

**FENATRAN**  
23<sup>rd</sup> INTERNATIONAL ROAD FREIGHT TRANSPORT FAIR



# POST SHOW REPORT 2022

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# FENATRAN



## AS GIANT AS THE SEGMENT ITSELF

*FENATRAN IS THE MAIN EVENT FOR THE ENTIRE ROAD CARGO TRANSPORT SEGMENT IN LATIN AMERICA. IT OFFERS A COMPLETE SHOWCASE OF INTEGRATED SOLUTIONS FOR THE WHOLE CHAIN.*

*REPRESENTED BY 100% OF TRUCK MANUFACTURERS, IT BRINGS TOGETHER THE MAIN BUYERS IN THE SECTOR. IT IS THE ONLY PLACE WHERE PARTICIPANTS CAN FIND NEW SUPPLIERS AND COMPARE AND EXPERIENCE THE LATEST TECHNOLOGY IN THE WORLD OF TRUCKS, IMPLEMENTS, INTRALOGISTICS, LAST MILE, TOOLS AND SAFETY SYSTEMS.*



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## EXHIBITORS

### SECTORS PRESENT AT THE EVENT



*VEHICLE MANUFACTURERS,  
FLEET MANAGEMENT AND  
TRACKING, VEHICLE PARTS,  
ENGINES AND TIRES*



*FLEET MANAGEMENT  
AND TRACKING*



*BANKS, FINANCING,  
INSURANCE AND SERVICES*



*ROAD IMPLEMENT  
MANUFACTURERS*



*EQUIPMENT AND  
ACCESSORIES  
MANUFACTURERS*



*VEHICLE PARTS,  
ENGINES AND TIRES*



*INTRALOGISTICS*



*LAST MILE*



EXHIBITORS

**500**  
**BRANDS**

Represent **100%** of the  
**road cargo transport chain**

**20% larger** exhibition  
area, totaling **100,000 m<sup>2</sup>**

**96%**

of exhibitors say they were  
satisfied with their participation  
in Fenatran 2022

**95%**

of exhibitors intend on  
returning for the next  
edition

*EXHIBITORS*

**MAIN REASONS TO RECOMMEND THE  
EVENT ACCORDING TO EXHIBITORS**



**NEW BUSINESS**



**QUALIFICATION AND  
HIGH REPRESENTATIVITY**



**RETURN ON  
INVESTMENT**

VISITORS

**RECORD PUBLIC**

**66,000**

**VISITORS**

**55**

COUNTRIES

**27**

STATES

**1800**

MUNICIPALITIES



**RECORD VISITOR  
SATISFACTION  
AND LOYALTY**

**96%**

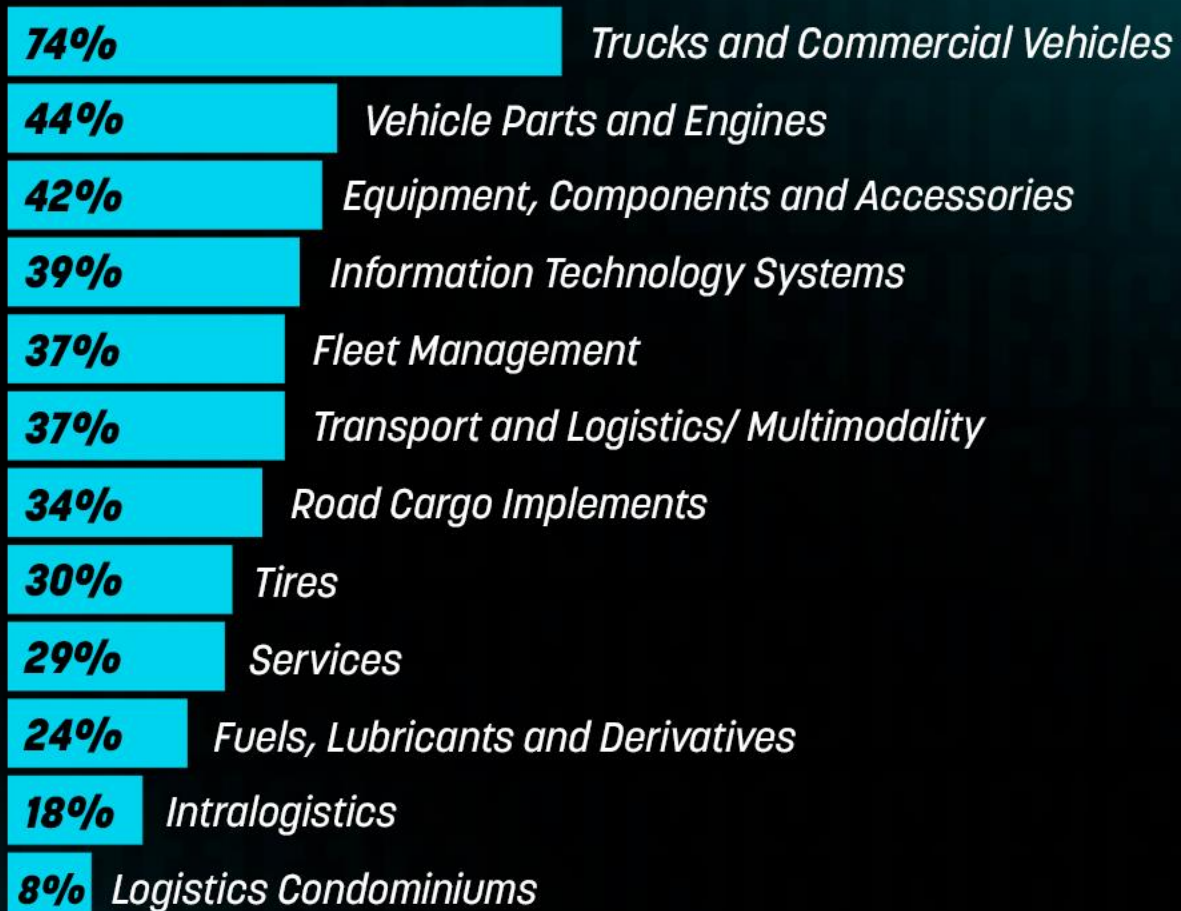
of visitors say they were satisfied with the event

