

# POST SHOW REPORT 2024





Over three days, the 15th edition of **EXPOBOR** and **PNEUSHOW**, the main business events of the rubber and tire retreading market, brought together the main players in these markets, providing an environment that is conducive to networking, business, innovation, and new releases.

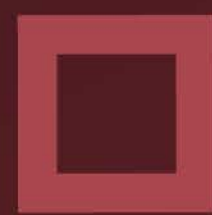
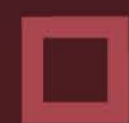
**EXPOBOR** and **PNEUSHOW 2024** stood out not only as the industry's biannual meeting, but also as a significant milestone, celebrating its 15th edition at Expo Center Norte, in São Paulo.



# RECORD ATTENDANCE

9.600  
VISITORS

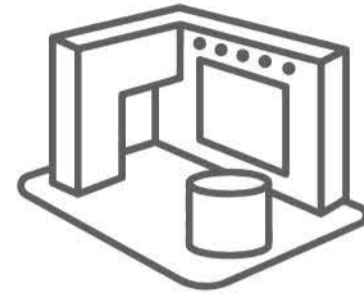
20% GROWTH  
COMPARED  
TO 2022



# 2024 FIGURES



**193**  
EXHIBITORS



**19K**  
SQ. M OF  
EXHIBITION AREA



**9.600**  
VISITORS\*  
\*20% GROWTH  
COMPARED TO 2022



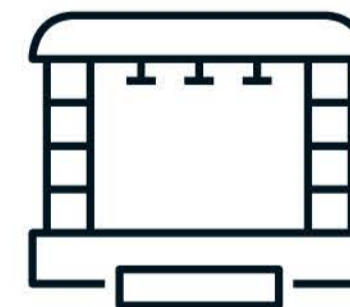
**15H**  
OF CONTENT



VISITORS FROM  
**ALL**  
STATES



VISITORS FROM  
**20**  
COUNTRIES



**2**  
STAGES

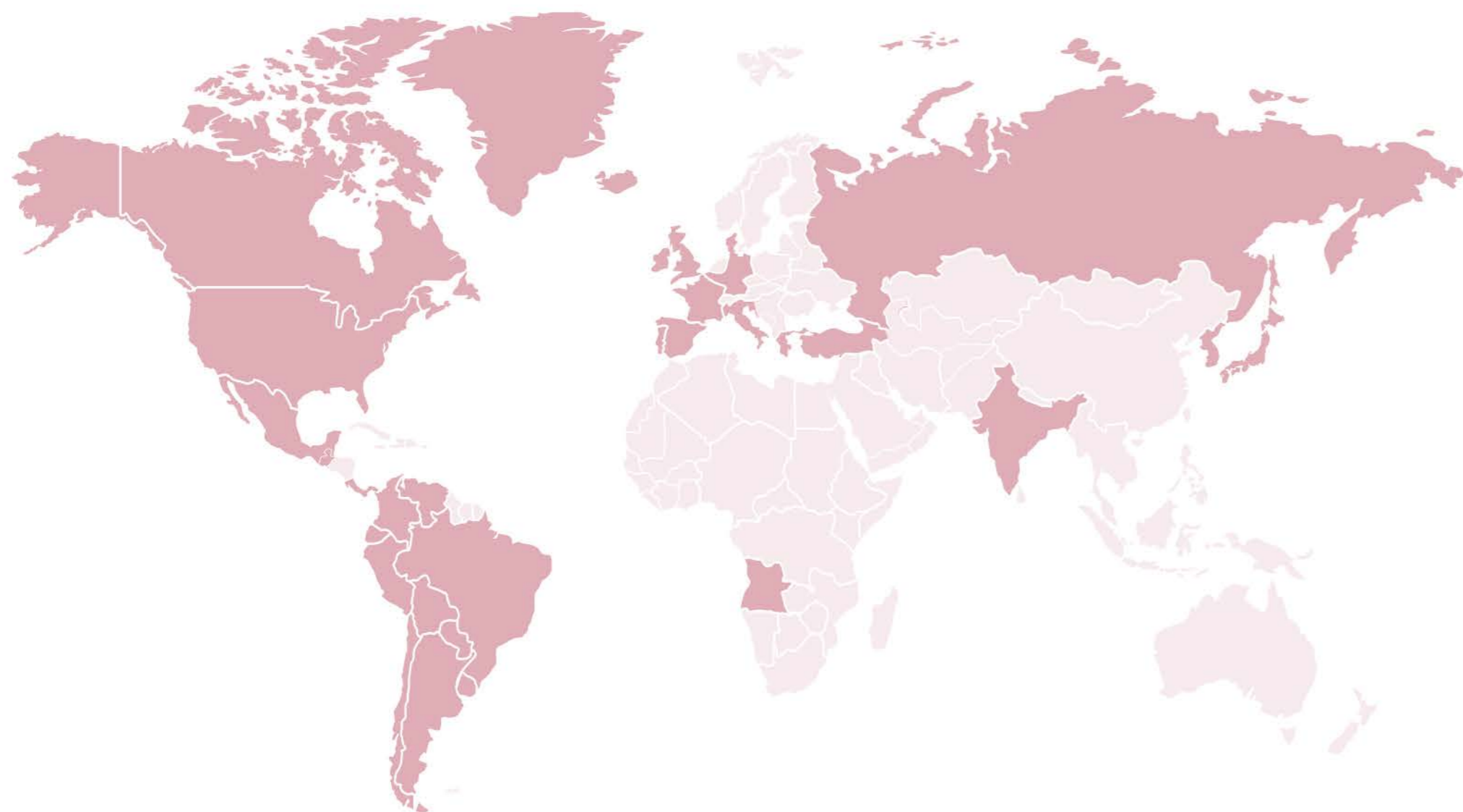


**+1000**  
SPECTATORS  
AT THE LECTURES



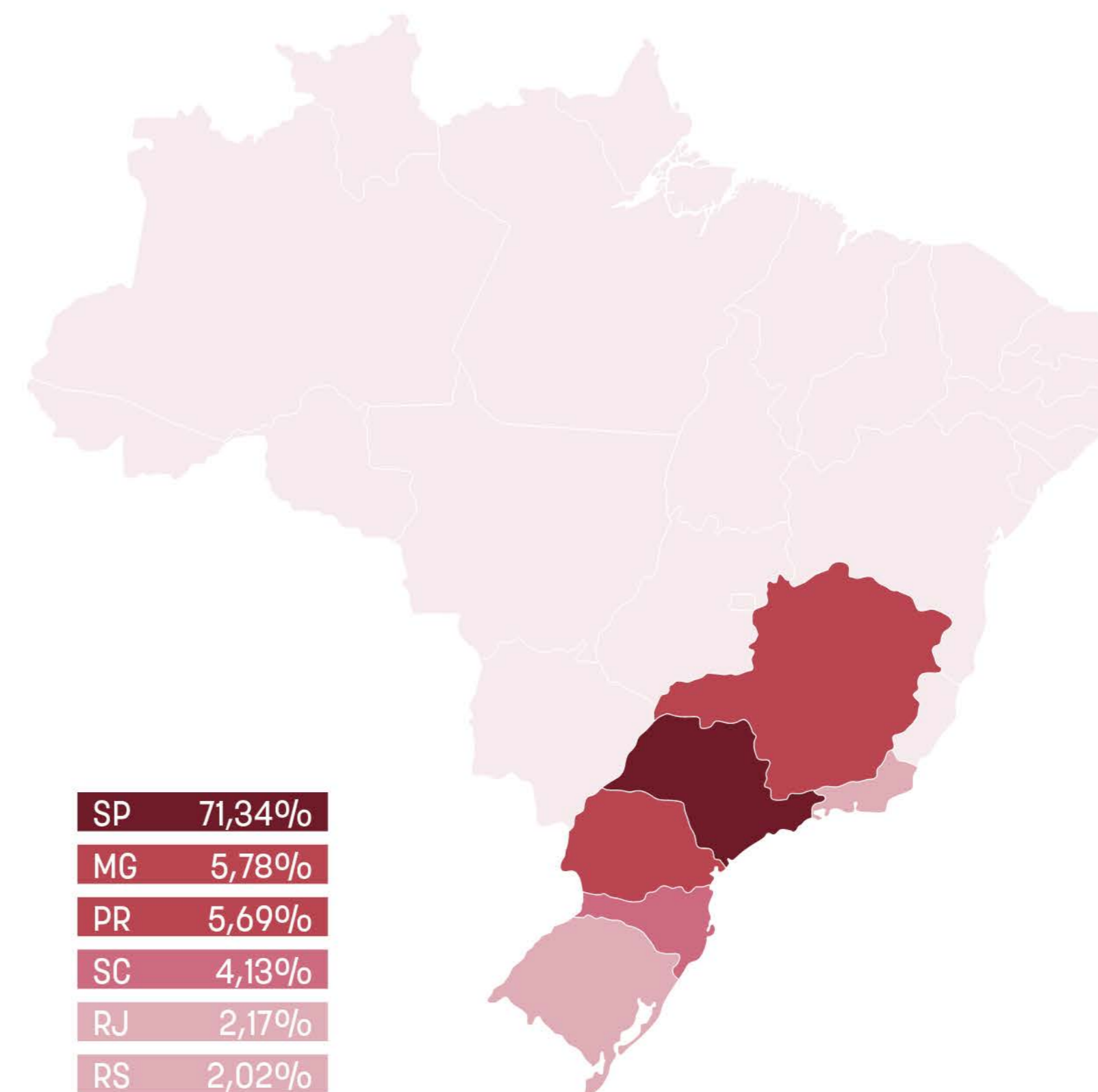
# NATIONAL AND INTERNATIONAL VISITORS

## VISITORS FROM 19 COUNTRIES



SAUDI ARABIA	COLOMBIA	HONG KONG	SINGAPORE
ARGENTINA	ECUADOR	INDIA	SYRIA
BOLIVIA	SPAIN	ITALY	TURKEY
CHILE	UNITED STATES	PARAGUAY	URUGUAY
CHINA	NETHERLANDS	PERU	

