

# POST SHOW REPORT

# 2024





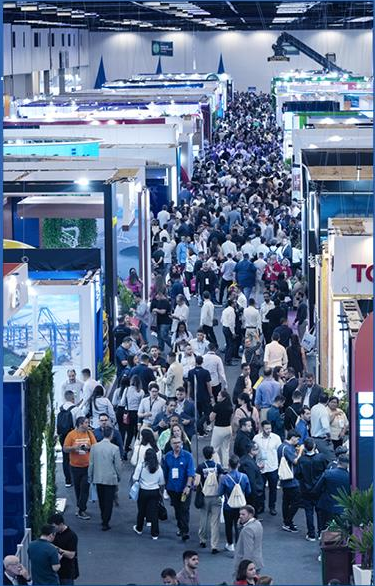
The **biggest logistics meeting in Latin America** took place on March 5–7 2024, at São Paulo Expo.

**INTERMODAL** is the most complete event for the freight transport, logistics, intralogistics, storage, foreign trade, and technology industries, with a wide range of solutions for all types of modes: **air, water, rail, and road.**

In its **28<sup>th</sup> edition**, Intermodal featured another entire pavilion dedicated to the event. **Over 500 exhibiting brands** from Brazil and worldwide participated in the event, with **101 new exhibitors**, and **25 exhibitors who returned to the event**, who brought the latest trends in industry, solutions, services and equipment, as well as a lot of technology and innovation!

# BIG NUMBERS

2024



**43,000 M<sup>2</sup>**  
EXHIBITION  
AREA



**over 500**  
BRANDS  
FROM BRAZIL AND  
WORLDWIDE



**44,000**  
VISITORS  
FROM 100 COUNTRIES



**OVER 100**  
LECTURERS



**OVER 400**  
CONGRESS  
ATTENDEES



**OVER 60h**  
OF CONTENT  
AT 5 STAGES

# OPENING CEREMONY 2024









- Marco Basso, Informa Markets Latam President;
- Hermano Pinto Jr., Informa Markets Latam Infrastructure Core Director;
- Tarcísio de Freitas, Governor of São Paulo;
- Silvio Costa Filho, Minister of Ports and Airports;
- Felício Ramuth, Vice-Governor of São Paulo;
- André Driessen, Ambassador of Kingdom of the Netherlands;
- Robert Simons, Vice-Mayor of Rotterdam;
- Eduardo Nery, Director-General of the Brazilian Water Transport Agency (ANTAQ);
- Guilherme Sampaio, Deputy Director-General of the Brazilian Land Transport Agency (ANTT);
- Vander Costa, President of the Brazilian Confederation of Transport (CNT);
- Pedro Moreira, President of the Brazilian Logistics Association (ABRALOG);
- Jesualdo Conceição, Chairman of the Brazilian Association of Port Terminals (ABTP);
- Bayard Umbuzeiro Filho, President of the Brazilian Association of Customs Terminals and Warehouses (ABTRA);
- Elber Alves Justo, Chairman of MSC;
- Renan Filho, Minister of Transport.

**2° INTERLOG SUMMIT**  
*Interligando a Cadeia Logística*



The 2<sup>nd</sup> INTERLOG SUMMIT took place over the 3 days of Intermodal South America 2024 and featured 2 simultaneous congresses (XXVII CNL – CONFERÊNCIA NACIONAL DE LOGÍSTICA, held by ABRALOG, and CONGRESSO INTERMODAL SOUTH AMERICA), offering 4 content tracks (panels, presentations, and case studies) in the afternoon, starting from 1:30 p.m.



					
<b>4</b>	<b>40</b>	<b>90</b>	<b>500</b>	<b>+30h</b>	<b>KEYNOTE</b>
AUDITORIUMS	ATTRACTIVEIONS	LECTURERS	CONGRESS ATTENDEES	OF CONTENT	SPEAKERS



The congresses were simultaneous, with 2 content tracks for each congress, totaling 4 stages throughout the 3-day event.



