

# AMTS BRASIL

**A**utomotive  
**M**anufacturing  
**T**echnology & Material  
**S**how

August 31<sup>st</sup> - September 2<sup>nd</sup>  
2021

São Paulo, Brazil

After fifteen editions, China's leading automotive engineering trade event arrives in South America to expand your business opportunities.

**DON'T MISS OUT!**  
**TAKE THE OPPORTUNITY**  
**TO SHOWCASE YOUR**  
**BRAND IN LATAM'S**  
**LARGEST CAR MARKET!**

## Why Brazil?



### Brazil is among the 10 largest car producers in the world

With a 14% increase in vehicle production in the first half of 2018, Brazil ranks 9th among the world's largest car producers.

Estadão



### Expected to increase production and car sales in 2019

According to Anfavea - National Association of Manufacturers of Automotive Vehicles - Brazil should grow 11.4% in vehicle sales and 9% in production.

Folha de São Paulo



### Route 2030 - Assembler Incentive Program

Rota 2030 is a program that will define the rules and incentives for automobile manufacturers in Brazil by 2030. One of the main benefits of the program to industry is the tax incentive of up to R\$ 1.5 billion per year.

Auto Esporte



### Growth in the sale of agricultural machinery and trucks

In 2018, Brazil registered a 23.8% increase in the production of agricultural machinery and a 12.7% increase in sales. The agricultural sector also boosted the sale of trucks, which grew 47.6%. According to Anfavea, the expectation for 2019 is also growing.

Globo G1



### São Paulo will give up to 25% discount on ICMS

Through the Pro-Vehicle program, the State Government of São Paulo will give up to 25% of fiscal incentive for manufacturers of machinery, equipment and motor vehicles. Currently, the state is the 18th largest producer of vehicles in the world and the largest consumer state in

Jornal do Carro



Through exclusive actions, **AMTS Brasil** will bring together the main players of the automotive industry in LATAM in an ideal environment for business and networking. You will meet high power decision makers from:

- **Carmakers**
- **Tier companies**
- **Aftermarket autoparts manufacturers**

...looking for new suppliers of technologies and solutions to improve their process and reduce their costs.



#### Matchmaking

Boost your business by joining our **FREE Matchmaking Program** and get recommended to **5000** of target **buyers** interested in your products and services.

#### Estimate for the Brazilian edition



**+5000**  
qualified  
visitors



**+80**  
exhibitors

#### Conference Program

In addition to the business environment, AMTS Brasil will offer exclusive content aligned with the "megatrends" of the automotive market. Be a sponsor and strengthen your brand connecting it with:



Real day-to-day challenges of the automotive industry in Brazil and LATAM.



The main trends for the sector.



Best practices for process optimization and industrial plants.

Being at one of **Reed Exhibitions Alcantara Machado** events is adding value to your brand. With more than 25 years of experience in fairs for the automotive sector, our events provide the ideal environment for you to make the best business for your company.

#### Salão Internacional do Automóvel de São Paulo

The event is one of the most important for the Brazilian economy. In that time, 45,000 test-drives and more than 1,200 hours of activities have already been carried out.

#### Fenatran

Fenatran is consolidated as the main event for the road freight transport segment in Latin America. The event has already received 60,000 visitors and 420 global brands.

#### Salão Duas Rodas

The biggest event dedicated to the motorcycle universe in Latin America. In the last edition, the event had 4,000 hours of experiences and 500 bikes exposed.

Contact team and ensure your company's participation in AMTS Brasil.

**E-mail:** [amtsbrasil@reedalcantara.com.br](mailto:amtsbrasil@reedalcantara.com.br)

**Phone:** +55 11 3060-4748

**Mobile:** +55 11 97692-8859

**Organization and Promotion:**

 **Reed Exhibitions  
Alcantara Machado**