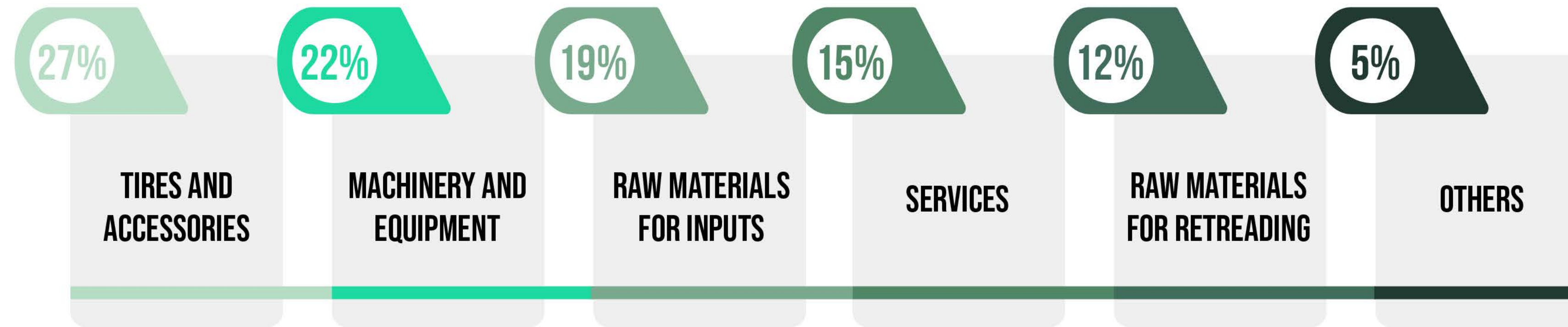
## STATES WITH THE HIGHEST NUMBER OF VISITORS



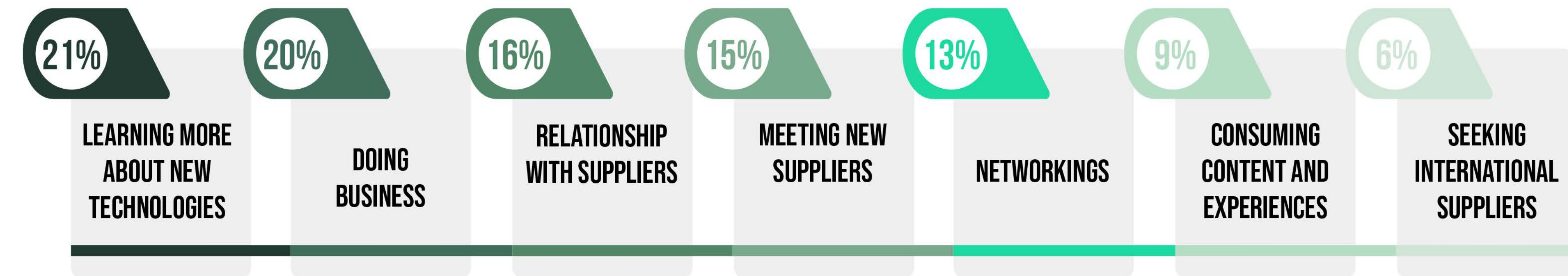
SP	71,34%
MG	5,78%
PR	5,69%
SC	4,13%
RJ	2,17%
RS	2,02%