**95%**

of visitors intend on returning for the next edition of fenatran.

# SECTORS OF INTEREST

FOR VISITORS



*BUSINESS*



**BUSINESS ROUNDTABLES**  
FENATRAN

**480** BUSINESS ROUNDTABLES

**92%** OF VISITORS WERE SATISFIED WITH THEIR PARTICIPATION IN THE BUSINESS ROUNDTABLES

**BRL 9.5 BILLION**  
**IN BUSINESS GENERATED**

*BRL 1 BILLION MORE THAN THE LAST EDITION OF THE FAIR IN 2019*

**MORE THAN**  
**98,000 LEADS**  
GENERATED FOR EXHIBITORS

**BUSINESS ROUNDTABLE SPONSORSHIP:**

**ve|lo|e**



## EXPERIENCES

# **CONTENT** ARENA

The **Content Arena**, located on the main avenue of the pavilion, was the meeting place for visitors looking for qualified content, networking and professional development.

We welcomed renowned professionals to discuss the most relevant topics in the cargo transport and logistics sector.

 **40**  
**HOURS**  
OF CONTENT

**OVER**  
**70**  
SPEAKERS

**OVER 11,000 VISITORS** ATTENDED AT  
LEAST ONE PRESENTATION AT THE  
FENATRAN CONTENT ARENA.





## SCHEDULE



### **FENATRAN ROUTE**

*THE FENATRAN ROUTE ENDED ITS 2022 JOURNEY AT FENATRAN, ONCE AGAIN BRINGING THE SECTOR AND STEAKHOLDERS TOGETHER: ENTITIES, MANUFACTURERS, LOGISTICS OPERATORS AND TRANSPORT COMPANIES ON THE EXPECTATIONS AND FORECASTS FOR 2023.*



### **SUSTAINABLE TRANSPORT FORUM**

*THE EVENT THAT HAS BECOME A REFERENCE FOR SUSTAINABILITY IN TRANSPORT, LOGISTICS AND MOBILITY. CONTENT, EXPERIENCES AND CASES TO INSPIRE VISITORS TO IMPLEMENT GOOD ESG PRACTICES IN TRANSPORT AND LOGISTICS COMPANIES.*



### **LAST MILE AND INTRALOGISTICS**

*THE EXPECTATIONS OF LEADERS IN THE SECTOR FOR THE INTRALOGISTICS MARKET IN 2023, THE GROWTH OF LAST MILE LOGISTICS AND THE CHALLENGES OF OPERATING IN THE LAST MILE IN THE POST-PANDEMIC SCENARIO.*



### **1st FORUM FOR WOMEN IN TRANSPORT AND LOGISTICS**

*THE FORUM DISCUSSED THE CHALLENGES AND OPPORTUNITIES FOR WOMEN IN THE TRANSPORT AND LOGISTICS SECTOR. BUSINESS GENERATION THROUGH DIVERSITY OF IDEAS.*

EXPERIENCES

# FENATRAN EXPERIENCE



THE PUBLIC HAD THE OPPORTUNITY TO TEST DRIVE SOME OF THE **MOST MODERN AND COMFORTABLE HEAVY AND LIGHT COMMERCIAL VEHICLES AVAILABLE ON THE MARKET** IN THE EXTERNAL AREA OF SÃO PAULO EXPO.

## 18 VEHICLE

MODELS AVAILABLE FOR TEST DRIVES.

