

PLÁSTICO BRASIL

PLASTIC INDUSTRY INTERNATIONAL FAIR

Post Show Report

24-28 MAR 2025 **SÃO PAULO EXPO**

INITIATIVE



PROMOTION AND ORGANIZATION



Plástico Brasil

The **Plástico Brasil** trade fair showcases innovations and launches for plastics processors and industries such as construction, food, automotive, hygiene, cleaning, and others.

This initiative is promoted by **Informa Markets** and is a collaboration between **ABIMAQ**, the Brazilian Machinery and Equipment Industry Association, and **ABIPLAST**, the Brazilian Plastics Industry Association.



PLÁSTICO BRASIL

Plástico Brasil 2025 | *Big numbers*

+55,000
visits

+62,000 m²
of exhibition area

+1,000 mil
exhibitor brands

20 countries
exhibitors

7 international
pavilions

+80 hours
of content

Plástico Brasil 2025 | *Big numbers*

69%

of visitors play an important role in the purchasing decision

52%

visit the fair looking for new suppliers, buy and/or do research for investment

48%

visit to search for professional qualifications, new trends, solutions, and to exchange experiences

20%

of visitors return to the fair on the second day

87%

of visitors intend to return to the Plástico Brasil 2027 trade fair

53%

indicated that they are not interested in attending another trade fair in this sector

78 points

in the customer satisfaction index
(NPS-Net Promoter Score)

Attractions



The *Parque de Ideias* is a venue for presentations of exclusive content and talks with experts. The program brought together professors, exhibitors, and renowned companies to discuss innovation, trends, and advances in the plastics industry.

+500
participants

30 hours
of content



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Attractions



Economia Circular e Reciclagem

This is a new space dedicated to sustainable solutions in the plastics sector. On the **ECR Stage** (Economia Circular e Reciclagem), experts and industry leaders debated practices and innovations in recycling and reusing materials to reduce waste and promote a more sustainable future.

+400
participants

30 hours
of content



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Attractions | SMED

Practical demonstrations of the **SMED (Single Minute Exchange of Die)** technique, which reduces the time it takes to set up machines and exchange of molds in injection molding machines - an important process for productivity in the sector.

In this edition, we offered free SENAI workshops on rapid mold change, and all participants received a certificate.

Partner companies: Romi, Berg-Steel, Previsão Presilhas, Stäubli and SENAI.

+1,000
participants

25 hours
of content



Attractions | Escola Móvel SENAI

At the ***Escola Móvel SENAI***, the public explored the practical applications of connected technologies, with a focus on 5G.

The demonstrations included secure and remote monitoring and activation of equipment, Wi-Fi 6, latency tests, transmission capacity, and immersive educational experiences, including the Metaverse.



Attractions | ETEC RIT

Recycling Innovation Technology

The fair served as the setting for the Soul do Plástico Institute's Circular Economy project, which was carried out at the Mairiporã ETEC.

The initiative goes beyond recycling. It has developed innovative equipment that transforms discarded plastic caps into more valuable products, extending their useful life.



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Highlights | Recicla Plástico Brasil Project

During the setup, staging and dismantling of the event, the ***Recicla Plástico Brasil*** initiative collects packaging, fabrics, textiles, and products made by display machines, scraps and other discarded plastic materials, to be sent to a correct recycling process with a local cooperative.

In 2025, the sale of recyclable materials enabled the donation of R\$8,000 to Safrater, a social welfare organization.

Materials collected:

Crystal PET | colored PET | green PET | white HDPE | colored HDPE | white PP | colored PP | black PP | crystal PET cake | white PET cake



Highlights | ABINFER Business Center

A space dedicated to the toolmaking chain.

In partnership with **ABINFER (Brazilian Toolmaking Industry Association)**, the fair featured an exclusive exhibition area for **19 toolmaking** companies and suppliers, bringing together products, technologies and complete solutions for the industry.



Highlights | Sacola Circular Project



An educational initiative that demonstrated the sustainability of using plastic in bag production and reinforced the benefits of recycling. The bags produced were used at the fair, which created a chain of good.

Participating companies:

Carnevalli, Extrusa-Pack, G4 Máquinas, MTF Termofomadoras, Rulli Standard e Valmart.

