



22nd INTERNATIONAL REFRIGERATION, AIR CONDITIONING,
VENTILATION, HEATING, AIR AND WATER TREATMENT FAIR

12 · 15 | SEPTEMBER
2023

from 1:00 pm to 8:00 pm
São Paulo Expo - Brazil

POST SHOW REPORT

INNOVATION IN CONTROL



Institutional Support



Support



Organization and Promotion



THE BIGGEST FEBRAVA IN HISTORY!

The **22nd edition of FEBRAVA** was marked by records. After 4 years, the event was attended by more than 500 Brazilian and international brands and approximately 22,000 visitors.

Over the 4 days, more than 72,000 leads were generated, an unprecedented number in the history of FEBRAVA!

It was the great encounter of the **HVAC-R** sector, offering industry professionals the latest in products, services and trends. The days were busy with product launches, technical knowledge, experiences, recognition, networking and, of course, business.

On the following pages, you can read more about this **RX** success.



SECTORS event



REFRIGERATION
Industrial, commercial,
residential and transport



VENTILATION
Residential and industrial



HEATING
Electric, gas
and solar



AIR CONDITIONING
Automotive, central,
industrial and residential



**WATER
TREATMENT**



**AIR
TREATMENT**



**TOOLS AND
PPES**

SUPPORTING entities



Institutional Support



Support



Co-Support



MEDIA partners



ABRAVA
REFRIGERAÇÃO AR CONDICIONADO VENTILAÇÃO AQUECIMENTO

climatização
refrigeração

 **Carne**

 **Leite**

PORTAL
MUNDO
DO AR CONDICIONADO
E DA REFRIGERAÇÃO

FRIGONNEWS REVISTA

REVISTA E PORTAL
MEIO FILTRANTE
www.meiofiltrante.com.br
Especializada em Filtração - Separação - Tratamento de Água - Meio Ambiente

revista
TAE
especializada em tratamento de
água & efluentes

Revista **potência**

REVISTA
MUNDO
DO AR CONDICIONADO
E DA REFRIGERAÇÃO

revista
Hotéis
A referência do setor

revista do
FRIO
& Ar Condicionado

IIIWEB ARCONDICIONADO

INFLUENCER partners



Adriano Maresia
@maresiaarcondicionado
8,7K



Carlos D Jones
@carlos.djones
18,3K



Daniel Bessa
@odanielbessa
3,2K



Deivi Homem
@deivi_homem
9,1K



Fabio Dutra
@fabiodutra.oficial
82,2K



Gabriel Pardo
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33,9K



Iza Valadão
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26,2K



Jefferson Paulino
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10,8K



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30K



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15,1K



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Omar Paz
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13,6K



Rodrigo Penhamen
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5K



Rogerio Lima
@rogeriolima_splipecas
3,2K



Samacast
@samacast_
72,2K



+500

BRAZILIAN AND INTERNATIONAL BRANDS

+50_k

SQUARE METERS OF EXHIBITION SPACE

+22_k

VISITORS

+170

HOURS OF CONTENT

+75_k

LEADS GENERATED

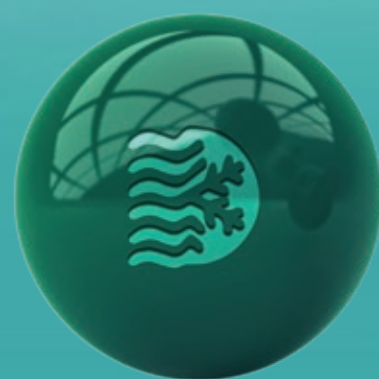


THE BIGGEST HVAC-R EVENT IN LATIN AMERICA!



OUTSTANDING INNOVATION seal

As a way of highlighting the most innovative solutions for the different HVAC-R segments, **FEBRAVA 2023** launched the **Outstanding Innovation Seal**, an initiative that included a committee of specialists to select exhibitor projects. In total, 76 products from 28 companies were considered.



THEMATIC Islands

For this edition, **FEBRAVA** provided **6 Thematic Islands**, spaces dedicated to presenting **HVAC-R** solutions, featuring the main innovations in equipment and systems, with different brands and their success stories.



