

Smart.Con

Construction of Tomorrow
Technology and Innovation

Smart.Engineering

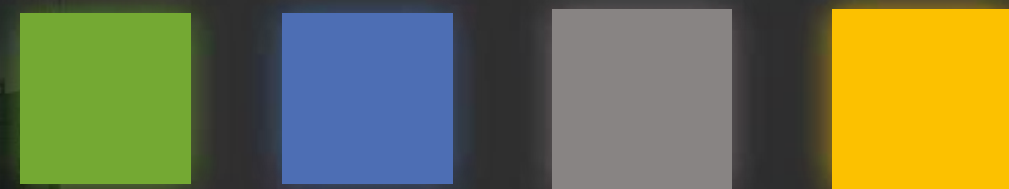
Smart.Infrastructure

Smart.RealEstate

Smart.Rental

June 17 / 18, 2020
11:00 a.m. – 07:00 p.m.
São Paulo Expo

INNOVATION AND TECHNOLOGY IN THE CONSTRUCTION INDUSTRY

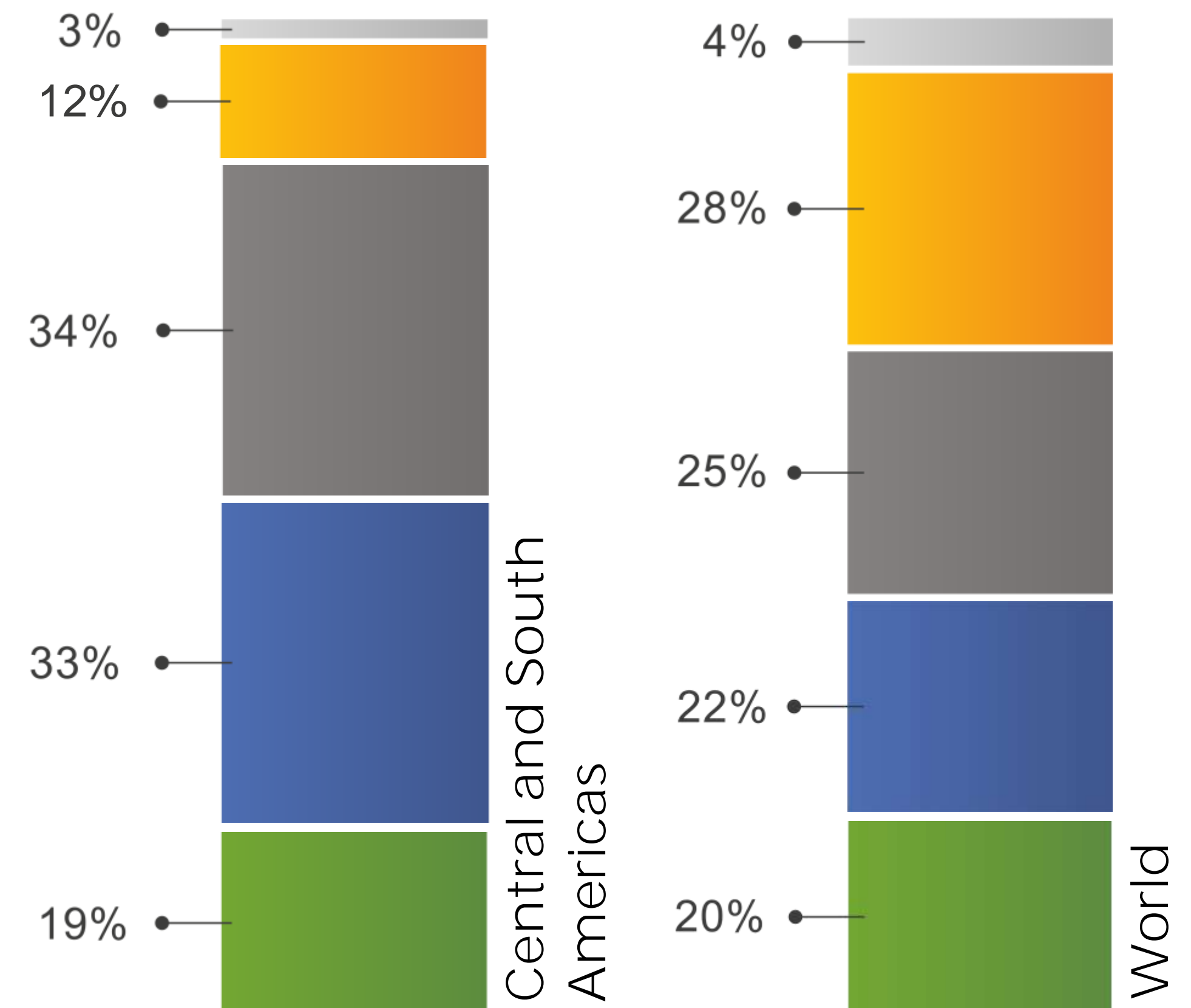


THE DIGITALIZATION IN THE CONSTRUCTION INDUSTRY BRINGS LOTS OF OPPORTUNITIES

How have the construction companies been answering to this subject?


- Are assuming a leading position in the digitalization of business processes & have already digitalized many of them
- Have already digitalized some process, will expand the transformation
- Have begun digitalization, but have some catching up to do
- Are awaiting for proven solutions for digitalization
- See no reason to act

Source: Bauma barometer (2019)



What is expected from Brazilian economy?

RISING GOVERNMENT INVESTMENTS ON INFRASTRUCTURE DEVELOPMENT

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- The Brazil government has increased its focus towards the development of public infrastructure and is investing aggressively. Although the country has faced downfall in private investment for the last ten years. However the new federal government by Mr. Jair Bolsonaro estimated that it can auction at least 49 infrastructure projects in 2019, with investments expected to reach BRL 67.9 billion.

Sources:

1. Brazil Construction Equipment Market – Grand View Research
2. Jornal Valor Econômico on January 17th

What is expected from Brazilian economy?

RISING GOVERNMENT INVESTMENTS ON INFRASTRUCTURE DEVELOPMENT




- Brazil government has also launched 'My House, My Life' project which focuses on providing houses to the low-income group in Brazil. The scheme has already benefited 10.5 million low-income group of citizens by delivering 2.6 million homes throughout the country. New modular construction systems along with other technologies such as 3D printing, automatization on the construction site and management software to control costs and materials could speed up the projects and make them more cost efficient.

Sources:

1. Brazil Construction Equipment Market – Grand View Research