Check out demonstrations of all the action:

1. Video: [Circularity Circuit - Plastic Bag](#)
2. Video: [Recycling - Garbage Bag Production](#)
3. Infográfico: [Circularity Circuit – Plastic Bag](#)

Highlights | Mulheres que Transformam

Mulheres que Transformam is an event organized by **Revista Plástico Sul** to encourage the participation of women in the industry.

The third edition took place on March 24 during Plástico Brasil 2025. It connected women in the industry to share their experiences and the challenges and opportunities they face in their careers, with a focus on the Circular Economy and ESG practices.



ClubeVIP

An event dedicated to welcoming the main **national** and **international buyers** from the plastics transformation sector, with exclusive amenities.

***Over 4,500 buyers
guests attended the VIP Club at
Plástico Brasil 2025***



Caravans and Educational Institutions

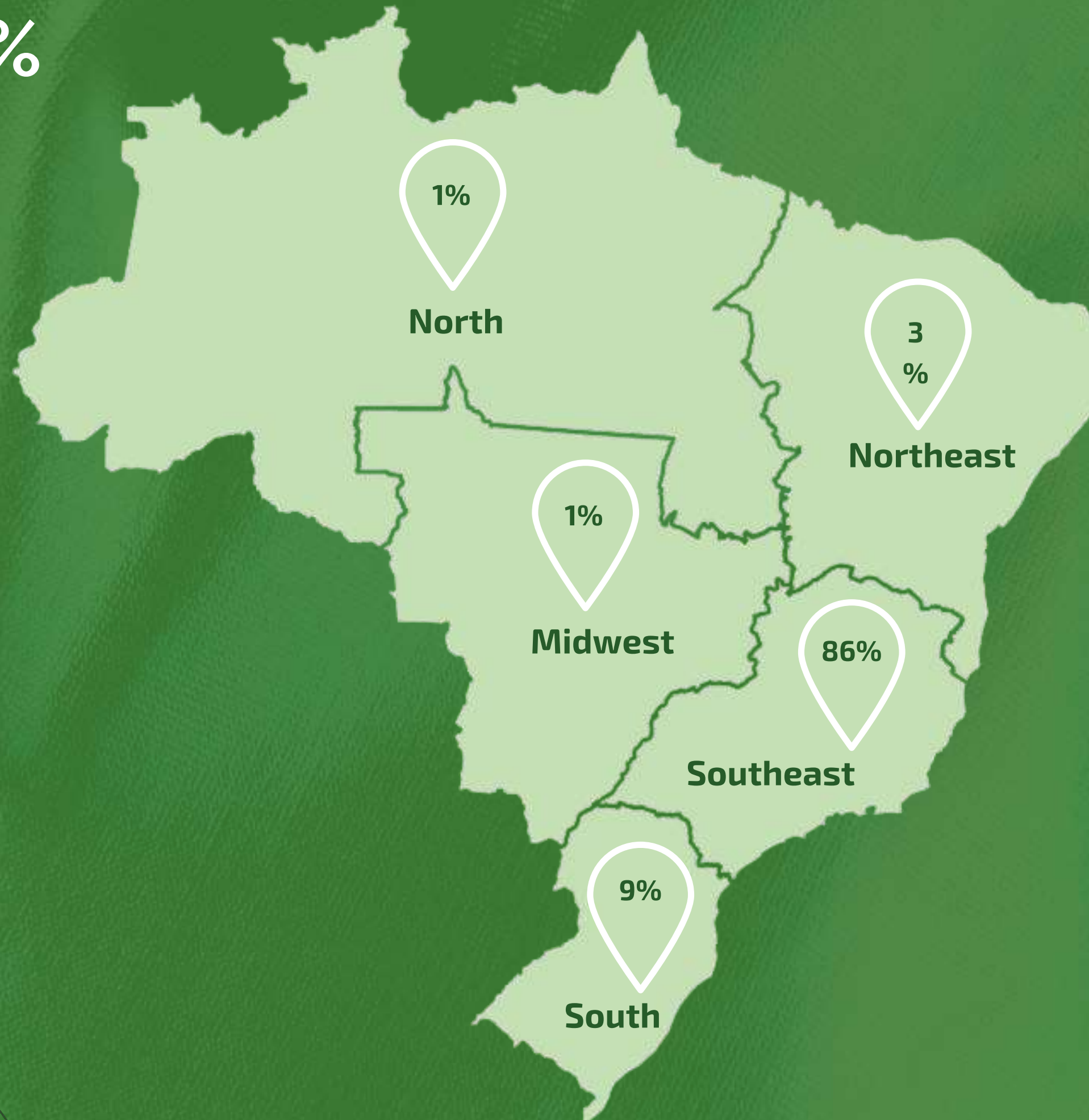
Plástico Brasil organizes **caravans** for groups from educational institutions. The goal is to provide future professionals in the plastics industry with an immersive experience.