Strategy, Management, and Operations

Technology, Innovation, and Intralogistics

Multimodal Transport

Market & Foreign Trade



- TRANSVERSAL THEMES:
- Customer Experience • Technology
  - Sustainability – ESG – Decarbonization
  - Innovation • Multimodal Transport • Regulatory

 **2° INTERLOG SUMMIT**  
Interligando a Cadeia Logística



**MEET SOME OF THE LECTURERS**



**Francisco Mattos**  
FI São Paulo CEO



**Laurent Van Der Voo**  
MSC



**Diego Gonçalves**  
NSTech



**Pedro Moreira**  
ABRALOG



**Gabriela Guimarães**  
DHL

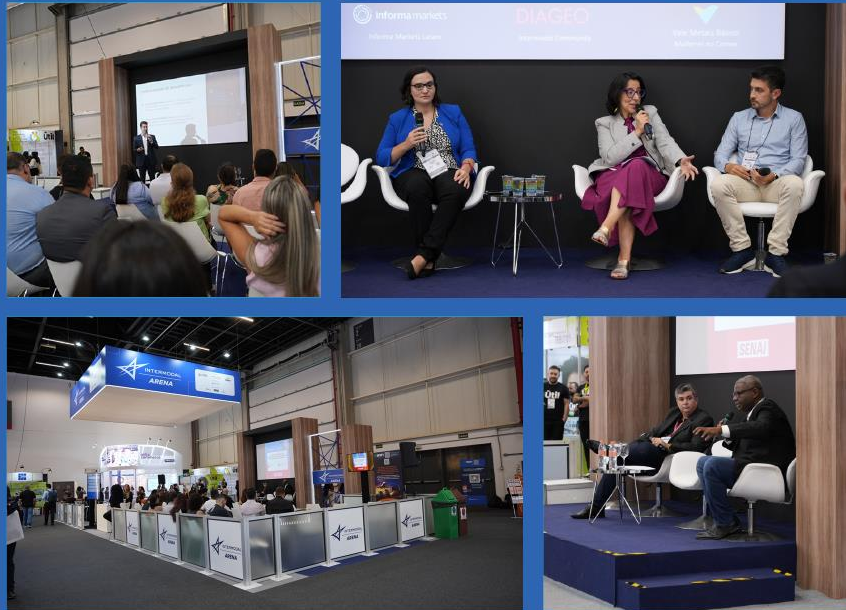


**Mariana Pescatori**  
Ministry of Ports and Airports



## INTERMODAL ARENA

**An arena for discussions about the industry!** In its second year, the **Arena Intermodal** was an exclusive space for content within the trade fair and was free for all visitors. The schedule ran from 2:00 p.m. to 7:00 p.m., featuring relevant lectures and panels addressing topics such as supply chain connectivity, digital transformation, ESG in logistics, and the competitiveness of multimodal logistics, among others.



*The visitors had access to*



**30**

LECTURERS



**14**

LECTURES



**+12h**

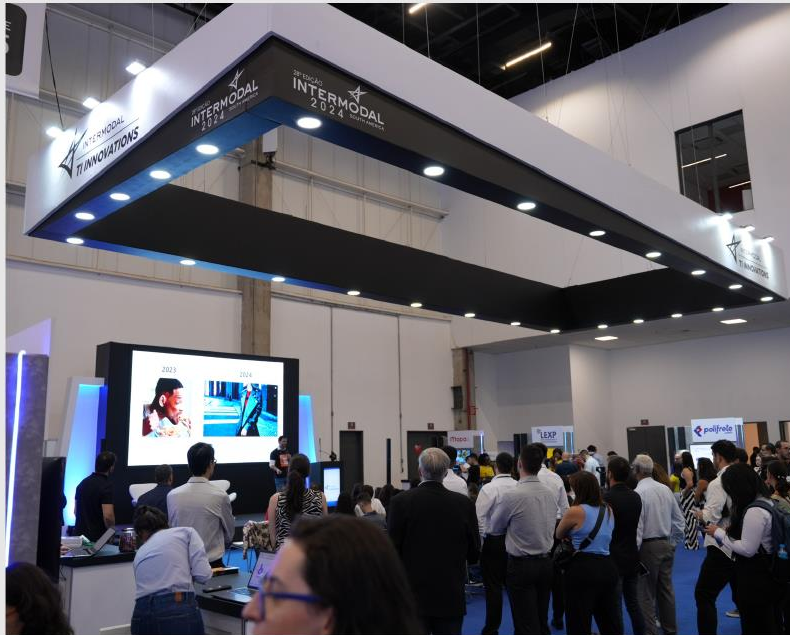
OF CONTENT

**FREE ACCESS**





The **ARENA TI INNOVATIONS** is a highly successful project at Intermodal. In 2024, the space featured 19 companies showcasing innovative solutions, alongside free and exclusive content on new technologies for the entire logistics chain.