Installer
Island



Water Treatment
Island



Cold Chain
Island



Automotive Air Conditioning
Island



SENAI
Island



FATEC
Professional Training
Island



TECHNICAL content



FEBRAVA, together with **ABRAVA**, promoted simultaneous events to reinforce connections and professional training, with **170 hours of content and presentations** on the topics that impact **HVAC-R**.



Realization



RECOGNITION

In this edition, we paid tribute to **Mr. Nelson Baptista**, a professional who dedicated more than 45 years of his career to developing the segment and transforming **FEBRAVA** into the main meeting place for leading brands and specialists.

FEBRAVA, with support from **ABRAVA**, launched the **Nelson Baptista Award**.

The award recognizes the companies and professionals who keep Mr. Baptista's legacy alive, as part of **FEBRAVA** and contributing to the strengthening and growth of the sector.



3 CATEGORIES AWARDED:

Featured Exhibitor – ELGIN;

Efficiency in capturing leads – RAC Brasil;

FEBRAVA 2023 Personality – Cida Contrera.



Connection, relations and **BUSINESS**

BUSINESS ROUNDTABLES

Exhibiting companies and invited buyers gathered with an agenda to strengthen relations and accelerate the negotiation process.

2 DAYS OF AGENDAS

69 EXHIBITORS

18 BUYERS

180 MEETINGS

BRL 68 MILLION IN BUSINESS*

(*) PROJECTION FOR THE NEXT 12 MONTHS



Connection, relations and BUSINESS



This program brought together a select group of buyers in a premium, dedicated space at the fair.

571 BUYERS

89% ARE FINAL DECISION MAKERS



VISITOR Profile

TOP 3

BUSINESS AREAS

33,5%

Refrigeration

23%

Installation and
Maintenance

4,6%

Engineering

TOP 3

POSITIONS

16,5%

Owner/partner

13,4%

Technician

11,5%


Manager

84%

ARE INVOLVED
IN PURCHASES



VISITOR satisfaction



83%
SATISFIED



79%
LOYAL TO
THE EVENT



69%
RECOMMEND IT



63%
CLOSE DEALS



VISITOR satisfaction

WHAT THEY SAY:

“

It's a fair that is generating a lot of business. Everyone has already said they want the next edition.

”