# GOALS WHEN VISITING THE EVENT

## SECTOR OF INTEREST

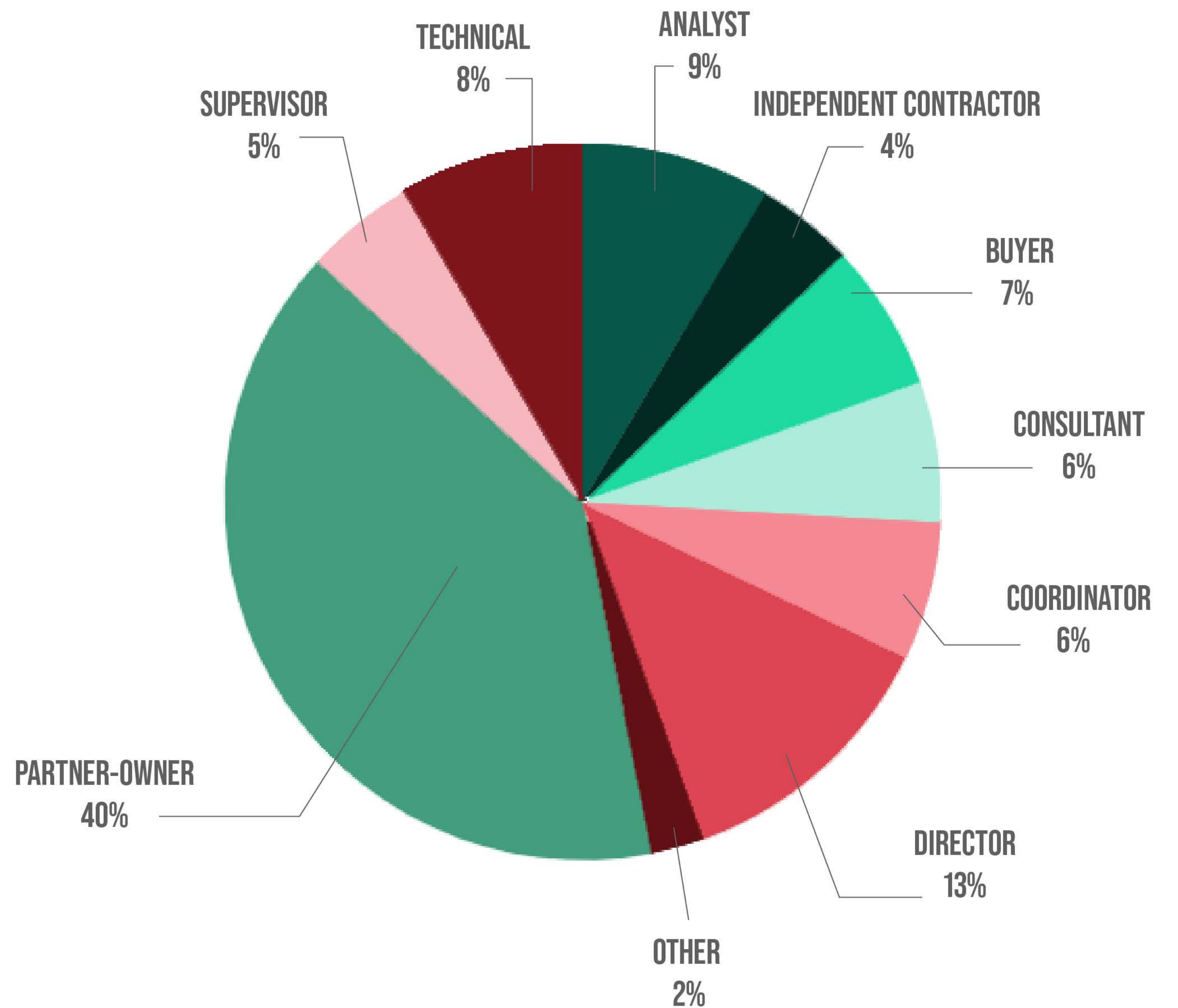


## PURPOSE AT THE FAIR



# VISITOR PROFILE

- 53% of attendees are partners and directors, indicating that the majority of attendees are decision-makers, followed by technical professionals.
- This diversity demonstrates the scope and importance of these events for different hierarchical levels and ROLES within companies, highlighting the opportunity for networking and strategic business.