				<b>FREE ACCESS</b>
<b>20</b>	<b>29</b>	<b>260</b>	<b>17h</b>	
LECTURES	LECTURERS	PARTICIPANTS	OF CONTENT	



**EXHIBITING COMPANIES:** 4Flow – Bidmex – Cargo Wise – Chappa Brasil – Convergent Seal – Coopercargo – Dassault Systemes – Dataseek – Expertise Solutions – Follow Up do Comex – Frota 162 – JoomPro – LEXP Consultoria – Linear Softwares – Mapa – **NStech (SPONSOR)** – Polifrete – Ruedata – Skychart



**TERMINAL INOVAÇÃO:** The Terminal Inovação is a group of logtechs (startups with a focus on logistics) that have joined forces to create a stand dedicated to innovation in the industry at Intermodal. The Terminal Inovação consists of startups, making up the HUB Maritime & Port, an initiative from Cubo Itaú in partnership with its supporting entities. The Cubo Itaú is a community that has connected the best solutions for building innovation cases for the market since 2015.

**SIMULADOR ESSENCIAL:** The Simulador Essencial, an integral part of the port and offshore equipment simulation center at SENAI Santos, was available for demonstration during the trade fair. A unique opportunity to experience the semi-immersive learning offered by this simulator, designed to prepare students for various situations in port equipment, providing practical experience in a safe environment.



Presentation of the **UNIDADE MÓVEL DE TREINAMENTO – MÓDULO SIMULADOR BY SEST SENAT:** This cutting-edge initiative employs state-of-the-art technology to enhance the qualification of transportation professionals in crucial areas such as road safety, safe driving, and defensive driving. Developed in partnership with Mercedes-Benz, the project involves adapting a driving simulator into a bus from the manufacturer, enabling bus and truck drivers to acquire knowledge and expertise regardless of location.

**SHOWCASE OUTDOORS** – Exhibition of the latest high-performance technological equipment and vehicles from the main exhibiting companies of the event.