2. Jornal Valor Econômico on January 17th

What is expected from Brazilian economy?

RISING GOVERNMENT INVESTMENTS ON INFRASTRUCTURE DEVELOPMENT

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- Additionally, according to the construction industry survey (2018) published by the National Confederation of Industry Brazil, the index measuring the investment intentions reached 32.5 points in September 2018 which is 2.7 points higher than the figure recorded in September 2017. The index covers aspects such as research and development, product or process innovation, purchases of machinery and equipment, and the entrepreneurs' willingness to make investments.

Sources:

1. Brazil Construction Equipment Market – Grand View Research
2. Jornal Valor Econômico on January 17th

What is expected from Brazilian economy?

GROWING RENTAL MARKET

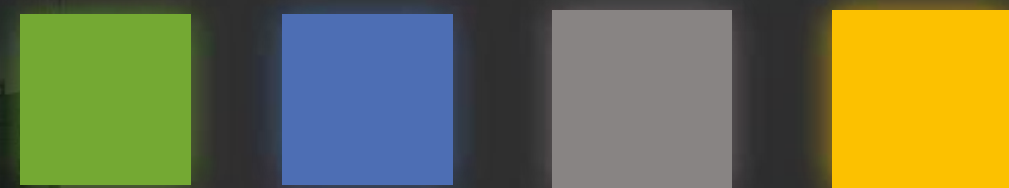


- The demand for construction equipment rental is growing at fast pace, and it is estimated that the global construction equipment rental market will reach USD 230 billion by 2025, growing at CAGR of 4.8% from 2016 to 2025. Customers are now preferring to take construction equipment on rent rather than spending massive money in buying it, and this helps them to save huge investments on procurement and maintenance of these equipment's.
- The search for leased equipment also facilitates access to new technologies as a means of differentiation, either in increasing productivity, gaining efficiency or reducing costs in works. Telematics in the rental market also helps people who rent these machines to be prepared if it breaks down and to avoid long delays at the construction site

Sources:

1. Brazil Construction Equipment Market – Grand View Research
2. Jornal Valor Econômico on January 17th

THE EVENT






Smart.Con

Construction of Tomorrow
Technology and Innovation

Smart.Con is the unique event on the market fully focused on technology and innovations for the construction of tomorrow. It will be a huge CONFEXPO – an exhibition area with major brands + a huge conference that will bring study cases, training, lectures and a lot of technical contents, presented by important names in the market.

