



25th EDITION

INTERMODAL

2019 SOUTH AMERICA


POST SHOW REPORT 2019


19 – 21 | MARCH | 2019

SP EXPO – SP - BRAZIL


General Information:


25th EDITION
INTERMODAL
2019 SOUTH AMERICA

 **38.000** professionals attended the show

 Attendees from **68** countries

 **400** brands

 **37** represented countries

 **29.000** sqm



Attendees:

Cargo shippers per industry:

44% Cargo Shippers

25% Importing / Exporting

22% Transportation / Logistics / Warehouses

Job title:

16% Managers

13% Area Director

11% Coordinator/Supervisor

11% President/CEO/General Director

9,2% Wholesale and Retail

7,5% Food/Beverages/Cigarettes

6,5% Agricultura

7,1% Automotive

4,4% Petrochemical/Chemical/Oil/Gas

4,0% Pharmaceutical/Medical/Healthcare

3,2% Metal Industry

3,1% Distributors

3,0% Electro/Eletronics/Home appliances

2,1% Paper, pulp and by-products

2,1% Textile

2,3% Construction

1,8% Mining

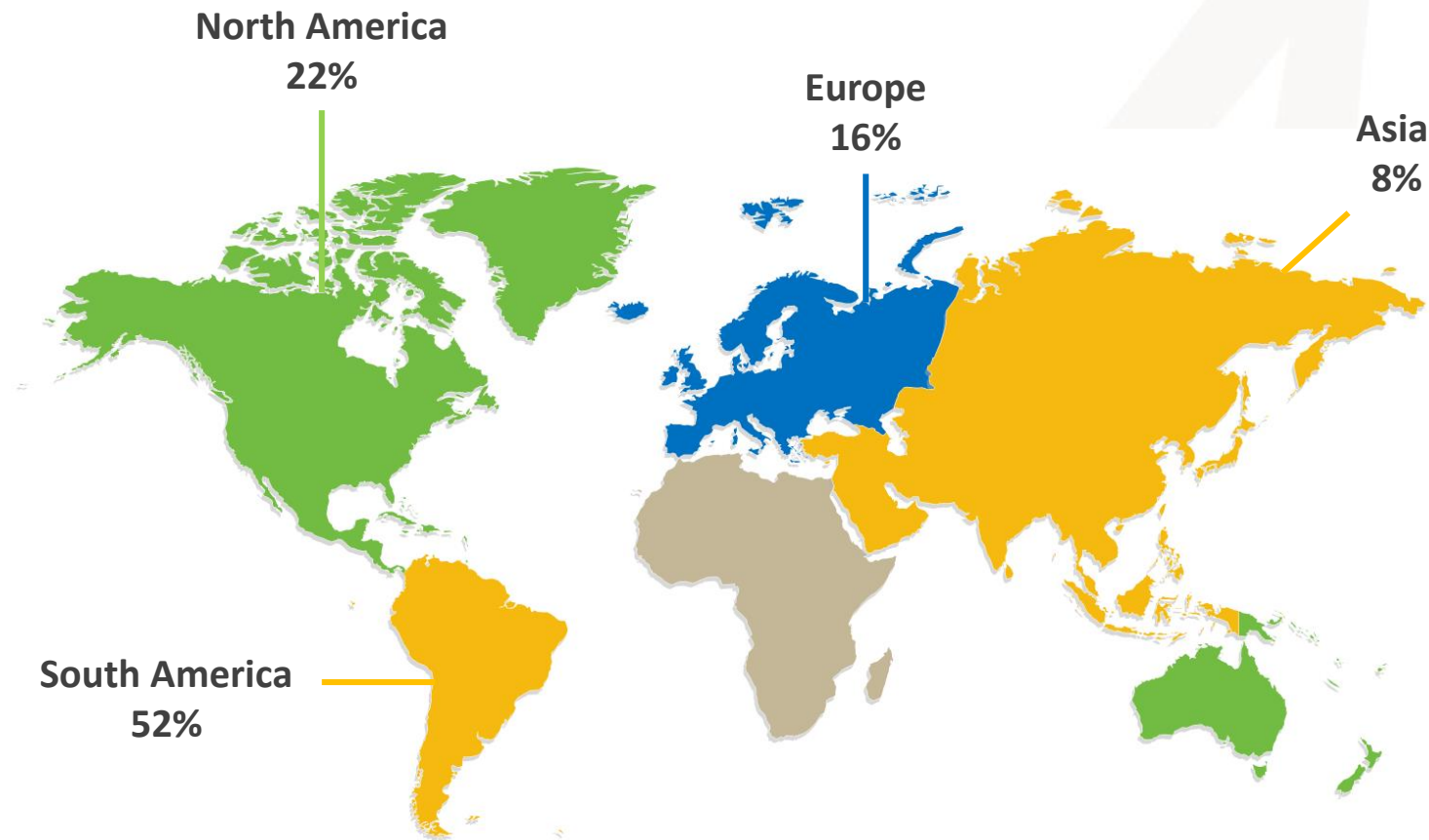
1,6% Packaging

1,5% Computer and Telecommunications

1,5% Cosmetics

1,1% Rubber/Plastic

Attendees:



Top 10 visiting countries:

- 17,7%** Argentina
- 13,9%** United States
- 7,8%** Chile
- 7,5%** Uruguay
- 5,4%** Peru
- 5,3%** China
- 5,2%** Colombia
- 4,4%** Paraguay
- 3,7%** Mexico
- 3,5%** Germany

Visiting Companies:

Arcor

Unilever

Ford

Samsung

Bayer

Monsanto

Correios

McDonalds

Petrobras

Natura

Bauducco

Drogaria São Paulo

Pfizer

Souza Cruz

Suzano Papel

Magazine Luiza

Ypê

Tramontina

Goodyear

Acciona Construcción

GM

Achè

Pepsico

Cimento Nacional

Attendees > Products of Interesse:

1. Cargo Agency / Freight Fowarder / NVOCC
2. Warehousing
3. Logistic Operator
4. Road Transportation
5. Maritime Transportation
6. Ports
7. Multimodal Transportation
8. Warehouses, Logistic Parks and Industrial Sheds
9. Air Transportation
10. Airports
11. Dry Ports
12. Custom Brokers
13. E-commerce
14. Equipment/machines
15. Softwares
16. IT Systems
17. Terminals
18. Packaging for Transportation
19. Rail Transportation

Attendees:

Reason to attend intermodal

73% networking with clients/suppliers/colleagues from industry

71% get an overview of the market (news and trends)

62% professional update

Influence on the purchase decision

31,5% decision-maker

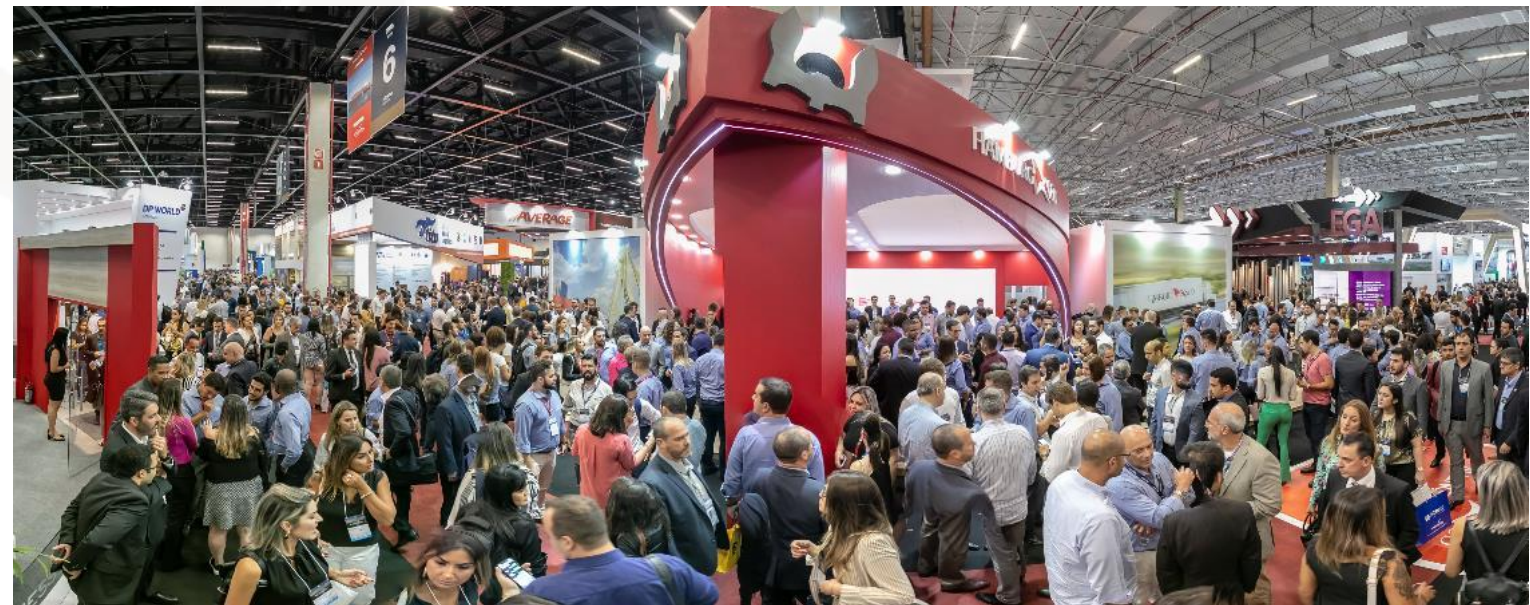
26,6% influencer

9,5% buyer

7,0% initiator

96%

Of attendees want to come back in the 2020 edition



Event Coverage:



Social Media

+12,000 fans on Facebook
+1,500 followers on Instagram



Website

+750,000 access



Email Marketing

+190,000 contacts
in our database



App

14% of visitors use
the app during the
event



Partners

32 medias and
associations



Spontaneous Media

+BRL
14.000.000,00 in
spontaneous media
generation

SEE YOU IN
2020

THANK YOU

26th EDITION
INTERMODAL
2020 SOUTH AMERICA

MARCH | 17 - 19 | 2020
SÃO PAULO EXPO - SÃO PAULO - BRAZIL