# 44,000

VISITORS

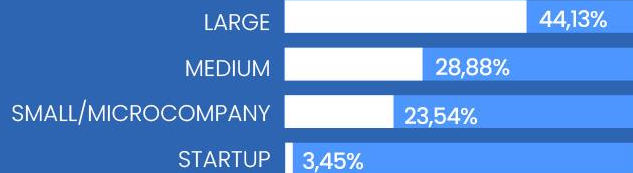


# 73%

OF THE VISITORS HAVE A HIGH INVOLVEMENT PURCHASE DECISION



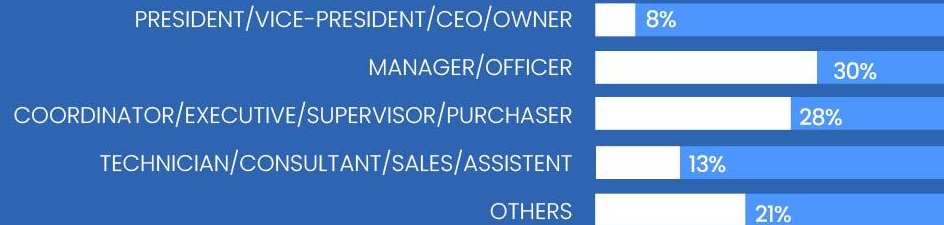
### COMPANY SIZE



# 66%

HIGH MANAGEMENT POSITION

### POSITION



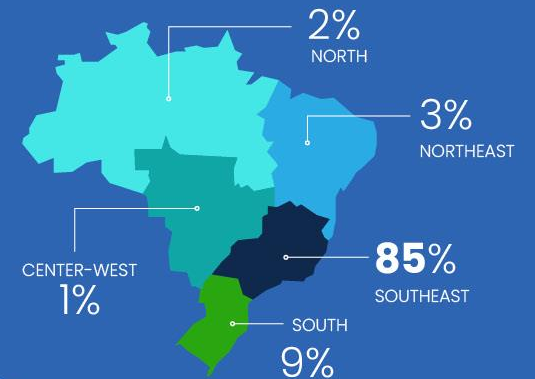
### SECTORS

- AGRICULTURE
- FOOD/BEVERAGES
- ASSOCIATIONS/CHAMBERS/CONSULATES/UNIONS
- WHOLESALE AND RETAIL
- AUTOMOTIVE
- BANK/FINANCING/AUDITS/INSURANCE
- CAPITAL ASSETS
- RUBBER/PLASTICS
- CIVIL WORKS
- CONSULTING AND TRAINING
- COSMETICS/PERSONAL HYGIENE
- DISTRIBUTOR
- ELECTRONICS/ELECTRO-ELECTRONICS/HOUSEHOLD APPLIANCES
- PACKAGING
- TECHNOLOGY
- EDUCATION INSTITUTIONS
- IMPORT/EXPORT
- EQUIPMENT
- GOVERNMENT/PUBLIC AUTHORITIES/AUTONOMOUS GOVERNMENT COMPANIES
- MAGAZINES/NEWSPAPERS/NATIONAL AND INTERNATIONAL WEBSITES
- TOBACCO
- TOURISM/HOSPITALITY/RESTAURANTS
- TRANSPORT/LOGISTICS/WAREHOUSE/SERVICES
- POWER/ELECTRICITY
- ENGINEERING
- PHARMACEUTICALS/MEDICAL/HEALTH
- METALWORKING
- LUXURY MARKET
- MINING
- PAPER, CELLULOSE, AND DERIVATIVES
- PETROCHEMICAL/CHEMICAL/OIL/GAS
- PORT/TERMINAL/AIRPORT/DISTANCE LEARNING
- TELECOMMUNICATIONS/COMPUTER
- TEXTILE
- OTHERS

### VISITORS' GOALS



### REGION



### TOP 10 COUNTRIES





# 43,000

M<sup>2</sup> EXHIBITION AREA



# +500

EXHIBITING BRANDS



## SEGMENTS



### TRANSPORTATION AND SERVICES

- AIR
- AIRPORTS
- WATERWAYS / HIDROVIARY
- SHIPOWNER
- CLASS ASSOCIATIONS AND ENTITIES
- BREAKBULK
- CABOTAGE
- ADMINISTRATIVE CONSULTING
- HR CONSULTANCY
- INSURANCE AND BROKERAGE
- DREDGING
- PACKAGING FOR TRANSPORTATION
- RAILROAD
- FINANCIAL INSTITUTION
- MARITIME
- SPECIALIZED MEDIA
- LOGISTIC OPERATOR
- PORT OPERATOR
- PORTS AND DRY PORTS
- HIGHWAY
- TERMINALS AND LIQUID TERMINALS
- TRANSPORT

### INTRALOGISTICS

- WAREHOUSE
- ASSOCIATIONS AND CLASS ENTITIES
- DISTRIBUTION CENTER
- COLD CHAIN
- SUSTAINABILITY CONSULTING
- PACKAGING
- PROTECTIVE EQUIPMENT
- STORAGE EQUIPMENT
- MAINTENANCE
- MACHINERY AND EQUIPMENT
- SELF STORAGE
- SECURITY SYSTEM
- VEHICLES AND ASSEMBLER

### TECHNOLOGY

- CONNECTIVITY
- E-COMMERCE
- HARDWARE
- SOFTWARE AND SYSTEMS
- TELEMETRY AND TRACKING

### FOREIGN TRADE

- CARGO AGENT
- CUSTOMS ASSESSORY
- CUSTOMS BROKER
- CUSTOMS FORWARDER





*Intermodal, due to its relevance to the industry, provides opportunities for us to be close to our customers and partners worldwide. This year, we also took advantage of the trade fair to reinforce our presence beyond ports and terminals, offering integrated logistics solutions. In addition to a business-oriented audience, we also welcomed many students, and we are pleased to be able to contribute to their journey. **Gabriel Setten, Communication and Marketing Manager, DP World Brazil.***

*There were three days of many connections, business deals, and discussions about the industry. There was significant interest from the audience in insurance solutions and risk management to monitor all types of cargo with agility and security. Integrated solutions and a focus on innovation are fundamental pillars for the present and future of transportation and logistics across all modes. **Lygia Muriel, CEO, Grupo Apisul .***

*At Intermodal 2024, we noticed an extremely qualified presence of customers and players from the logistics industry. Business generation and networking were enormous during the event, with upcoming conversations already scheduled, closely aligned with our purpose of offering the best solutions and services, and collaboratively integrating the entire supply chain: shippers, carriers, operators, brokers, or insurers. **Thiago Villa, CRO, Nstech.***