During their tour, the visitors will have the unique opportunity to go on a visitor journey that leads them step-by-step through the different stages of technology involved in planning and developing a construction site.



The event will take place on June 17 and 18, 2020, at São Paulo Expo. Right now, you can expect:



120 hours of content, with 158 sessions



2-days event, held every 3 years, in accordance with the innovation cycle of the industry



More than 2500 professionals of the industry will be there



Turnkey packages: you will get your booth ready to do businesses!



Prices are transparent - your package includes area + taxes + shell scheme according to the picture and description



3D PRINTING
FOR NEW
MATERIALS

MORE PRECISION, LESS
WASTE



WIRELESS
AUTONOMOUS
TECHNOLOGIES

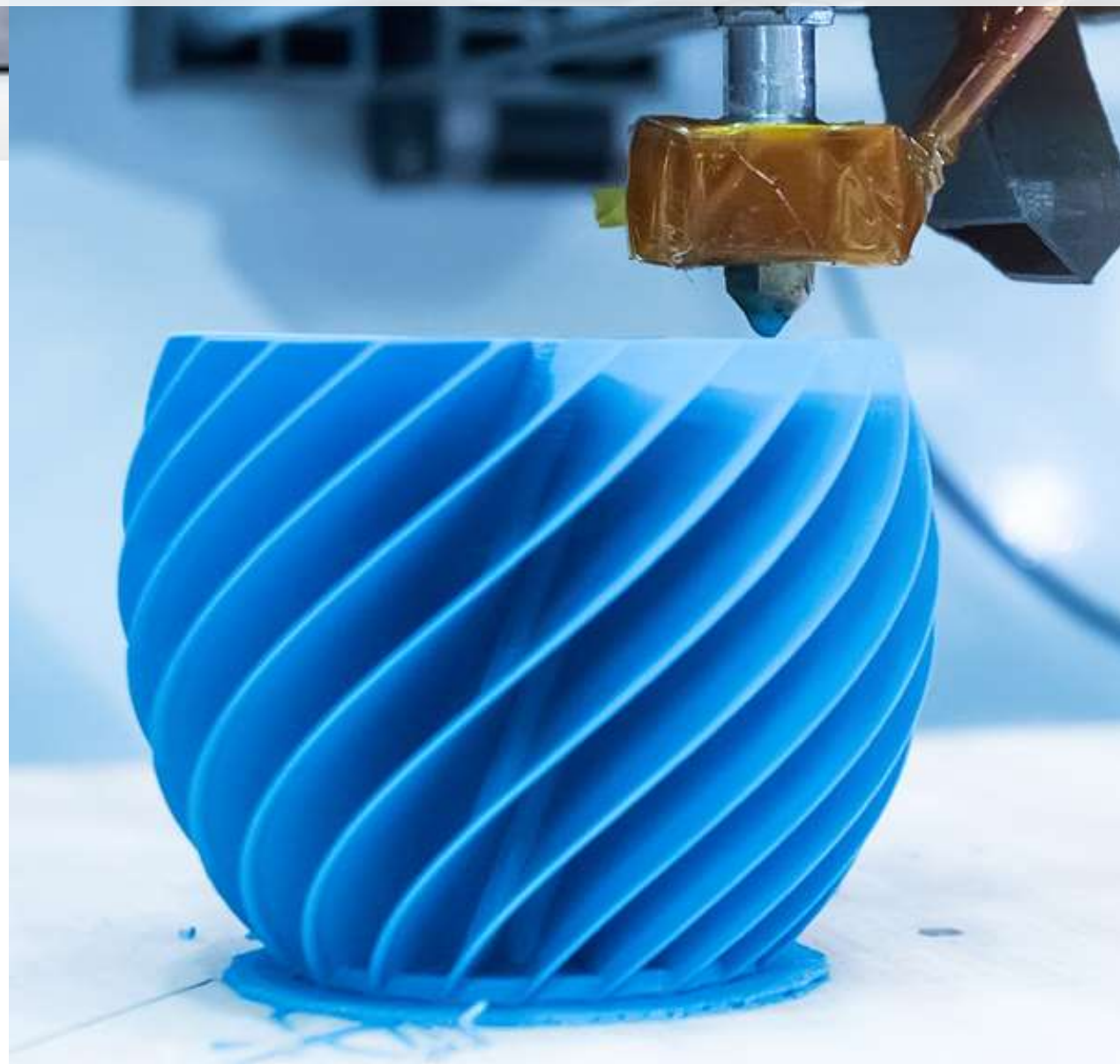
REACH, SCALABILITY
AND NEW ACCESS
POINTS