5 cities visited in caravans:

- *SENAI Itú;*
- *SENAI Ribeirão Preto;*
- *SENAI Jundiaí;*
- *SENAI Guarulhos;*
- *ETEC Mairiporã.*



Visitation % by Region



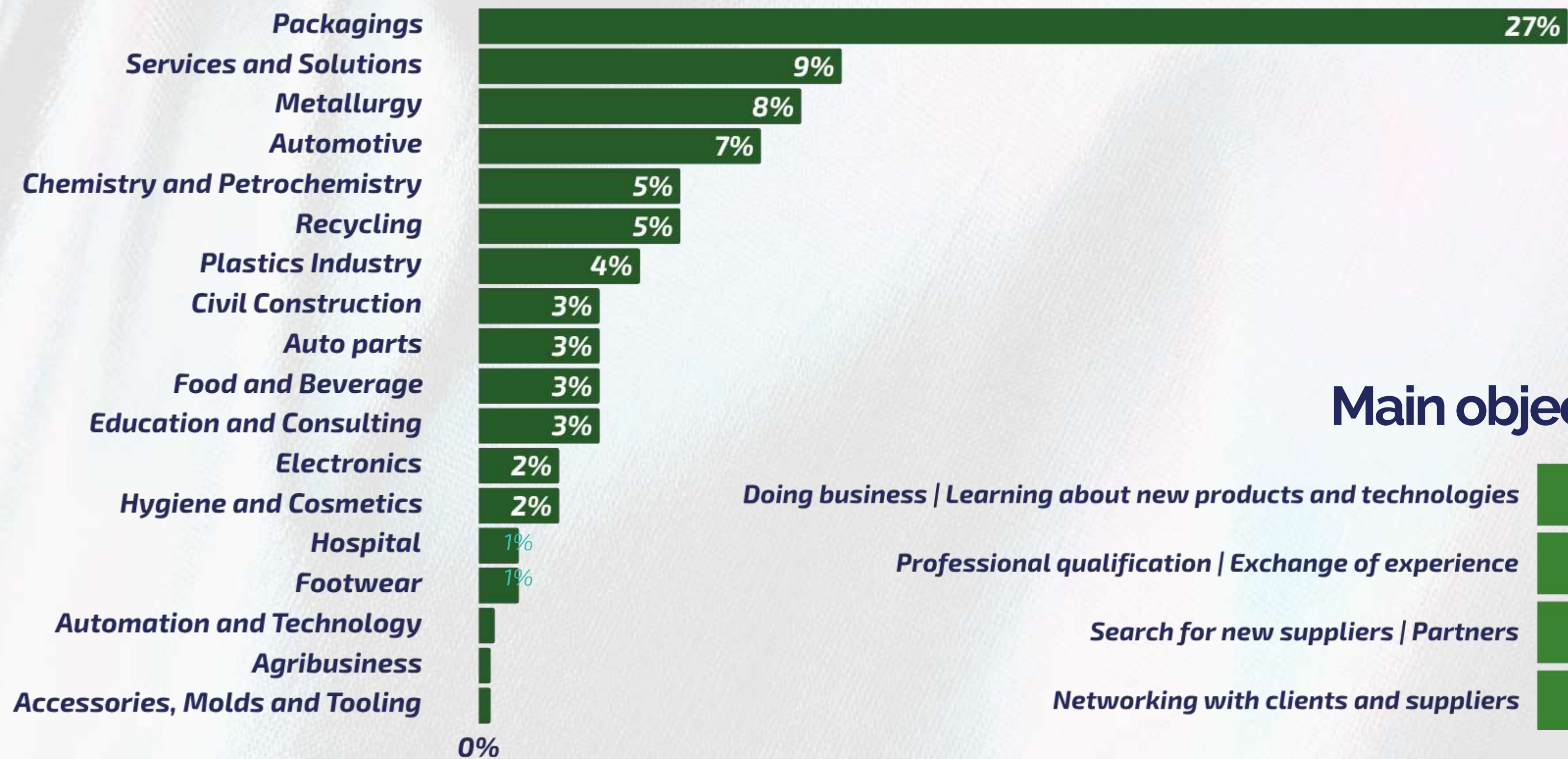
**3% INTERNATIONAL
VISITATION**