PARTICIPATING BRANDS IN 2022:



IVECO



Caminhões  
Ônibus



SCANIA

### 95%

SATISFACTION AMONG  
FENATRAN EXPERIENCE  
PARTICIPANTS

### 2500

TEST DRIVES

### 2KM

TRACK



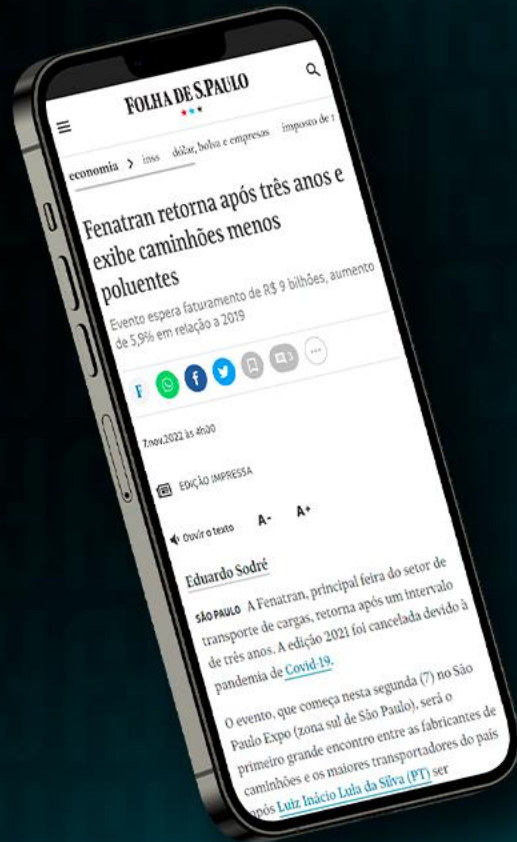
IN PARALLEL WITH FENATRAN 2022, **MOVIMAT BROUGHT TOGETHER THE MAIN BUYERS** IN THE INDUSTRY AND DISTRIBUTION, WHOLESALE, RETAIL AND ELECTRONICS SECTORS, ALL INTERESTED IN PRODUCTS, SERVICES, SOLUTIONS, CONTENT AND THE LATEST TECHNOLOGY IN THE MARKET FOR THEIR LOGISTICS AND INTRALOGISTICS PROCESSES.

**25% OF PEOPLE WHO REGISTERED FOR FENATRAN ARE FROM MOVIMAT SECTORS, INCLUDING:** TRANSPORT AND LOGISTICS / MULTIMODAL TRANSPORT; INTRALOGISTICS; IT SYSTEMS; AND LOGISTICS CONDOMINIUMS.

**44% OF REGISTERED PARTICIPANTS ARE DECISION MAKERS OR MAKE RECOMMENDATIONS.**



# IN THE MEDIA



FOLHA DE S.PAULO



ESTADÃO 



 ESTRADÃO

# MEDIA PARTNERS



*DIGITAL AUDIENCE*

***Impact***

***OVER 2 MILLION***

*USERS IMPACTED BY FENATRAN  
COMMUNICATIONS ON SOCIAL MEDIA*

***Engagement***

***OVER 800,000***

*INTERACTIONS WITH FENATRAN  
PUBLICATIONS ON SOCIAL MEDIA*

*Followers*



***+50K***



***+5K***



***+35K***

## DIGITAL PUBLIC

**SINGLE USERS WHO  
ACCESSED THE SITE  
OVER 2,000,000**

**TOTAL NUMBER  
OF ACCESSES  
3,400,000**





DIGITAL CONNECTIONS

# Rota Digital Fenatran

OVER 2022, FENATRAN PROVIDED OPPORTUNITIES FOR VIRTUAL INTERACTION IN THE SECTOR WITH THE **FENATRAN DIGITAL ROUTE**. THIS DIGITAL CONNECTION IS ALIGNED WITH RX'S NEW STRATEGY OF PROMOTING ONGOING RELATIONS BETWEEN EXHIBITORS AND VISITORS, 365 DAYS A YEAR, WHETHER IN THE VIRTUAL ENVIRONMENT OR AT LARGE IN-PERSON EVENTS.



OVER **18,000**  
SINGLE PAGE VIEWS

SPONSORS:





# Rota DigitalNEWS

**DIGITAL ROUTE NEWS IS A CONTENT HUB WHERE PEOPLE CAN GET ALL THE LATEST NEWS ABOUT FENATRAN AND OTHER RELEVANT NEWS FROM THE ROAD CARGO TRANSPORT AND LOGISTICS SEGMENT. IT ALSO OFFERS EXHIBITORS AND VISITORS OTHER DIGITAL RESOURCES.**

**DIGITAL ROUTE NEWS 2022 REACH:**



OVER  
**19,000**  
SINGLE PAGE VIEWS



**490K+**

PROFESSIONALS IN THE SECTOR  
IMPACTED BY THE DIGITAL ROUTE  
NEWS BLOG MONTHLY NEWSLETTER

**FENATRAN**  
23<sup>RD</sup> INTERNATIONAL ROAD FREIGHT TRANSPORT FAIR

**NOVEMBER**  
**04<sup>th</sup> to 08<sup>th</sup> 2024**

***BRING YOUR BRAND  
TO THE NEXT EDITION!***



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