TECHNOLOGIES THAT WILL BE PRESENT IN THE EVENT

ROBOTS AT THE
CONSTRUCTION
SITE

EFFICIENCY AND
PRODUCTIVITY



CONSTRUCTION
MODULAR
SYSTEMS

REDUCTION IN THE
WORKS DEADLINE





AUGMENTED
REALITY

MORE ACCURACY AND
RESOURCES SAVING



COMPONENTS
AND SERVICES

JUST-IN-TIME
SOLUTIONS

TECHNOLOGIES THAT WILL BE PRESENT IN THE EVENT

IOT AND
TELEMATICS

OPERATIONAL
EFFICIENCY AND
CONNECTIVITY



MANAGEMENT
SOFTWARE

FAILURES REDUCTION
AND SAFETY INCREASE



THE TECHNOLOGY AND INNOVATION EVENT FOR THE FUTURE OF CONSTRUCTION

The event was developed to meet the needs of the following markets

ENGINEERING

INFRASTRUCTURE

Smart.Con
Construction of Tomorrow
Technology and Innovation

REAL ESTATE

RENTAL

The event is segmented into 5 areas that will bring solutions for the Construction of Tomorrow

The visitors will go through a logical journey during the trade fair, which will show the project phases evolution



WHICH KIND OF COMPANIES ARE EXPECTED AT EACH SHOW SEGMENT?



1 – **Construction Planning:** Engineering Offices / Management Software Developers (BIM)

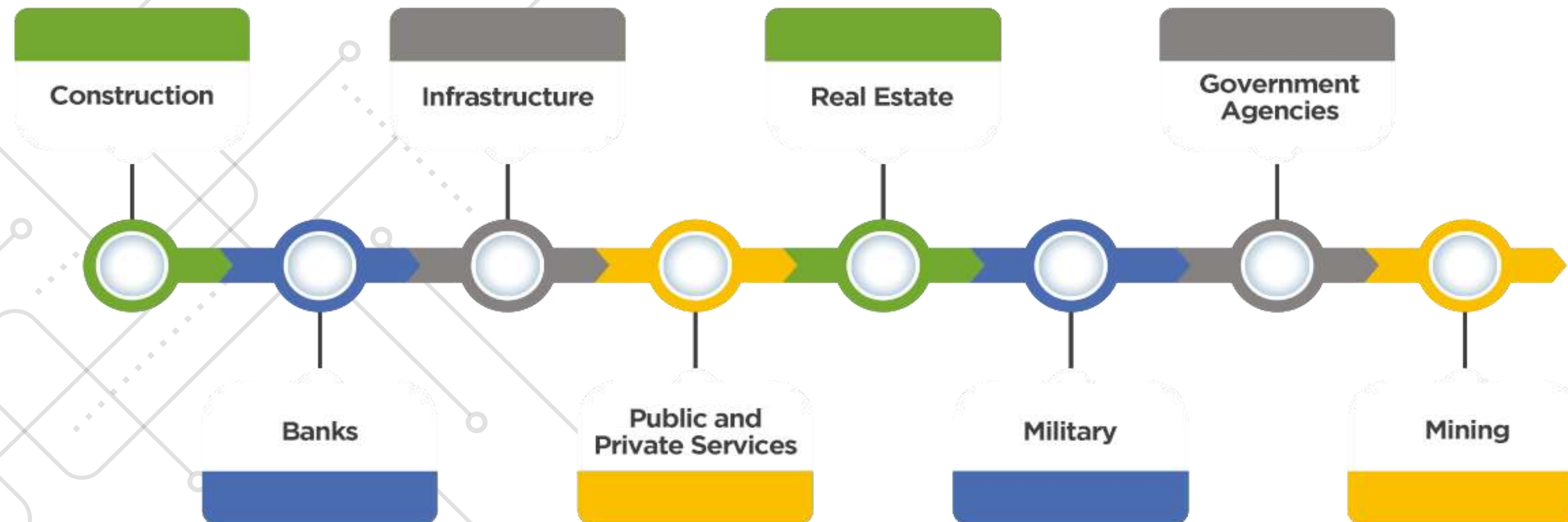
2 – **High-tech Equipment and Parts:** Equipment Manufacturers / Control, monitoring, navigation and levelling systems suppliers / 3D printing / Parts and Components / Services and Solutions.

