



MESSE
MÜNCHEN

For our most important resource: the future

International Trade Fair for Water, Sewage,
Drainage and Waste Recovery Solutions

June 25–27, 2025—São Paulo Expo, Brazil

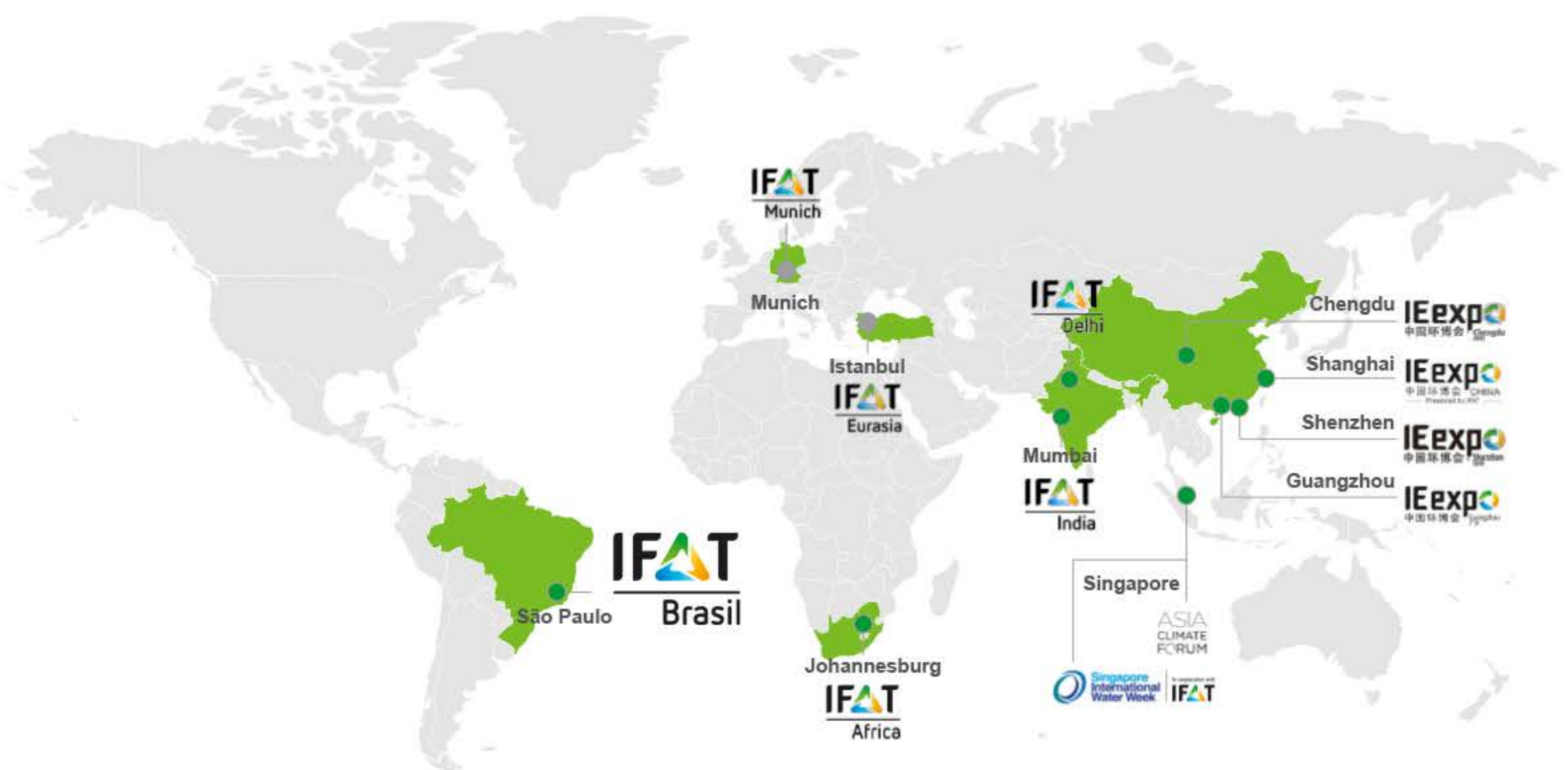


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IFAT
Brasil

IFAT Brasil: your ultimate networking platform for Water and Waste Solutions

Driven by the government's privatization strategy, the Brazilian wastewater sector is set for rapid development over the next decade. This shift will attract significant private investment, leading to substantial growth in environmental technologies for water collection, treatment, distribution, and wastewater management. Amidst this dynamic environment, the first edition of IFAT Brasil marked a pivotal moment for the Brazilian sanitation market. The fair showcased leading global technologies aimed at achieving the government's ambitious goals for drainage, waste management, and water and wastewater systems by 2033.