*The event exceeded our expectations, especially due to the tremendous interest of people in the application of digital twins in the industry. Much of this opportunity lies in maximizing assets to increase productivity. Warehouses, yards, and ports are some examples of areas where the use of computational modeling of assets contributes to better decision-making. We leave here with many connections and will be here again in 2025. **Bernardo Dória, CBO, Enacom.***

*As the Head of Marketing at Frota 162, I warmly congratulate Intermodal for the exceptional event. As an exhibitor, we had the opportunity to actively participate and host a successful event, resulting in the generation of qualified leads and creating a promising expectation for business. Additionally, I would like to express my gratitude for the opportunity to share valuable insights about fine management during the startups panel. It was an enriching experience, and we look forward to future collaborations. **Samira Penteadó, Head of Marketing, Frota 162.***

*The event was a pleasant surprise because we had never seen this level of interest in logistics solutions at the fair before. For us, this participation is very important. Firstly, for networking; secondly, to reinforce with clients the latest updates, and thirdly, to show companies unfamiliar with TOTVS in the logistics industry everything we can offer. Intermodal was excellent, and will be in other editions too.*

**Angela Gheller, Director of Logistics Products, TOTVS.**





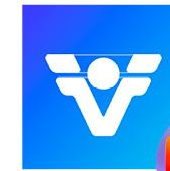
**518** NEWS PUBLISHED ON THE PRESS

**425** ACCREDITED MEDIA PROFESSIONALS



**Global** **REVISTA GLOBAL – OFFICIAL MEDIA**  
OVER 10 NEWSPAPER ARTICLES AND THE  
SPECIAL ARTICLE HIGHLIGHTING 87 EXHIBITORS

SPONTANEOUS PUBLICATIONS ON PHYSICAL AND DIGITAL MEDIA,  
YOUTUBE AND TV CHANNELS:



**LINKEDIN**

**+5 million** impressions  
**+ 31 k clicks**

**META**

**+ 5 million** impressions  
**+ 33 k clicks**

**INSTAGRAM**

**2 million accounts reached**  
**+ 125 k clicks**

**GOOGLE ADS**

**+1.4 million impressions**  
**+125 k clicks**



**SOCIAL NETWORKS**

**+ 70 k followers**

**WEBSITE**

**+485 k visitors**  
**+1.7 million page views**

March 2023 – March 2024

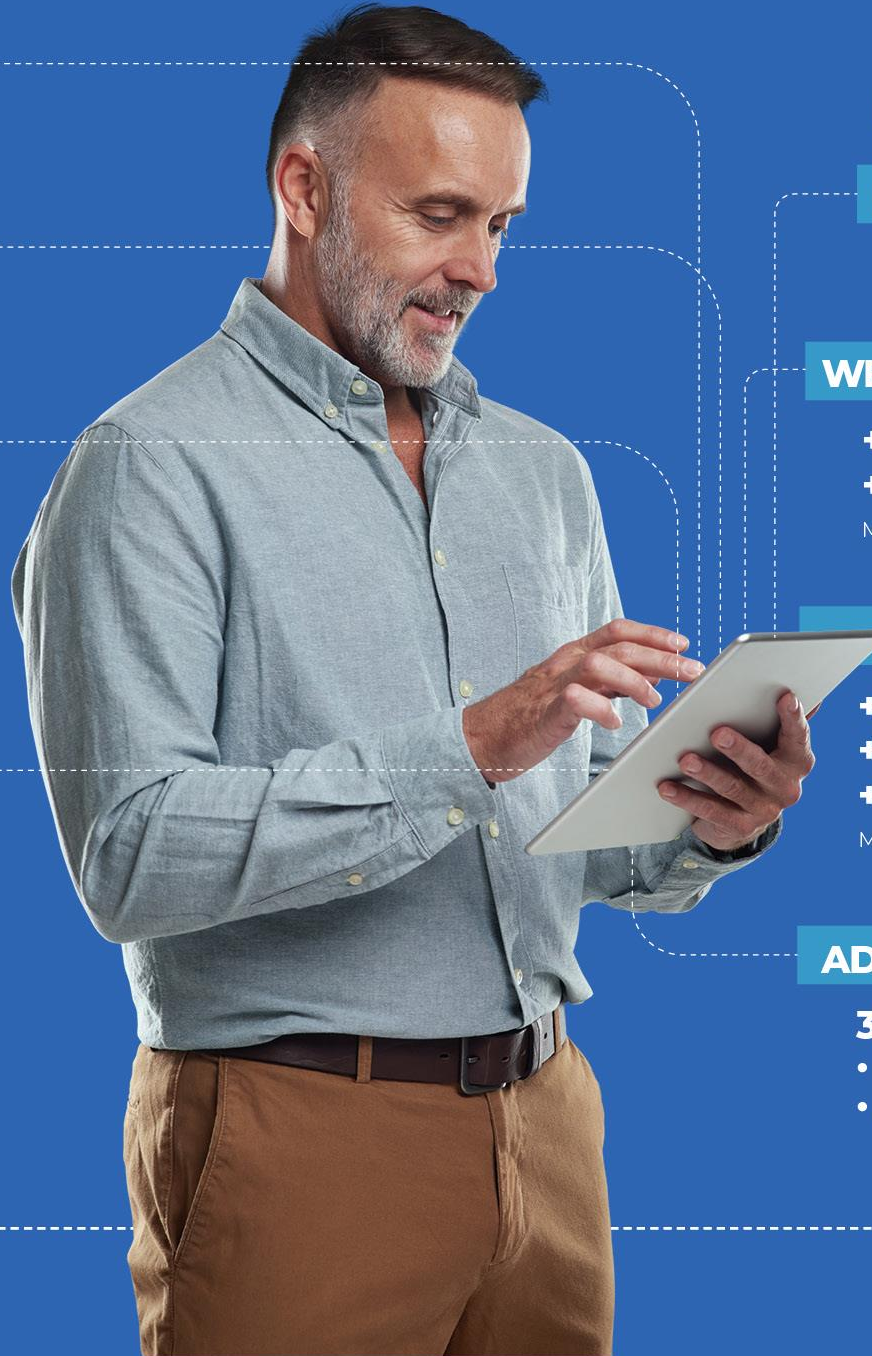
**DIGITAL CHANNEL**

**+190 k visitors**  
**+234 k page views**  
**+207 exclusive articles published**

March 2023 – March 2024

**ADS**

**32 banner ads on:**  
• **21** partner magazines and websites  
• **21** industry associations





**Intermodal South America** is part of **Informa Markets** and **Grupo Informa**. Sustainability at Informa focuses on long-term impacts on customers, colleagues, the communities where we operate, and the environment. For that reason, Informa developed the **FasterForward** approach for sustainable business.

Informa's goal is to become a more sustainable business with a positive impact. Through the FasterForward program, we are incorporating sustainability into everything we do and seizing opportunities to help our clients and markets do the same.

**FasterForward** is a program structured in three parts, with ambitious commitments and a wide range of activities, covering Informa's business operations, our brands and products, and our broader impact on the community.







When it comes to sustainability, we are moving forward faster.





## 1- Inspiring Sustainability

Incorporate sustainability into our brand by 2025 to inspire our sector to be more sustainable, promoting the achievement of the UN Sustainable Development Goals (SDGs).

<p><b>4</b> EDUCAÇÃO DE QUALIDADE</p> 	<p>Incorporate sustainability into our brand by 2025 to inspire our sector to be more sustainable, promoting the achievement of the UN Sustainable Development Goals (SDGs).</p>
<p><b>7</b> ENERGIA LIMPA E ACESSÍVEL</p> 	<p>Expand infrastructure and modernize technology to provide modern and sustainable energy services for all in developing countries.</p>
<p><b>8</b> TRABALHO DECENTE E CRESCIMENTO ECONÔMICO</p> 	<p>Achieving higher levels of productivity in economies through diversification, technological modernization, and innovation.</p>
<p><b>9</b> INDÚSTRIA, INOVAÇÃO E INFRAESTRUTURA</p> 	<p>Develop quality, reliable, sustainable, and resilient infrastructure, with an emphasis on equitable access and affordable prices for all.</p>
<p><b>12</b> CONSUMO E PRODUÇÃO RESPONSÁVEIS</p> 	<p>Halve global per capita food waste, at the retail and consumer levels, and reduce food losses along production and supply chains.</p>
<p><b>17</b> PARCERIAS E MEIOS DE IMPLEMENTAÇÃO</p> 	<p>Strengthen the global partnership for sustainable development, mobilizing knowledge, expertise, technology, and financial resources. In addition to encouraging and promoting effective public-private partnerships and partnerships with civil society, based on the experience of resource mobilization strategies from these partnerships.</p>