3 – **Constructive Systems and New Materials:** Modular construction systems / 3D printing and developers of new materials for engineering application

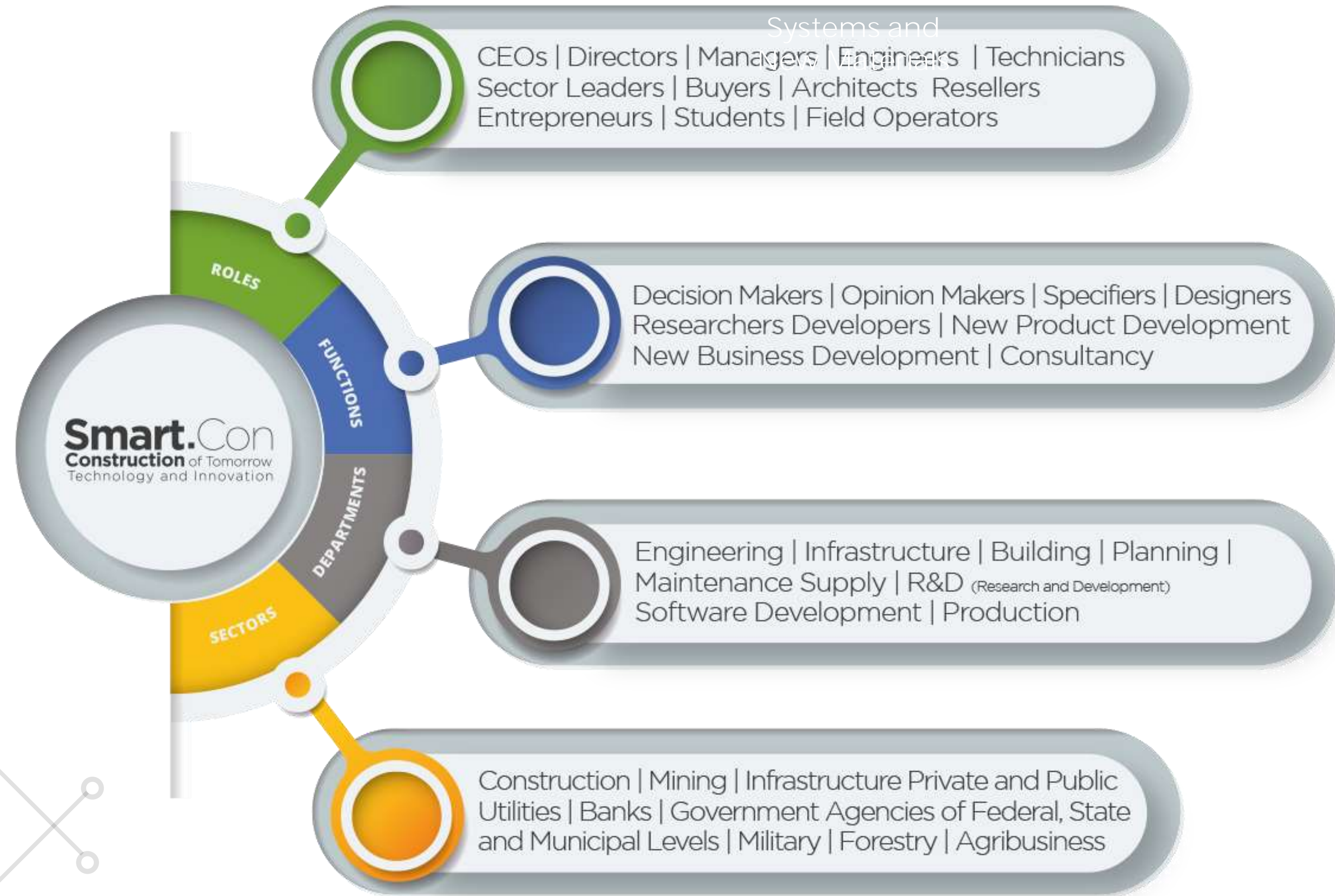
4 – **Automation & Safety:** Robots at the construction site/ Drones / Security Systems (on and offline) / PPEs

5 – **The Future of Construction:** Start-ups / Research & Development Centers / Universities / Training, qualification, certification of labor force (simulators)

AT Smart.Con YOU WILL FIND PROFESSIONALS FROM:



EXPECTED VISITORS PROFILE



THE SMART.CON CONCEPT – RELEVANT CONTENT

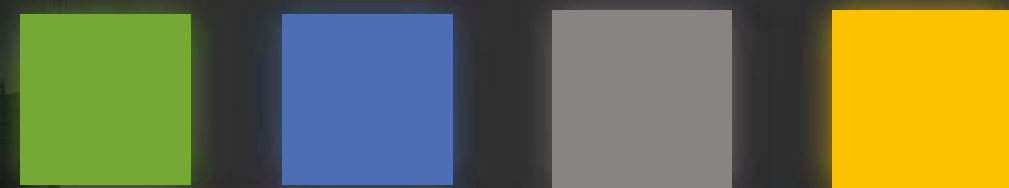


The CONFEXPO format must present the content as relevant as the exhibition of products and solutions.

Recent changes in the construction industry, the increasingly rapid implementation of new technologies and innovations have opened new paths and new opportunities.

Smart.Con, through its learning programs, will present dozens of sessions and case studies, demonstrating cutting-edge technologies, certified training, safety talks, leadership, fundamental building principles and more - all that is vital to the growth and profitability of construction companies. Cost optimization, increase in ROI and efficiency will be the focus.

THE CONTENT



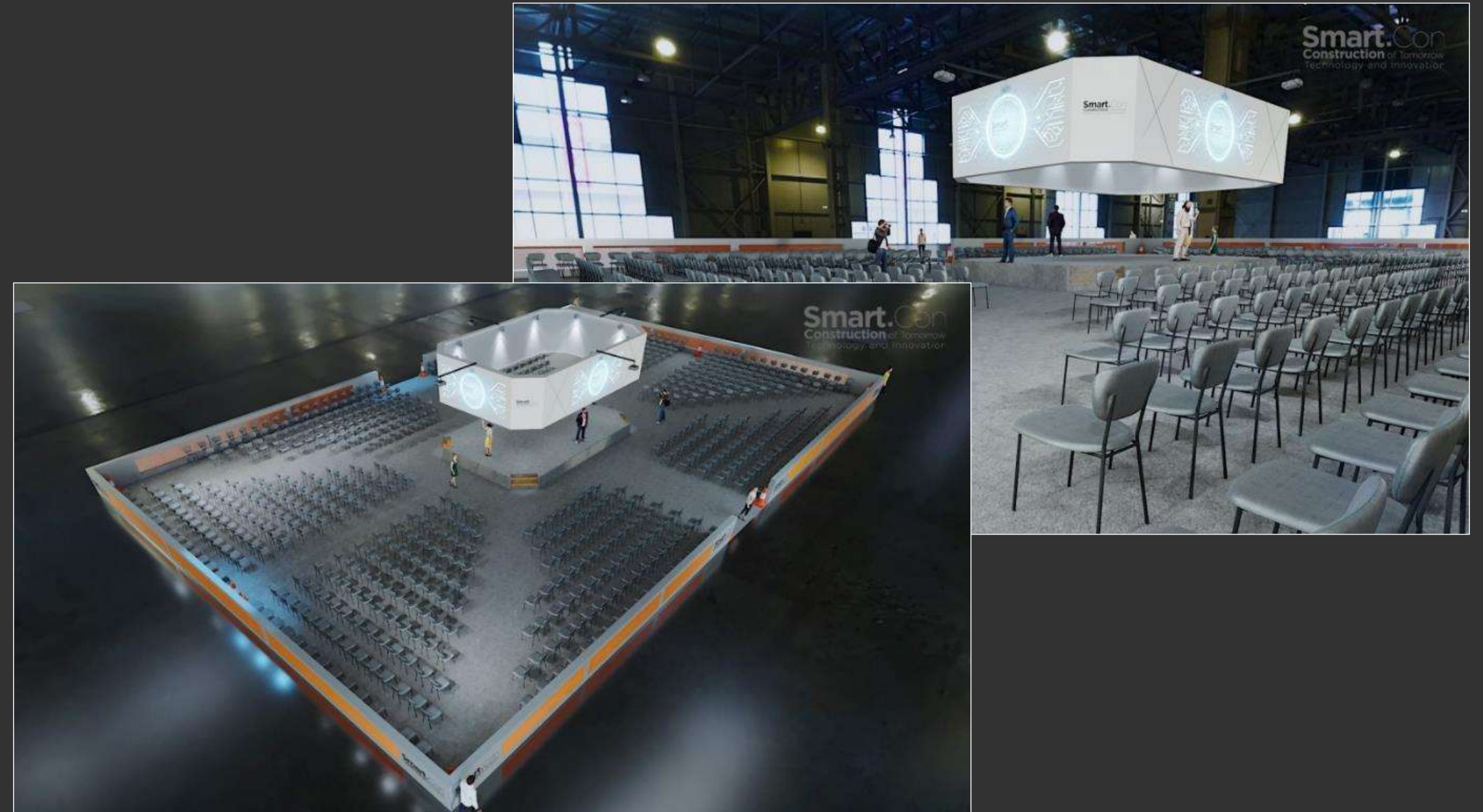
1 Event. 4 Key Areas

Unique Format

In an **Arena** format, **Smart.Con** brings **4 simultaneous session tracks** that address key areas in the scenario of **Smart Construction**.

Debates and Practical Experiences

100% based on market players participation, the sessions are designed to be interactive so that you can probe, question and discuss solutions through case studies and panel debates.



Smart.Engineering

New technologies focused on intelligent engineering, thinking of digital transformation from the design phase to project operation.

Smart.Infrastructure

Heavy construction meets smart solutions to optimize deadlines, costs, safety and efficiency in the infrastructure sector..

Smart.RealEstate

A new way of looking at construction with a real estate profile, focused on the new demands and possibilities that are been created through digital transformation.

Smart.Rental

Using rental as a strategic tool to flexibly access the latest technologies, increasing project profitability.

Smart.Con

11h00 *Registration Opening*

11h30 1st Plenary Session | **The Future of Smart Construction in a 4.0 World**

13h00 *Break & VIP lounge meetings* *Break & VIP lounge meetings* *Break & VIP lounge meetings* *Break & VIP lounge meetings*

Simultaneous Breakout Sessions

Smart.Engineering

14h00 Possibilities of Intelligent Engineering and how it becomes more accessible.

Smart.Infrastructure

Guaranteeing Efficiency in Planning and Execution through the use of Management Software

Smart.RealEstate

Financing Panel Discussion: Concepts, types and lines of financing real estate projects in Brazil

Smart.Rental

Critical factors for decision-making on the leasing of equipment in infrastructure and Real Estate projects

15h00 *Special field trials associated with traditional technologies for preliminary studies in projects*

Simulation tools and their impact on risk mitigation and cost optimization

New technologies and their role in overcoming the challenges in Real Estate development in the country