# PROFILE OF THE LECTURES

The **Expobor** and **PneuShow** fairs covered a wide range of topics, reflecting the trends and challenges facing the rubber and tire retreading industry.

Some of the main talks included: **Technology and High Performance, Efficiency and ESG, Entrepreneurship, and Management**, among other topics aimed at providing participants with a **comprehensive view of opportunities and innovations in the sector**, as well as discussing strategies for growth and sustainability.

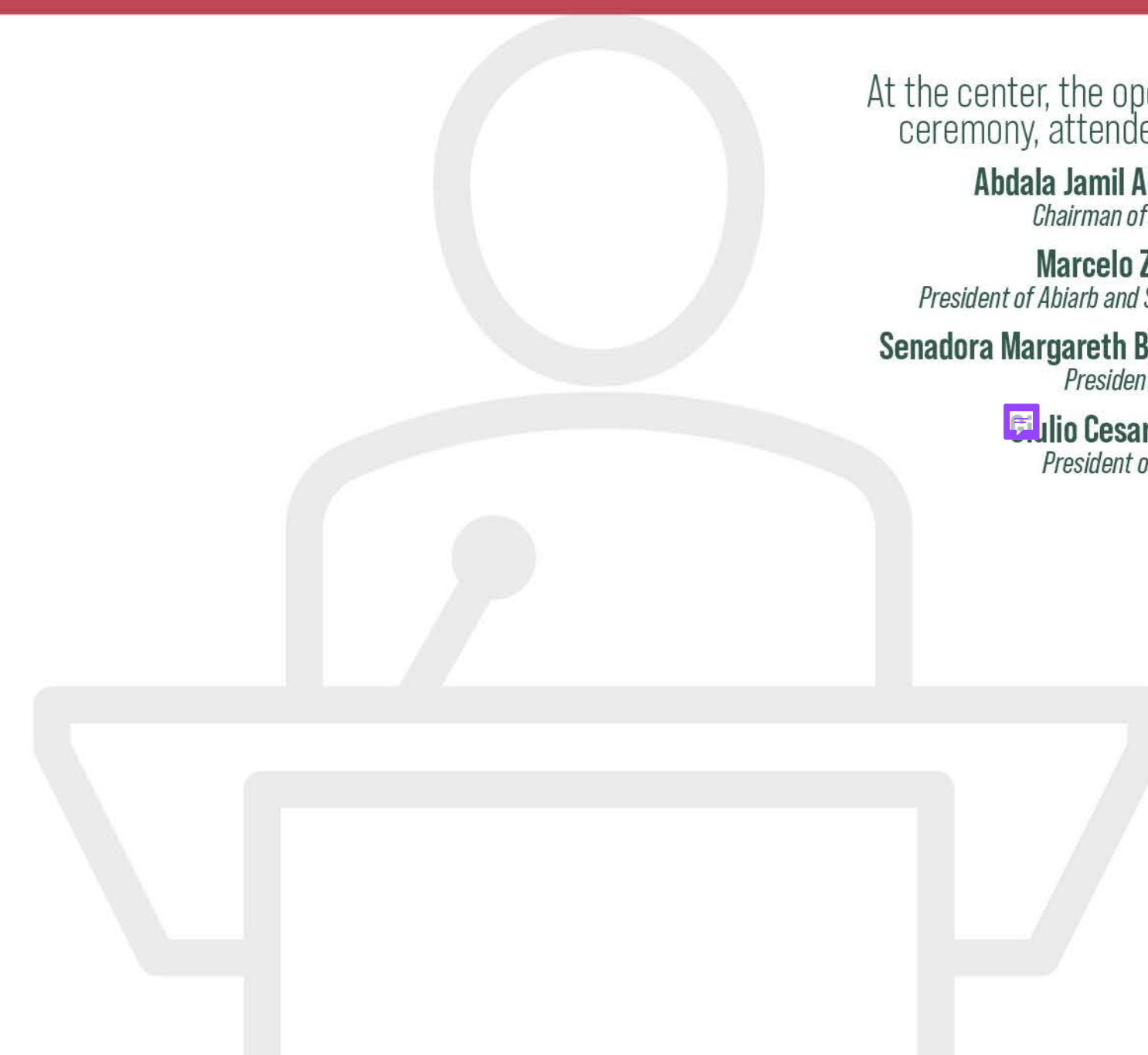
At the center, the opening ceremony, attended by:

**Abdala Jamil Abdala**  
*Chairman of Franca*

**Marcelo Zaidan**  
*President of Abiarb and Sindibor*

**Senadora Margareth Buzetti**  
*President of ABP*

**Julio Cesar Claro**  
*President of ARES*







# EXPOBOR AND RENOVA PNEU AWARDS

The rubber and tire retreading sector celebrated the innovation and excellence of the Brazilian industry with the first edition of the **Expobor Brasil Award**, created to highlight and encourage the Brazilian rubber supplies market, and the **Renova Pneu 2024 Award**, which aims to recognize and celebrate excellence, innovation and sustainability in the tire retreading sector.



PRÊMIO  
**EXPOBOR**  
BRASIL 2024



PRÊMIO  
**RENOVA**  
PNEU2024





# EXPOBOR AND RENOVA PNEU AWARDS



One of the highlights of the ceremony was the celebration of the presence of women in the industry. **Caroline Maldaner**, from FM Pneus, was the winner of the **Women in Retreading** category of the **Renova Pneu 2024 Award**.

The ceremony also paid tribute to **Edgar Solano Marreiros**, from Piauí, founder of Produflex and one of the creators of **EXPOBOR**.



# área vip

business experience

Franca's relationship program in an exclusive area of the event, equipped with all the necessary amenities so that VIP guests from the sector can make the most of it, as well as opportunities to connect with other executives and business leaders.



**+230**  
VISITORS



# MARKETING AND REPORTING OF RESULTS

Effective Strategies and Actions that Increased the Visibility of the Events and Exhibiting Brands



