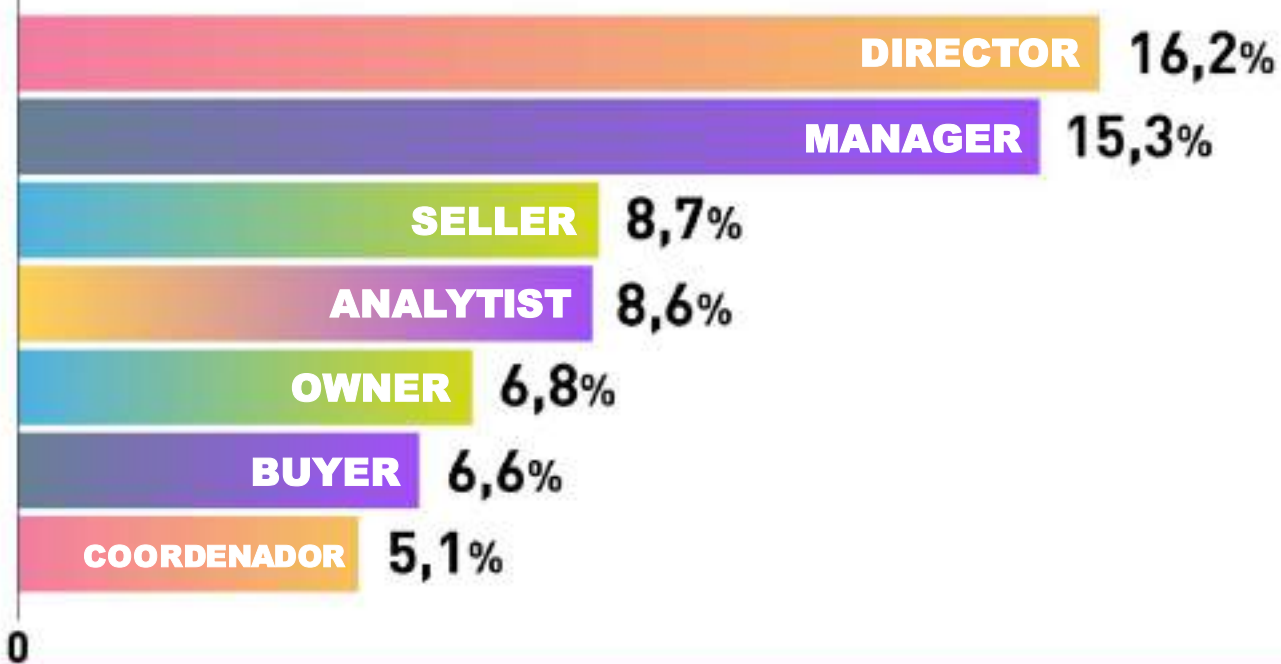


25.000
business area

VISITOR PROFILE

11.987 visitors

POSITIONS



34.96%

Influence on purchasing decision

33.99%

Make the final purchase decision

20.46%

Research on new purchase options

10.59%

Is responsible for specifying the purchase

**EDITION 2023
CONSOLIDATES
THE SUCCESS
ABOUT THE
EVENT FOR
THE MARKET
AND TO
GENERATION
OF BUSINESS**

**INTEREST OF VISITORS
IN THE EVENT**



18,5%
Raw material



18,4%
News and launch



15,9%
New
suppliers



15,5%
Relationship
with industry
professionals

NEW EXHIBITORS



ARKEMA

ATC[®] BIOCIDES
Expert in Materials Protection



EXHIBITORS TESTIMONIAL

What brought us to the event and to the Latin American public is that we were able to meet many of the producers, manufacturers and distributors from different Latin American countries at the event in person. There were many visits from customers from Chile, Colombia, Peru, Ecuador, Venezuela, Colombia, and especially the Brazilian public.

Jesús Badilla
Fenchen Bioquímica

The ABRAFATI SHOW is one of the biggest events in the paint market in the world and one of the most representative for Univar, we have a very large flow of attendants from Latin America, Central America and all over the world gathered together.

Michelle Silva
Univar Solutions

Taking part in the ABRAFATI SHOW is an obligation for us. We've been taking part in the event since 1995 and this year was no different, we've seen the success of the event, for us it's been very good, the fair brings a wonderful return, the organization improves with each edition!

Henri Gonçalves
Intertank



ABRACAST

O PODCAST DO ABRAFATI SHOW

The Abrafati Show podcast debuted this year with episodes of interviews with the sponsors of the International Paints Congress and extended to appearances during the Exhibition. This new feature is an opportunity for the market to hear from companies that move the sector not only during the event, but throughout the year and with greater reach.

30 episodes
with sponsors and exhibitors

11k views

**20 in studio and 10 during
the days of the event.**



Click and check out the episodes
available on YouTube and Spotify



SPONSORS OF THE INTERNATIONAL COATINGS CONGRESS





ABRAFATI

We created a special area
to receive in 2023...



