



24th edition

MAY
21-23
2019 SÃO PAULO EXPO

INTERNATIONAL EXHIBITION OF TECHNOLOGY
FOR THE PHARMACEUTICAL INDUSTRY

POST SHOW REPORT 2019

www.fcepharma.com.br



MORE QUALIFIED AUDIENCE AND NEW ATTRACTIONS MARK THE 2019 FCE PHARMA

The 24th fair edition was innovative! In addition to the releases in products and services for the pharmaceutical industry, unpublished experiences on themes regarding the industry were offered. Another piece of news was the sectorized routes of machines and logistics.

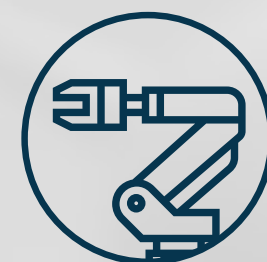
Promoted for 24 years by NürnbergMesse Brasil, the traditional FCE Pharma has been considered the main place for professional update and business generation for the industry and entire chain that comprise this pharmaceutical industry.



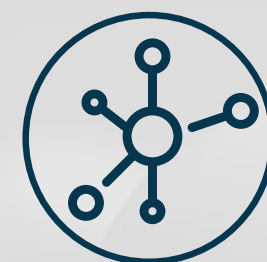
It's part of our DNA to surprise the market. We seek to develop successful initiatives, bet on novelties that improve the visitor experience, and boost market development. We received a very positive feedback from investments in 2019 and we feel very proud, especially coming from a highly qualified audience.

João Paulo Picolo
CEO of NürnbergMesse Brazil

EVENT SECTORS



**MÁQUINAS E
EQUIPAMENTOS**



MATÉRIA-PRIMA



**CONTROLE DE
QUALIDADE**



**CONTROLE DE
CONTAMINAÇÃO**



EMBALAGENS



SERVIÇOS



**EQUIP. PARA
LABORATÓRIOS**



**TECNOLOGIA E
AUTOMAÇÃO**

LAST EDITION DATA

more than
+500
exhibiting brands

more than
+40,000
SQM

more than
+16,500
visitors



We are aware of the difficulty finding a company director in the daily routine, and these key people here also come with another purpose, which removes a little bit of that meeting formality and is a positive point. This is the place where we make a great step to do business.