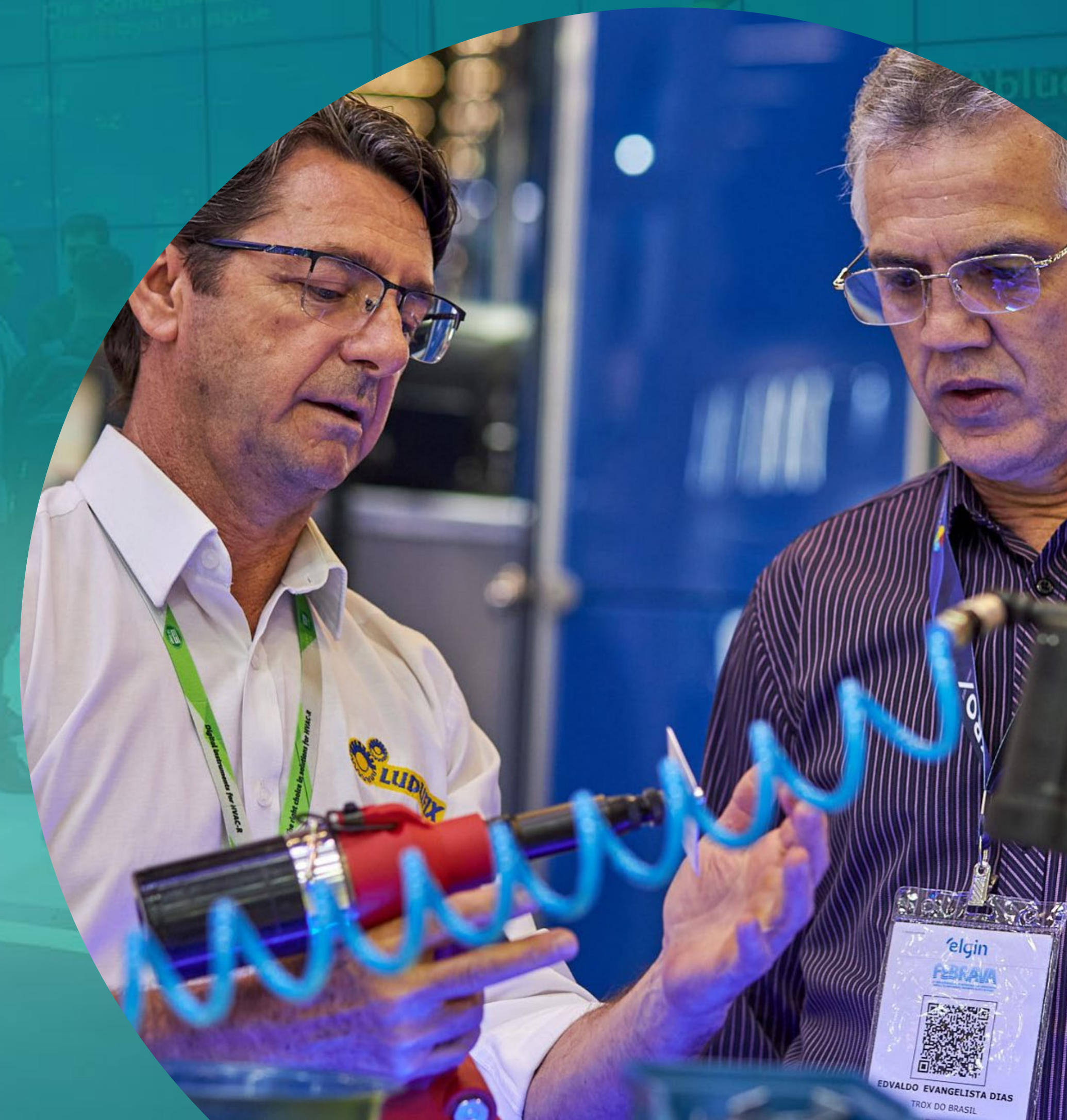
Elton Santos, Fixoved Fixação e Vedação

“

All the manufacturers brought some kind of new product this year. A very important event for our segment, which renews hopes for new opportunities and new times.

”

João Daniel Oliveira, Johnson Controls



BRANDS presents

ACQUABIOS



COPELAND



ECOQUEST

elgin

embraco
Nidec



FUJITSU
AIRSTAGE



MAYEKAWA
MYCOM

Mercato



NEO
estech



SLIC

Suryha
QUALIDADE QUE VOCÊ CONFIÁ.



TEXA

TROX

ZIEHL-ABEGG

EXHIBITOR satisfaction

89%
SATISFIED

77%
LOYAL TO
THE EVENT

75%
RECOMMEND IT

87%
CLOSE DEALS
WITHIN
3 MONTHS



EXHIBITOR satisfaction

WHAT THEY SAY:

“

The way we set up our space, with customer applications and correlation with our new developments, made it possible to recognize that we are providing the solutions they need. It's innovation that comes from the outside in.

”

Fernando Fischer, Director of Sales and Marketing at Tecumseh.

“

After four years, we were very pleased to return to FEBRAVA to strengthen ties with our business partners and installers. With its importance and credibility, the fair offered the perfect setting for the launch of our entire air conditioning line.

”

Simone Camargo, Midea Carrier Marketing Director in Brazil.



MEDIA exposure



PUBLISHED MATERIAL



462
PUBLICATIONS

BRL 13
million
IN
SPONTANEOUS
MEDIA



Ivan Romão
Febrava Manager



MEDIA exposure

COVERAGE OF THE FAIR

118
JOURNALISTS
PRESENT



DIGITAL audience

 **+11K**
FOLLOWERS

 REACH¹ **+1,2** MILLION
USERS

 **+18K**
FOLLOWERS

 IMPRESSIONS² **+4,7** MILLION

 **+2,2K**
FOLLOWERS

 ENGAGEMENT³ **+76** MILLION

 **+180K**
SINGLE USERS

 **+560K**
CONTACTS



1 - Number of people impacted by communications;
2 - Number of page views;
3 - Interactions with publications (likes, comments, shares etc.)

Check out THE SECTOR'S RE-ENCOUNTER

WATCH IT NOW:





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09 · 12
SEPTEMBER
2025

São Paulo Expo - Brazil



ENSURE YOUR PARTICIPATION SEE YOU IN 2025!

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Institutional Support



Support



Organization and Promotion