HOSPITALITYCLASS

Exclusive relationship program between brands, suppliers and the paint industry. Hospitality Class is equipped with all the necessary amenities so that industry guests can receive the best possible welcome, as well as the opportunity to connect with other executives and business leaders.

720 guests:

Executives, Business Leaders, Authorities and Buyers



MATCH MAKING PROGRAM

The ABRAFATI SHOW held another Business Round in its 18th edition, aimed at producers and buyers in the raw material segment of the coating industry.

264 meetings with companies selected by buyers



2 business hours



R\$17.950.000
business generated



21 exhibitors
66 buyers

SUSTAINABLE ACTIONS

CARBON
OFFSET



- Carbon footprint neutralization
- Selective collection and waste management
- Accessibility
- Credentials
- Recycling credentials
- Reduction of printed material
- Facilitated mobility and public transport
- Inclusion and diversity in staff hiring



Abrafati and NurnbergMesse Brasil are always looking for practices that increase positive impacts and reduce environmental impact.

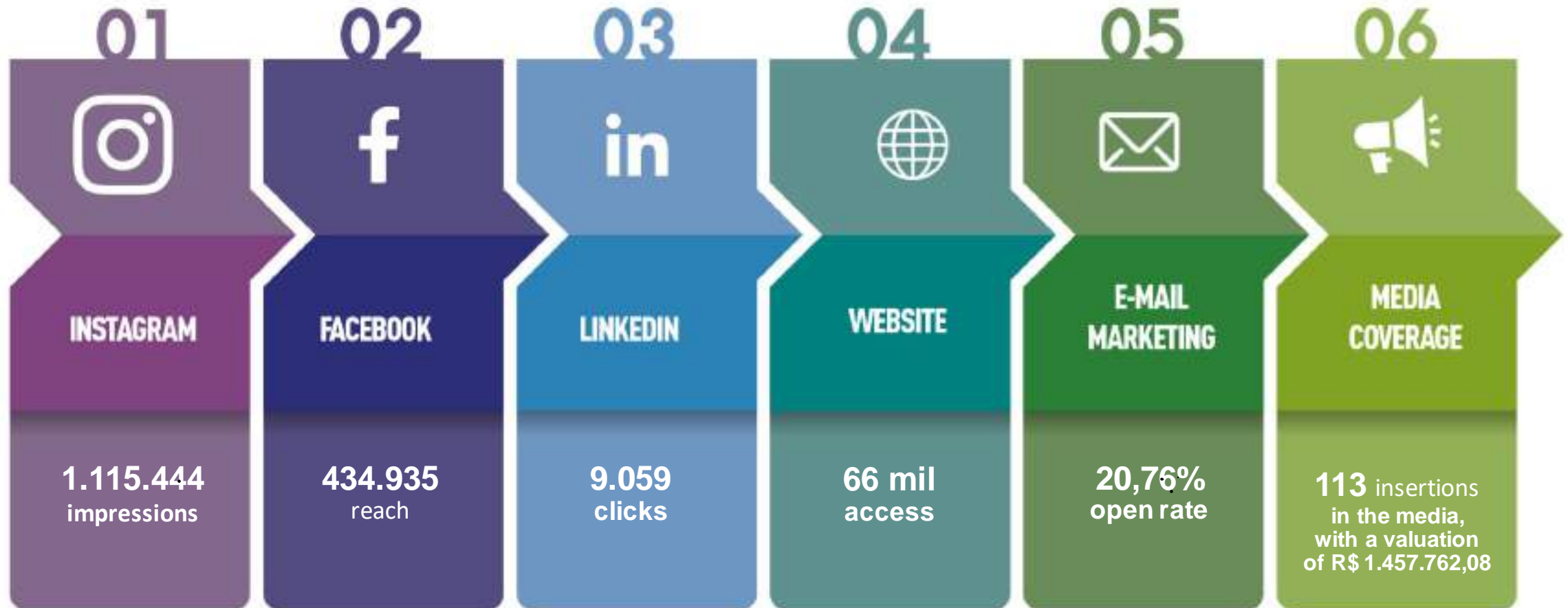


#togetherwearestronger

Next year we will run a "Green Seal" campaign to highlight exhibitors committed to holding more sustainable events! To earn the SEAL he will need to adopt criteria that will soon be announced.



CONTENT JOURNEY



PARTNERS



MEDIA PARTNERS



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CHECK OUT HOW THESE 3 DAYS OF THE EVENT WERE



[CLICK ON THE IMAGE AND WATCH THE VIDEO](#)



See you
in 2025!

September 23rd to 25th
guarantee your space!

Be an exhibitor:
abrafati@nm-brasil.com.br

abrafatishow.com.br



Realization



ABRAFATI

Organization
and Promotion

NÜRNBERG MESSE

Organization



VINCENTZ