## SPONTANEOUS MEDIA

**53** INSERTIONS  
**46** ONLINE  
**7** RADIO

**R\$139.445,20**  
VALUATION



## E-MAIL MKT

**112**  
CAMPAIGNS SENT

**37.352**  
CONTACTS FROM THE  
FAIR'S DATABASE



## SITIO

**93K**  
HITS



## FACEBOOK

**+787K**  
REACH

**3,25%**  
ENGAGEMENT



## INSTAGRAM

**+113K**  
REACH

**+5K**  
ENGAGEMENT



## LINKEDIN

**+13K**  
REACH

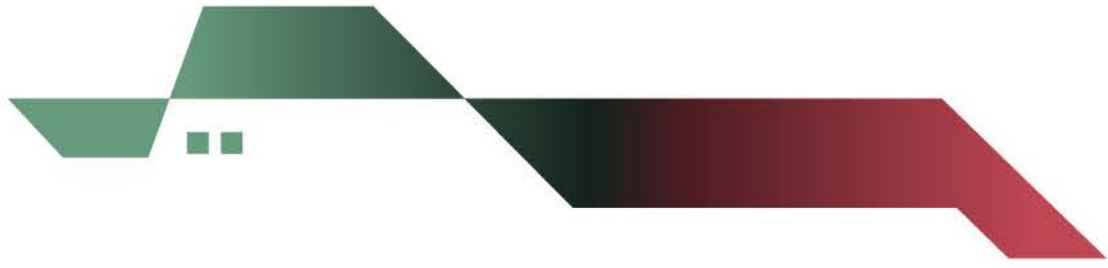
**+5K**  
ENGAGEMENT



## YOUTUBE

**+12K**  
VIEWS

**+6,6K**  
VIDEO VIEWS



# EVENT COVERAGE

## OWN SOCIAL NETWORKS



**+30**

POSTS



**+15**

VIDEOS



**12**

WEBSITE  
PUBLICATIONS

## PARTNER COVERAGE



**CLÍNICA DO PNEU**



**DOUTOR PNEU**



**DIEGO PALUDO**

# EXHIBITOR TESTIMONIALS

“We are very happy to participate in another edition of **EXPOBOR** and **PNEUSHOW**, which comprise the main international fairs for rubber technology, machinery, and products, bringing together the main players in the sector to present innovations, exchange knowledge, and close deals. This event is a crucial meeting point for everyone involved in the rubber production chain, offering a showcase for new products and market trends.”

**CRISTINA JT LA BARROS,**  
*GLOBAL SALES MANAGER AT NITBIFLEX*

“I would like to express our deep gratitude to the **EXPOBOR** and **PNEUSHOW** teams for holding exceptional business fairs in 2024. The events stood out both for the number of attendees and for their quality, welcoming visitors from across Brazil and South America. During the fairs, we managed to close three export deals to South American countries, highlighting the success and importance of the events. It was an amazing, first-class experience. We wish to congratulate the entire team involved and vow to present again at the next edition.”

**ALEXANDRE DE SÁ PEREIRA,**  
*DIRECTOR OF EMBLEMAX*

“**EXPOBOR** and **PNEUSHOW** are top-quality showcases that offer new products to the public, solutions for dealers and fleet owners, and allow us to meet partners and clients, covering everything from new products for cargo tires to our line developed especially for electric cars. These events are in line with our purpose at CantuStore to open paths for people and businesses, a business fair that we simply could not miss.”

**BETO CANTU,**  
*CEO OF CANTUSTORE*

“The fair exceeded our expectations. The event is vibrant and full of energy. We strongly recommend it to our customers and industry partners.”

**JAKE ESOLA,**  
*GLOBAL SALES DIRECTOR OF RJS*

# EXHIBITOR TESTIMONIALS

"The fairs are excellent opportunities to strengthen our commercial and personal relationships with clients and potential clients. The events provide a dynamic and interactive environment, allowing us to present PireRenova, our latest launch, with great visibility. The connections established and the business opportunities that arose are proof of the success of this initiative."

**TADEU SILVA,**  
*CCO OF PIRENÓPOLIS INDUSTRIA DE PLÁSTICO*

"In its 2024 edition, **EXPOBOR** and **PNEUSHOW** have consolidated themselves as the main business fairs in Brazil for the tire retreading segment and as two of the most important events on Vipal's calendar. It has been a great source of pride and recognition to witness their growth of the event over the years, the arrival of more exhibitors, the record attendance, and the increasingly qualified discussions. Our main goal of demonstrating that 'Those who have Vipal, have everything' has come true. We were able to be close to the Authorized Network's retreading companies, listen to the needs and suggestions of our partners, and reinforce our commitment to innovation, excellence in service, and high-quality products and services. We ended this year's participation with a positive balance in every sense"

**IVANIR CANEVESE,**  
*NATIONAL MANAGER OF  
THE VIPAL AUTHORIZED NETWORK*

"We at Univar Solutions brought to EXPOBOR, in addition to our entire portfolio for the rubber market, with all the solutions for our clients, a new partnership with PCBL, the largest carbon black manufacturer in India and the seventh largest in the world, with a production capacity of over 9,000 metric tons per year. It offers a complete line of carbon black with excellent quality, which has already been attested by our customers. This is the launch that we are making at the fair, showing this partnership that should have quite an impact on the rubber market."