As part of IFAT Worldwide's renowned portfolio, IFAT Brasil 2025 will again be a central hub for networking and exchanging knowledge and innovations. It stands out for being the only trade fair that covers the four main sectors of environmental technology in Latin America, promoting the widespread adoption of environmental technologies in Brazil and the broader region. Are you in?



A platform for brands with a common purpose: industry impact and community benefit

Key highlights of IFAT Brasil 2024:



11,000+ m² of exhibition space



20,000+ qualified visitors from IFAT Brasil & from the co-location with M&T Expo



160+ exhibitors and brands from 16 countries



71 hours of content with 132 speakers from 10 countries



463,000+ page views on the IFAT Brasil website



ROI of BRL 724,482.96 in spontaneous media with an audience of 27,815,135 people



16,152,858 total impressions on Google, Meta and LinkedIn



224,274 people reached on Meta and LinkedIn



IFAT Brasil: multiple sustainable solutions, one destination

IFAT Brasil is the meeting point for the four main sectors of environmental technologies, delivering essential innovations that shape a sustainable future.

Exhibitor profile

Water and sewage management



Advanced solutions in water treatment/distribution and in efficient liquid waste management, standing out for their innovation and sustainability.

“

IFAT Brasil 2024 exceeded our expectations with a high number of qualified visitors, including many Spanish speakers. The event was crucial for showcasing our regional potential, and we look forward to participating again.”

Estela Testa - President of Sindesam

Drainage and sanitation infrastructure



Cutting-edge technologies for rainwater management and the development of resilient urban infrastructure to promote essential solutions to tackle environmental challenges in cities.

“

As a German company familiar with IFAT in Germany, we eagerly joined the inaugural Brazilian edition to connect with the local market. The event was a success, attracting global clients and high-quality professional consultations.”

Erick Vitorino - Managing Director of ACO

Waste management



Innovative solutions for the collection, treatment and recycling of solid waste, making a significant contribution to environmental sustainability and the circular economy. This sector is key to meeting the global challenges of responsible waste management.

“

Our high expectations for IFAT Brasil, based on past successes in other countries, were exceeded. The venue and partnership with M&T Expo attracted many visitors, particularly technical ones, leading to a busy and successful booth experience.”

William Padilha - Director of New Business at the Ambiensys Group

Energy recovery solutions



Advanced technologies for harnessing energy from waste and industrial processes, driving the transition to renewable and sustainable sources. This sector is essential for promoting energy efficiency and reducing environmental impact.

“

At Albrecht, we were thrilled with the inaugural IFAT Brasil, finding it an extraordinary and enriching experience for both exhibitors and visitors. We're grateful for the opportunity to have such an event in Brazil.”

Christine Albrecht Althoff - Managing Director of Albrecht Equipamentos Industriais Ltda.

IFAT Brasil: the ideal platform to engage with highly qualified visitors

Visitor profile

IFAT Brasil brings together the main stakeholders, from financial institutions to market regulators and operators, aiming to generate sustainable business. In 2024, visitors mainly came from these sectors:



Public and private sanitation service operators



Manufacturing and transformation industrial sector



EPC—engineering and development of concession and infrastructure projects



Civil construction (buildings and infrastructure)



Services sector
Consulting specializing in waste, water and sewage, environmental & ESG projects, social & environmental education



Waste operation, management and treatment



Associations, educational institutions and universities



Energy production, efficiency and distribution sector
biomethane, biofuels and coprocessing



Agencies and public departments in the environmental and sanitation sector



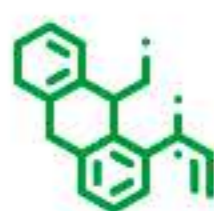
Equipment, leasing distribution



Agribusiness and/or forestry



Laboratories and analysis



Chemical industry, petrochemicals, pharmaceuticals and chemical components



Bank, insurance, financial institution



COMEX representation, import and export of equipment

85 %

of visitors hold C-level positions or are entrepreneurs

Over 70 %

of visitors are directly involved in the company's purchasing process

IFAT Brasil 2025: unveiling the future of sustainability

Good reasons to become an exhibitor

Quality and experience:

- 100 % of exhibitors appreciated IFAT Brasil's quality
- 63 % rated it as excellent and 37 % of exhibitors rated the quality of visitors as good/very good and
- 70 % of the exhibitors rated IFAT Brasil as an excellent event

Internationality:

- 100 % of exhibitors appreciated the internationality IFAT Brasil's visitors and more than 60 % rated it as excellent

Business development:

- 40 % of visitors closed deals during the event
- 100 % of exhibitors believe they will generate future business
- More than 70 % of exhibitors generated business during IFAT Brasil
- BRL 0.5 billion in business expected to be generated during and after the fair

*Exhibitor survey of IFAT Brasil 2024

Qualification and attractiveness:

- 100 % of visitors were satisfied overall with IFAT Brasil 2024
- More than 95 % visitors rated the variety of products, services, organization of the fair and quality of the content as excellent
- Around 90 % of visitors found the technology they were looking for and increased their professional knowledge
- 70 % of visitors rated the event as excellent



IFAT Brasil 2025 will have 3 stages to enable a vital immersion in global trends, with experts from all over the world



Blue Stage:
Water, Sewage and Drainage



Orange Stage:
Waste Management, Energy Recovery and Waste Recovery



Innovation and Start-ups Arena

Make the most of your participation.
Draw attention to your brand!

Live Demo Arena:
Showcase your equipment live to an engaged audience by booking a slot in the Live Demo Arena.

Merchandising options

Choose from a variety of options, including onsite and online advertising spaces, and badge sponsorships. Stand out from the crowd and make a bigger impact—ask for additional visibility.

Testimonial

“

Brazil is the 4th largest waste generator in the world, bringing great responsibility but also significant opportunities. IFAT Brasil has been particularly valuable for connecting with local Brazilian and regional players in South America. The congress accompanying the event offered fascinating insights into the state of the Brazilian waste management industry and its challenges, featuring engaging events and speakers on advanced topics like composting and recycling, as well as the essential work needed to close remaining dumpsites and ensure proper waste treatment.”

Jose Uribe, Operations Director at ISWA



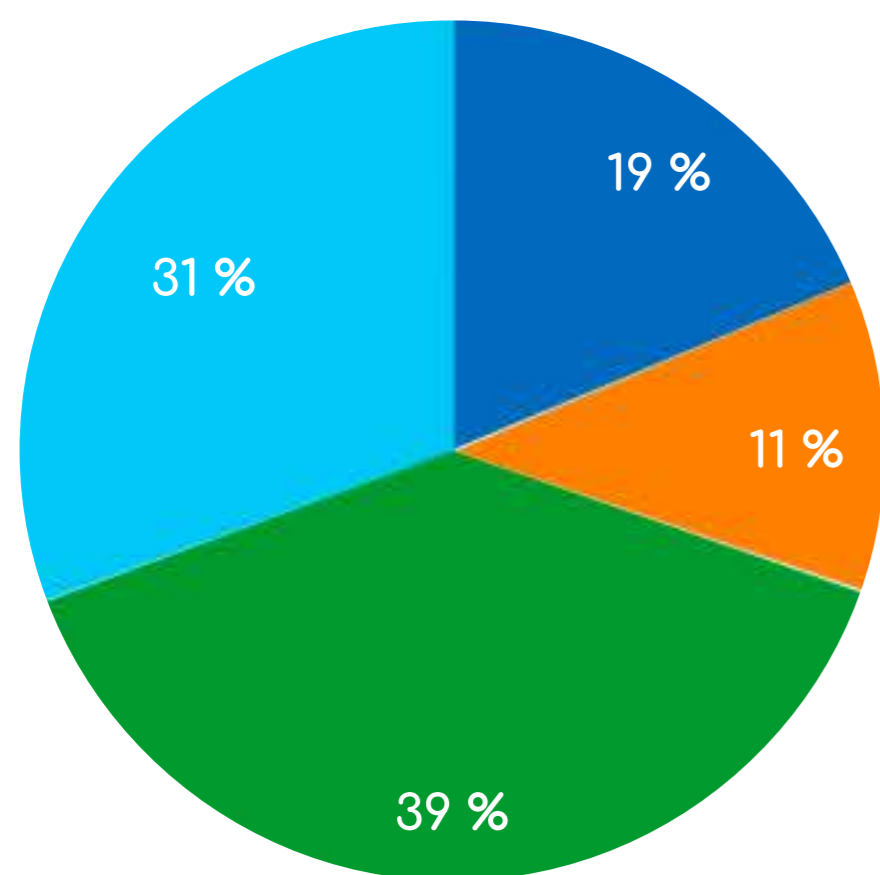
*Photo of IFAT Munich 2024 as example of the live demo arena

98%

of visitors rated the IFAT Brasil International Congress as excellent

Market Insights: Exploring Brazil's Economic Landscape

For the fifth consecutive year, Brazil's 2024 growth has surpassed initial financial forecasts, driven by previous economic reforms like labor and pension changes, and privatizations aiding infrastructure development. Brazil aims to provide universal access to clean water and wastewater treatment by 2033, requiring R\$ 580 billion in investments.