Construction planning: Mechanisms for equipment sizing, schedule and rental deadlines

16h00 *Break & VIP lounge meetings*

Break & VIP lounge meetings

Break & VIP lounge meetings

Break & VIP lounge meetings

16h30 *Constructive rationalization: engineering innovations that promote the transformation of the construction site into assembly plants*

How to optimize Work Effectiveness with Monitoring, Navigation and Leveling Systems

New solutions in Precast and new opportunities created in Real Estate

Leasing 4.0: Using Equipment Rental as a Key Business Strategy in the Construction Sector

17h30 Risk reduction and execution delays by implementing security solutions in the design phase

HSE (Health, Safety & Environment) solutions and their effective use to reduce operational risk in structuring projects

Smart Cities: The Technologies that are building the Smart Cities of the Future

Challenges in staff training to work with rental 4.0 solutions and new technologies

18h00 *Closing of the 1st day of the event*

Closing of the 1st day of the event

Closing of the 1st day of the event

Closing of the 1st day of the event

Smart.Con

11h00 *Registration Opening*

11h30 **2nd Plenary Session | The BIG Question is: How is Technology and Innovation supporting Public & Private Initiatives for Construction Projects in Brazil**

13h00 *Break & VIP lounge meetings*

Break & VIP lounge meetings

Break & VIP lounge meetings

Break & VIP lounge meetings

Simultaneous Breakout Sessions

Smart.Engineering

14h00 *Project Design and Execution for Sustainability Certifications*

Smart.Infrastructure

Robotic stations applied with a focus on precision, agility and assertiveness (reduction of rework) in structuring projects

Smart.RealEstate

Sharing Economy in Real Estate: trends and challenges in regulation

Smart.Rental

Operation & maintenance of rental equipment and management of risk in leasing events

15h00 *Customization and Cost Reduction by Employing 3D Solutions in smart engineering*

Safety of work in infrastructure projects with the use of wearables and wearable sensors

Models and benchmarks from abroad and viability for implementation in Brazil

Tax framework for leasing and strategic actions to mitigate the tax impact of the tenant company

16h00 *Break & VIP lounge meetings*

Break & VIP lounge meetings

Break & VIP lounge meetings

Break & VIP lounge meetings

16h30 *BIM – Building Information Modeling: The use of 3D 360o modeling in all phases of the project*

New Methodologies and Tools for Professional Training and Qualification

3D Printing applied to the project phase and cost reductions in constructive processes

Panel : Guarantees and Responsibilities in Complex Rental Agreements: How to lease and manage highly complex technologies for site execution?

