



JUNE
4th to 6th
2024

11am to 07pm

VENUE:
SÃO
PAULO
EXPO

fcepharma.com.br



POST SHOW REPORT 2024



28th
EDITION

 @fcepharmaoficial

 /fcepharma

 /fce-pharma

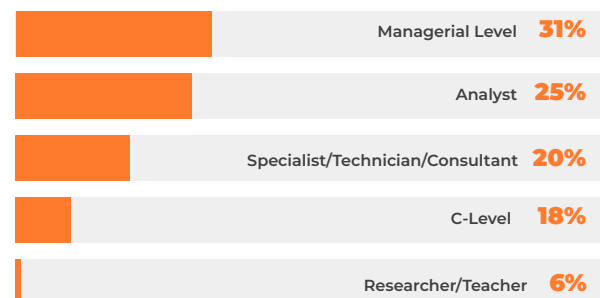
Visitor profile



21,575 visitors

A qualified audience seeking and creating new relationships and business opportunities.

Positions



Presence from 30 countries

South America: **56.75%**

Asia: **13.48%**

Europe: **13.48%**

North America: **11.80%**

Central America and Caribbean: **2.25%**

Middle East: **1.12%**

Presence from 28 Brazilian states, with emphasis on the Southeast and South regions of the country.

Areas of expertise



Exhibitors

Business area:



40,000m²



100% sold spaces



+80% of the exhibitors are satisfied



+600 Exhibiting brands



Content journey



Followers on 14/06/24: **7,910**

Growth of **56.54%**

Profile views: **24,037**

Post reach: **134,306**

Total impressions: **149,481**

Posts in the period: **229**



Likes: **4,982**

Page reach: **299,544**

Total impressions: **388,485**

Page engagement: **32,377**

Posts in the period: **254**



Followers on 14/06/24: **10,226**

Growth of **24%**

Reach: **55,161**

Impressions: **136,240**

Posts in the period: **236**

Talk Science

More than **8 hours of content**

Positions:

Analyst - **28.23%**

Consultant and Owner - **22.18%**

Management Level - **16.13%**

C-level - **16.53%**

Others - **17.93%**

Media coverage

47

Insertions and over **246 mentions**

Media return of

R\$ 479,978.40

Talk Science



ARENA

The Arena Talk Science has established itself as a success at FCE, fostering **discussions on key topics** in the cosmetic and pharmaceutical industries.

The event attracted **hundreds of attendees** and **featured presentations** on sustainability, artificial intelligence, and greenwashing by experts like Luiz Marinello and Komatsu.

Participating companies included **Corning International, Fortgroup, Daxia, Athletica Nutrition, and Dasa**, offering valuable insights into ESG practices and industry innovation.



294
Attendees



+20
Speakers



STUDIO

The Studio Talk Science also stood out with the segment **"Market Talk," led by Nadja Bento, Portfolio Director**. This space featured **24 recordings** in this edition and became crucial for understanding industry dynamics and trends, **presenting interviews with industry leaders and influencers**.

Topics covered included ESG, innovation, artificial intelligence, and improvements in industrial processes.

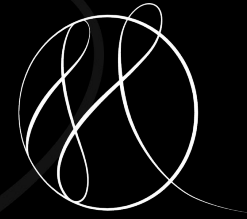


24
Recordings



8h
Generated content





HOSPITALITYCLASS



The Hospitality Class is an exclusive relationship program between brands, suppliers, and the cosmetic and pharmaceutical industry, manifested as a VIP space within the event. Over three days, more than 900 visitors enjoyed the amenities and networking opportunities offered by Hospitality Class.

This edition featured Manaus Airport Powered by Vinci as the ambassador of the VIP space.

The area also hosted notable corporate events, including breakfasts organized by **Dinaco, Cytiva, and AQIA**, as well as a happy hour by Schneider, facilitating interactions and idea exchange among attendees.



Match Making Program

At its 28th edition, FCE hosted another Match Making Program focused on producers and buyers in the raw material segment of the cosmetic and pharmaceutical industries.



2h of business



08 exhibitors



40 buyers



R\$10.050.000
in generated business





Media Partner

ANALYTICA

ChemicalWeekly



labnetwork



**Pharmaceutical
Technology
Brasil**

Official Media

Official Digital Media

**CONTRACT
PHARMA
Brasil**

**PHARMA
INNOVATION**
KNOW MORE. CREATE MORE.

Institutional Support



abifisa
ASSOCIAÇÃO BRASILEIRA DAS EMPRESAS DE FILTROS AUTOMOTIVOS, INDUSTRIAIS E PARA ESTAÇÕES DE TRATAMENTO DE ÁGUA, EFLUENTES E REUSO

abrafiltros
Associação Brasileira das Empresas de Filtros Automotivos, Industriais e para estações de Tratamento de Água, Efluentes e Reuso

LEGIS
Consultoria & Representações

META
REGULATÓRIA

**PHARMA
AVANTI**
LIFE IS BETTER

SENAI

sindusfarma



See you in 2025

**From June 10 to 12
at São Paulo Expo**

 @fcepharmaoficial  /fcepharma  /fce-pharma

WE ALWAYS MEET AT FCE!

NÜRNBERG MESSE