Roberson Petrungaro
Director of LATAM sales from ACG Brasil

SOCIAL MEDIA

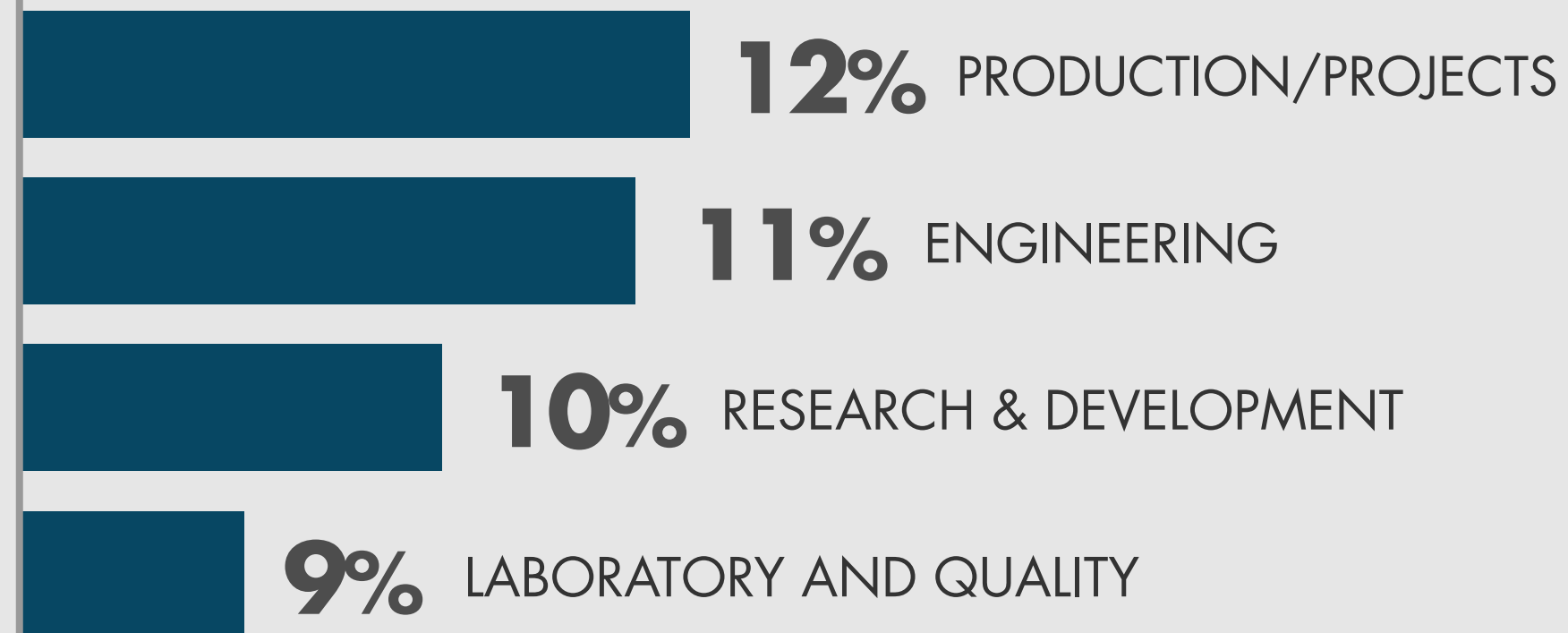
+220 posts

149.156
people reached



VISITOR PROFILE

FIELD OF ACTION



82%

ARE PLEASED WITH THE EVENT

79%

TAKE PART IN THE PURCHASE PROCESS OF THE COMPANIES THEY WORK AT

57%

ARE IN POSITIONS OF TRUST



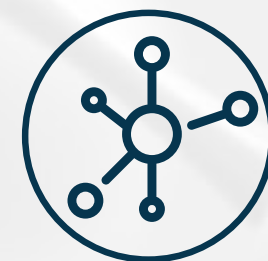
The fair was pretty good this year. We welcomed many qualified and important clients.