**RAPHAEL CARRIERI,**  
*HEAD OF SALES AT UNIVAD SOLUTIONS IN BRAZIL*

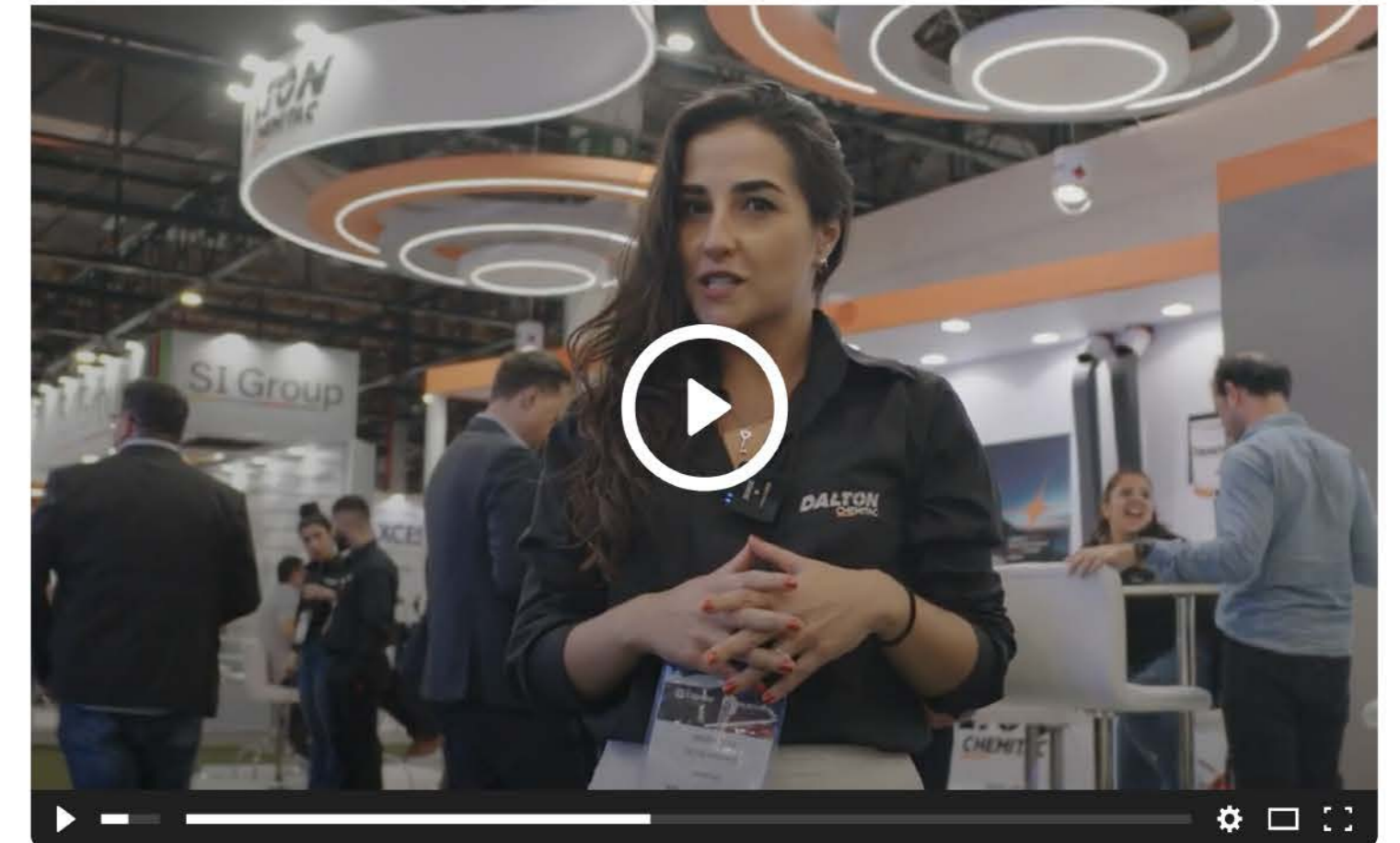
# EXHIBITOR TESTIMONIALS



CLICK TO WATCH THE FULL VIDEO



CLICK TO WATCH THE FULL VIDEO



CLICK TO WATCH THE FULL VIDEO





# CHECK OUT THE EXPOBOR AND PNEUSHOW SUMMARY



# SEE YOU ON JUNE 23-25, 2026

EXPO CENTER NORTE / SÃO PAULO

ORGANIZED BY



BUSINESS SCHOOL PARTNER



DATA PARTNER



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