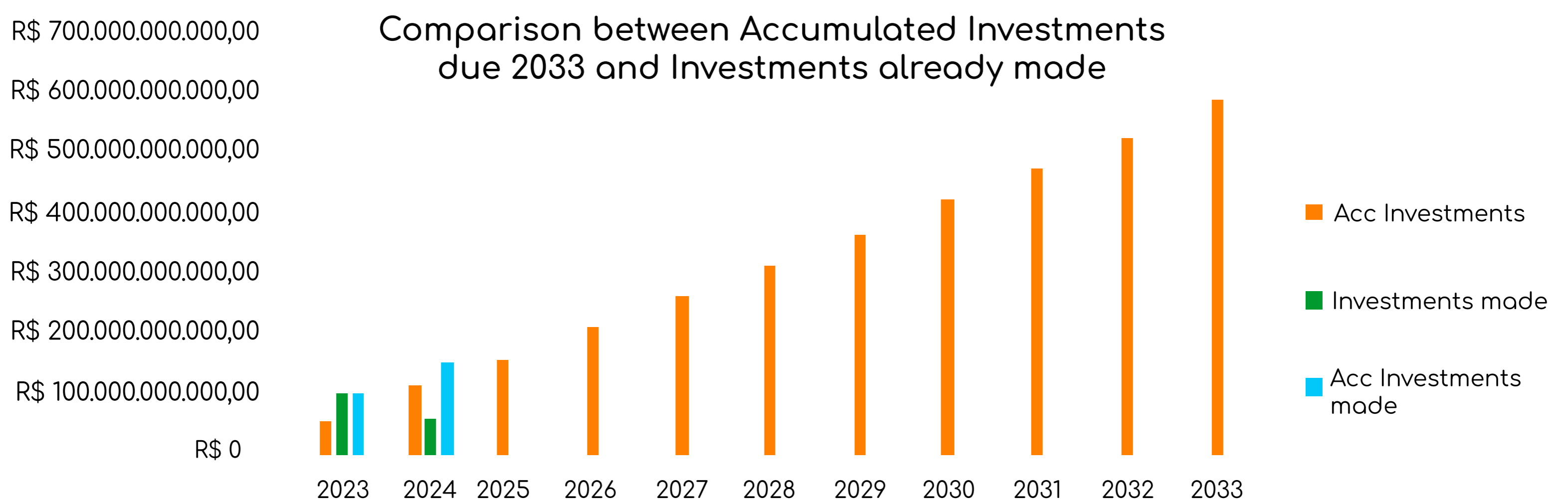


Total % of Investments until 2033 per sector

- R\$ Investments in Sewage
- R\$ Investments in Water Supply
- R\$ Investments in Solidwaste
- R\$ Investments in Drainage

Since 2020, privatization in the water sector has led to significant investments through public-private partnerships (PPPs), with an investment of over R\$152 billion between 2022 and mid 2024.

Brazil's focus on water availability supports its economic growth, with private concessionaires investing in sensor technology and innovative solutions to reduce water losses and improve energy efficiency. However, a quarter of the population still lacks access to wastewater services, with only half of the wastewater treated.



Brazil is still lagging behind when it comes to recycling. Only 4.5 percent of all waste is recycled, significantly less than the global average of 13.5 percent. Two thirds of the waste ends up in regular landfills. The rest is usually disposed of in open dumps or incinerated. The pressure to act is growing - and so is the interest in the circular economy and the demand for recycled materials such as PET.

Source: BNDES, IBD and IBRD databank of transparency, 2022 | BNDES (Nation Bank of Development) IBD (Interamerican Bank of Development) IBRD (International Bank for Regional Development), Investments (BNDES, BID and IBRD databank of transparency, 2022) Growth Rate (IBGE,2018) Public Spent (SNIS (National System for Sanitary Information), 2021) Result (MESSE MUENCHEN DO BRASIL, 2022); German Trade and Invest, „Wassersektor in Lateinamerika investiert kräftig“ by Janosch Siepen, 06.02.2023; German Trade and Invest, „Kreislaufwirtschaft in Lateinamerika auf dem Vormarsch“ by Janosch Siepen, 13.05.2024



Innovative. Impressive. Informative.

As we head towards 2050, where all resources will come from closed cycles, IFAT is positioning itself as a global leader, championing the future of the next generations. IFAT Brasil is dedicated to spreading knowledge, promoting sustainable practices and advancing environmental technologies. We are shaping a sustainable legacy, inspiring action today for a healthier tomorrow.

Will you join in?

Be part of IFAT Brasil 2025
Book your booth now.

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