17h30 *Full Project Augmented Reality: Increased reality applied from the initial project stage to virtual customer visits*

Project securitization: new trends and insurance possibilities in infrastructure projects

Start Up Round: What are the most successful and disruptive Apps and solutions available for Real State?

Logistic variable: How to consider the transportation of the solutions acquired in lease agreements

18h00 *Closing of the 2nd day of the event*

Closing of the 2nd day of the event

Closing of the 2nd day of the event

Closing of the 2nd day of the event

THE ASSOCIATIONS THAT ARE SUPPORTING US



BRONZE PACKAGE – 9 sqm ALL INCLUSIVE



FLOOR: Gray carpet applied on local floor

Walls / Semi Ceilings - Ceilings

Stand built in joinery system. With rigging battens, plywood sheets and MDF, covered by nappa.

Details with wire rope and screens.

1 storage with shelves and lockable door access

Electric

P.P cabling and distribution board according to specific standards.

Spots with LED lamps being one every 3 sqm.

220v outlets being one every 9 sqm.

Visual communication

01 Logo printed on a plate measuring 2mx1m.

Furniture

01 Table / 04 chairs / 01 Trash / 01 42 "TV screen

(Note: Cabinet / Door Folder / Not on budget, Optional)

BENEFITS

1 Workshop at the mini stage

Logo in the website

Logo at the exhibitor list in the website

Hyperlink in the exhibitor list

Logo at the entrance panel

Logo in the "thank you for coming" e-mail to be sent to all visitors and exhibitors

***ALL INCLUSIVE: area + taxes + shell scheme according to the picture and description of each package**

PRICE

9 sqm – 3.256,58 USD

SILVER PACKAGE – 18 sqm ALL INCLUSIVE



FLOOR: Gray carpet applied on local floor

Walls / Semi Ceilings - Ceilings

Stand built in joinery system. With rigging battens, plywood sheets and MDF, covered by nappa.

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Visual communication

01 Logo printed on a plate measuring 2mx1m.

01 Logo measuring 2x1

Furniture

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***ALL INCLUSIVE: area + taxes + shell scheme according to the picture and description of each package**

PRICE

18 sqm – 6.881,58 USD

WHY SHOULD YOU BECOME AN EXHIBITOR?

Because you're testing out the limits of construction
You can change the world with your curiosity

Because you want to get involved in creating even better
construction experiences and develop the industry. You build a
new consciousness of the construction business

Because you are an ambassador for an innovation focused
mindset. You ensure that the industry grows collectively
with your pioneering spirit

Because you define the trends of tomorrow
Here you are directly at the source and you can talk
to brands and manufacturers

Because you want to meet inspiring people.
You can find like-minded peers here who are looking
forward to exploring new paths together with you!

ABOUT THE ORGANIZERS



About Messe München

Messe München is one of the world's leader companies of business trade fairs. It organizes about 50 trade fairs of capital goods and consumer goods and the most important fairs of high technology in Germany and in other countries. Every year, more than 30 000 exhibitors and about two million visitors attend events carried out in the fairs and exhibits center of Messe München, at the ICM – Internationales Congress Center München and at the MOC Veranstaltungszentrum München (Munich Congress Center). Furthermore, Messe München organizes trade fairs in countries such as China, India, Turkey and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives working in 100 other countries.



About Sobratema

Sobratema – Associação Brasileira de Tecnologia para Construção e Mineração is devoted to propose solutions for the technological development of the industry, to disseminate knowledges and information and to take part in the training, specialization and updating of those professionals who work in the construction and mining markets in Brazil. With 30 years of activity it counts with the support of more than 650 associates (professionals and construction, equipment rental, manufacturers and service rendering companies) as well as strategic associations with the main entities and companies in the segment of construction and mining in Brazil and abroad.

SEE YOU IN 2020!

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