## 2- Environmental Responsibility

Become carbon neutral, halving our waste, and helping our customers reduce their carbon footprint by 2025, as a springboard to achieving zero waste and net-zero carbon by 2030 or sooner:

- Better Stands Program: raising awareness among our exhibitors and stand builders to use reusable stands, thereby reducing waste generation;
- Reduction of printed materials, with those being FSC certified;
- Interactive map available on the Intermodal Platform, replacing the printed pocket map;
- Use of LED lights in the pavilion and Informa spaces, as well as optimization of air conditioning usage to reduce power consumption;
- Waste sorting and environmentally correct disposal of all waste generated at the event;
- Carpets made from recycled PET, with 80% being reused from previous events. Post-event waste is sent for recycling and transformed into new products;
- Options for vegan and vegetarian food available at the event's restaurants and snack bars;
- At the event exit, a location is provided for the conscious disposal of credentials that will be reused at future events.



## 3- Social Responsibility

Contribute at least 1% of pre-tax profit to community groups by 2025, advocating for diversity and inclusion, and creating value for our host cities through:

- Hiring of People with Disabilities (PWD) in partnership with the PAE (Programa de Atendentes Eficientes);
- Motorized wheelchairs are provided for accessibility at the event;
- Support for Safrater, Instituto Jô Clemente, and CAMPS (Centro de Aprendizagem e Mobilização Profissional e Social) Santos initiatives during the event.



Prêmio **Estande** 2024

# Sustentável

by **Intermodal**

With the aim of valuing the sustainable practices of exhibiting companies, Informa Markets, the organizer and promoter of Intermodal, held the Prêmio Estande Sustentável 2024, which announced and rewarded brands with the most sustainable stands.



**WINNER OF THE BLUE CATEGORY**  
(From 60 to 99.99m<sup>2</sup>)  
Exhibitor: **ONE - Ocean Network Express**  
Stand Builder: **FC Max**



**WINNER OF THE WHITE CATEGORY**  
(Above 100m<sup>2</sup>)  
Exhibitor: **LATAM Cargo**  
Stand Builder: **YouIn**

HOST SPONSOR



PLATINUM SPONSOR



VIP BUSINESS LOUNGE SPONSOR



INTERLOG SUMMIT GOLD SPONSOR



INTERLOG SUMMIT SILVER SPONSORS



ARENA INTERMODAL GOLD SPONSORS



ARENA INTERMODAL SILVER SPONSOR



ARENA INTERMODAL BRONZE SPONSORS



TI INNOVATIONS SPONSORS



INSTITUTIONAL SUPPORT



OFFICIAL MEDIA

Global

MEDIA PARTNERS

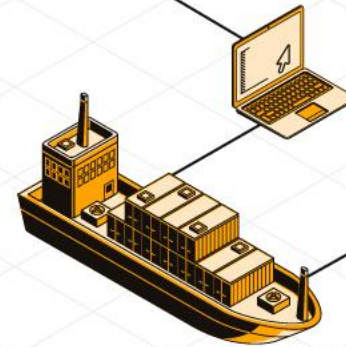




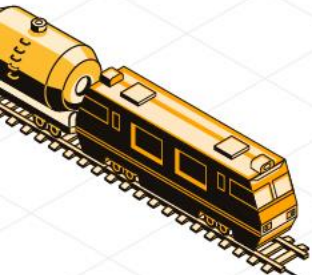
29<sup>th</sup> EDITION

# INTERMODAL

2025 SOUTH AMERICA



**END-TO-END  
LOGISTICS  
SOLUTIONS**



22<sup>nd</sup> to 24<sup>th</sup> April, 2025



**NEW  
LOCATION**

**DISTRITO  
ANHEMBI**

SÃO PAULO, BRAZIL



**THANK YOU! LET'S GET IN TOUCH?**

**KELLY LIMA**

*Key Account Manager*

Mobile: +55 (11)9 8971.2985  
Email: [kelly.lima@informa.com](mailto:kelly.lima@informa.com)

**GILMARA DOS SANTOS**

*Senior Sales Executive*

Mobile: +55 (11)9 3274.0783  
Email: [gilmara.santos@informa.com](mailto:gilmara.santos@informa.com)

**FERNANDA DORNELES**

*Senior Sales Executive*

Mobile: +55 (11)9 8209.5253  
Email: [fernanda.dorneles@informa.com](mailto:fernanda.dorneles@informa.com)

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