15 countries present

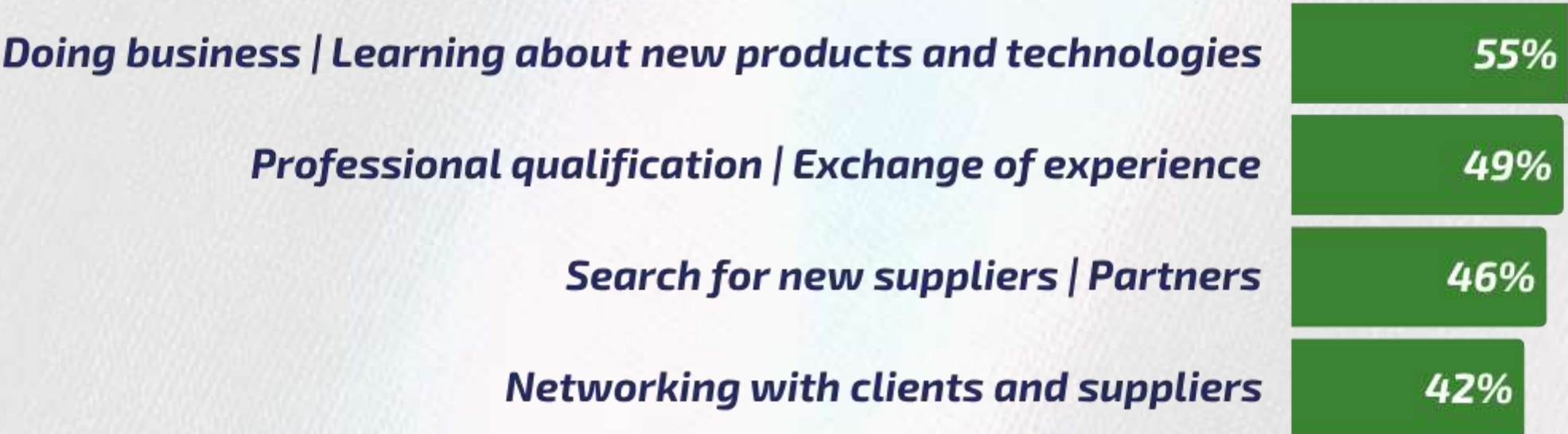
- ARGENTINA
- BOLIVIA
- CHILE
- COLOMBIA
- COSTA RICA
- CUBA
- ECUADOR
- GUATEMALA
- MEXICO
- PANAMA
- PARAGUAY
- PERU
- DOMINICAN REPUBLIC
- URUGUAY
- VENEZUELA