Mariela Palacios
Executive director of Almapal

VISITORS INTERESTS



MÁQUINAS E EQUIPAMENTOS

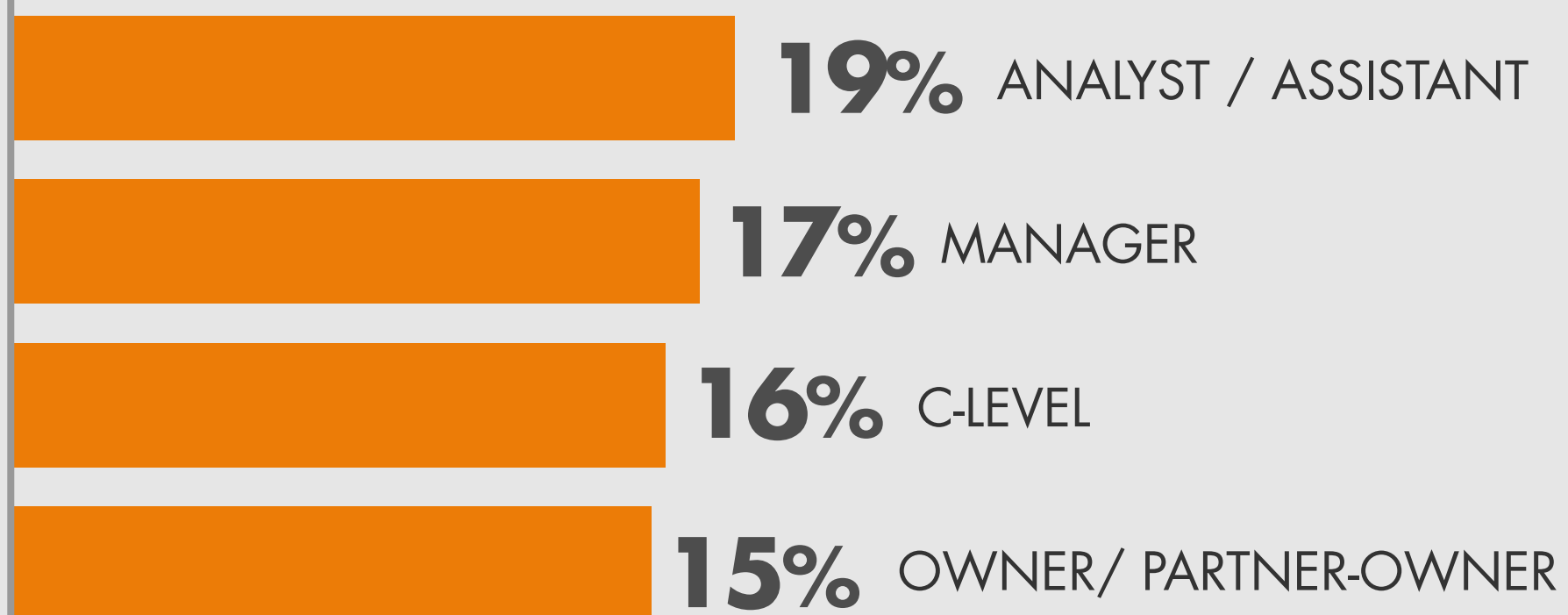


MATÉRIA-PRIMA



TECNOLOGIA E AUTOMAÇÃO

JOB TITLE



MAIN OBJECTIVES OF THE VISITORS



SEARCH NEW PRODUCTS AND LAUNCHES



SEARCH NEW SUPPLIERS



INCREASE NETWORKING WITH SECTOR PROFESSIONALS

94%

ARE SATISFIED REGARDING THE AMOUNT OF RELEASES AND NEWS INTRODUCED IN THE EVENT

EXHIBITOR PROFILE



74%

ARE PLEASED WITH
FCE PHARMA



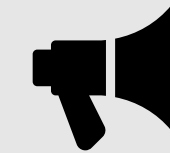
81%

SEEK AN
ASSOCIATION WITH
NEW AND CURRENT
CLIENTES

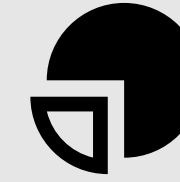
MAIN OBJECTIVES IN EXHIBITING



CUSTOMER RELATIONSHIP



PROMOTE THE BRAND/PRODUCT



INCREASE MARKET SHARE



FCE Pharma is the biggest event of the pharmaceutical industry in Latin America. Taking part in it is very important for us in the matter of association with our clients and to introduce our news!

Liziane Magalhães
Bosch marketing manager

More than
29 hours
of Content!

The FCE Pharma team and its partners brought a lot of important and current content for the visitors. The lectures have contributed to the participants' professional growth.

The satisfaction with parallel events reached 85% of participants!



Talk SCIENCE

700
PARTICIPANTS
OVER 3 DAYS

30
SPEAKERS



This is the importance of being here:
having the opportunity to update
and establish partnerships.

Wania Renata dos Santos
Manager from the Viral Vaccine Department
of Bio-Manguinhos (Fiocruz)

LET'S science.talknmb.com.br
TALK



SINDUSFARMA

Bilcare
Research

swan
ANALYTICAL SOLUTIONS

DUPONT

RODADA,
DE NEGÓCIOS
BRASIL AMÉRICA LATINA 2019

Abiquifi Business Matchmaking

30
MEETINGS

BUYERS FROM:
- ARGENTINA
- COLOMBIA
- MEXICO



USD 200.000,00

BUSINESS RESULT EXPECTATION



Logitech Science

+100
PARTICIPANTS

+8 HOURS OF
CONTENT

**EXHIBITION
AND CONGRESS
FOCUSED ON
LOGISTICS**

KEYNOTES HIGHLIGHT

DHL

IBM

ups



New technologies are the key to the future. And many companies still don't use them to their advantage. You need to accelerate any change in business behavior

Thorsten Roggenbuck

Vice-president of Life Sciences & Healthcare at DHL Supply Chain

LOGITECH
SCIENCE



R&D Academy

+250
PARTICIPANTS



**INDEPENDENT COMMUNICATION
AND AUTOMATED PROCESSES**



**A FUTURE LABORATORY WITH
INDUSTRIAL TECHNOLOGIES 4.0**

IV Simpósio FCE - ACFB/ANF de Inovação Farmacêutica

71
PARTICIPANTS

The traditional Symposium of the Academia Nacional de Farmácia (Brazilian Academy of Pharmacy) discussed themes of distinct lines where the Pharmaceutical Sciences are applied, such as pharmacological researches, clinical trials, technology in the pharmaceutical industry, health regulation, and quality systems

Hospitality Class

+240

**VISITORS FROM THE
MAIN INDUSTRIES
OF THE SECTOR**

4 HOURS

**OF PRESENTATION OF MAIN
CONSULTING COMPANIES IN
BRAZIL**

MEDIA OUTREACH



305 = **+28.000.000**
INSERTIONS PEOPLE REACHED

MEDIA RETURN

R\$ 3.481.159,79

Media partners



STRATEGIC PARTNERS

EXCLUSIVE PARTNERSHIP



EXCLUSIVE SUPPORT

INSTITUTIONAL SUPPORT



OFFICIAL MEDIA & CATALOG



CONTENT PARTNER



BE PART OF THE HISTORICAL 25TH EDITION OF FCE COSMETIQUE!



FCEPHARMA
FINE CHEMICAL ENGINEERING

02-04
JUNHO

2020

São Paulo Expo

25 years stimulating business!

Contact our sales team and check out the best solutions to promote your products and generate business for your company.

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Organization & Promotion



Exclusive Partnership



Exclusive Support



Parallel Event



Venue



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