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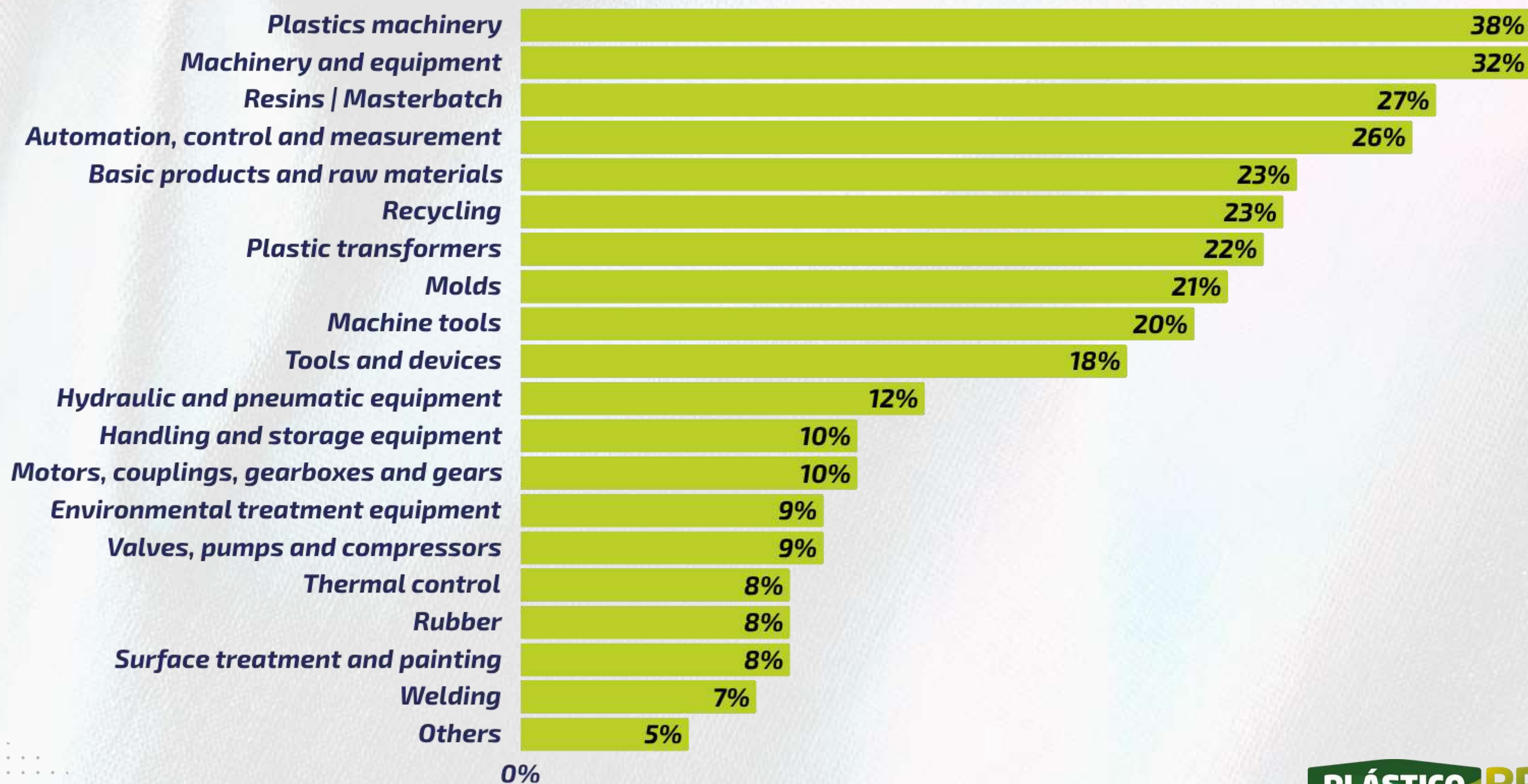
Visitation by line of business



Main objectives



What visitors are looking for at the event



Social Media

Instagram, Facebook, LinkedIn e Youtube



+ 1,143.942
people reached
between January and March



+ 380,000
views of trade fair
coverage videos



+ de 82,000
followers
on Plástico Brasil's social media



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Digital Channel Mundo do Plástico

274,000

pages viewed

between January and December 2024

155,000

unique visitors

57% of visitors

access organic traffic

**500+ downloads of
rich materials**



Digital Platform



Over 18,000
hits on the platform

Over 2,500
hits on the company page

Over 1,450
hits on the product page

Interactive Map and Virtual Assistant

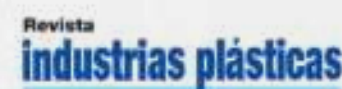
Total of
42,000 hits

Over **4.400**
routes mapped

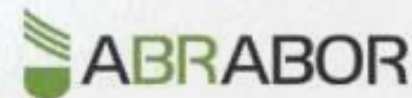
Over **10.000**
searches



Media Partners



Institutional Support



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Institutional Support



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PLASTIC INDUSTRY INTERNATIONAL FAIR



*plastic is
the* **solution**



See you in

MARC
15  **19**
2027
SÃO PAULO EXPO