

# Feira RWM Brasil

Soluções em Gestão de  
Recursos e Resíduos



IN ASSOCIATION WITH 

Trans America Expo Center, São Paulo, Brasil 1-2 October 2013

## BE PART OF THE MOST EXCITING NEW EVENT IN THE WORLD OF WASTE MANAGEMENT

RWM, the world's biggest event purely focused on Solid Waste Management (SWM) is coming to the world's most exciting waste management market - Brazil.



### RWM Brasil will feature

- A tight focus on Solid Waste Management
- A co-located strategy conference attracting the key players in Brazilian SWM
- The biggest range of SWM-related exhibitors ever seen in Brazil
- International technology and expertise
- A world class seminar programme
- Enticing show features and networking opportunities
- A professional, innovative and effective marketing campaign

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The next four years are going to be momentous for Brazil. Having hosted the Rio 2012 Earth Summit, the focus is now on The World Cup in 2014. Two years later, Rio de Janeiro will host the Olympics - the eyes of the world are on Brazil like never before.

The challenges for Brazil are manifold, and Solid Waste Management is one of the biggest. The government has acted decisively to improve the SWM situation, but accepts that international help and know-how is vital to solving the problems.

RWM, the world's biggest event dedicated to Solid Waste Management, is launching a brand new event - RWM Brazil to help introduce new technologies and bridge the knowledge gap.

## Why Brazil?

### Legislation makes for a compelling market need...

In 2010 legislation was introduced requiring every municipality to close open dumps and pre-treat waste that goes into landfill by the end of 2014. Currently, 85% of waste goes into open dumps. Brazil's 5565 municipalities have to submit waste plans by the end of 2012 which will mean huge capital expenditure in upgrading equipment and further investment in project management. 2013 and 2014 are crucial years in the implementation of this legislation.

### Good long term market prospects...

Brazil has a population of 196 million people, with 62% of the population under 29 years of age. The population is now almost 86% urbanised making SWM a huge issue. As the economy continues to grow, the pressure on land prices in urban areas also contributes to the unsustainable nature of open dumps.

## RWM Brasil

RWM Brasil will be the destination event for the Brazilian Solid Waste Industry. An exhibition focused on bringing buyers and sellers in the sector together at a crucial time, RWM will boast:

- Over 100 exhibitors from around the world
- Thousands of highly-relevant buyers visiting the event
- Seminars offering insight and handpicked examples of best practice
- A targeted and professional marketing campaign
- Enticing show features
- Networking hub and café

## What can RWM add?

Now in its 45th year, RWM is the most focused international show in the SWM sector. Each year more visitors come to learn, share expertise, strategise and buy. The show features unrivalled, free, expert intelligence whilst exhibitor numbers continue to grow.

- RWM 2012 in the UK – a high quality, focused audience:
- 75% of visitors were management level and above
- 75% of visitors surveyed said they did not attend any other event in the last 12 months
- 60% of visitors found new suppliers that they wouldn't have otherwise considered using



## WHO WILL ATTEND?

- Mayors and waste management professionals from Brazil's 5565 municipalities
- Waste management contractors
- Resource efficiency professionals from waste producers
- Recycling companies
- Waste to energy companies



## FIVE REASONS WHY THE BUYERS WILL ATTEND

- 1 To see the most comprehensive range of technology from around the world
- 2 For the learning opportunities provided by experts in seminars
- 3 To share knowledge with peers and see presentations from thought leaders at the conference
- 4 Attending one 'must visit' event in the year saves time and money
- 5 To network at the show and at evening events

## THE MARKETING CAMPAIGN

A targeted marketing campaign will ensure that relevant business people will attend the event. The marketing campaign will feature:

- Partnerships with federal, state and municipal government
- Partnerships with leading associations representing all main visitor constituencies
- Direct communications with local decision making waste managers
- Comprehensive web and email marketing campaign
- Extensive social media campaign

## CONFERENCING

### ABRELPE Membership Conference:

Representing contractors responsible for over 75% of the SWM industry, the ABRELPE conference will help deliver the key players from the contracting sector to RWM. The conference will be devised to allow for plenty of opportunity for delegates to visit the event.

### RWM Waste Management Strategies Conference:

These sessions are aimed exclusively at 'key buyers' to be run in partnership with key local stakeholders. Featuring an attention grabbing keynote and strategic thought leadership from around the world, the Leaders Theatre will host half day conference sessions with key buyers at tending free-of-charge.



“ A great platform for us to launch to a massive, focused audience – *Semple Fraser* ”

“ RWM is a key event in the JCB events calendar. We had excellent interest in our new products and innovative new indoor stand – *JCB* ”

“ The show was busier than ever and we were rushed off our feet. It was such a success for us that we've already booked to attend next year's event! – *Specialist Fleet Services* ”

## WHO WILL EXHIBIT?

The event will boast over 100 directly relevant exhibitors from around the world

**Product areas include:**

- Machinery: bailers, sorters, crushers
- Mobile mechanical plant
- Waste-to-energy companies
- Software suppliers
- Manufacturers of bins etc
- Vehicle bodies and chassis manufacturers
- Recycling, waste and construction contractors and consultants

## SPONSORSHIP OPPORTUNITIES:

RWM has a comprehensive sponsorship programme with a wide range of packages to suit your requirements. Prices range from as little as \$2000 and options include seminar theatres, networking features, visitor bags and a great deal more.

## KEY EVENT THEMES AND FEATURES:

Conferencing seminars and event features will be focused around:

- Waste management strategies
- Waste-to-energy
- Construction and infrastructure
- Materials recyclers and reprocessors
- Technology and innovation
- Municipalities and legislation

## FIVE REASONS WHY YOU SHOULD EXHIBIT

- 1** It will attract an audience of relevant buyers from this buoyant market
- 2** It is a focused event designed to deliver quality visitors - so no audience wastage
- 3** The educational content on offer will ensure that RWM will be the must-visit event in the Brazilian SWM calendar
- 4** It will play host to more leading exhibiting companies than any other show in South America
- 5** This is an incredibly exciting time for the Brazilian Waste Management market – be part of it!

## RATES AND PACKAGES:

Space: **\$400/metre**  
 Shell scheme\*: **\$500/metre**

\*Includes name board, lights, furniture, carpet and cleaning  
 Exhibitors will be offered the opportunity to book enhanced packages including furniture, interpretation services, shipping and accommodation and travel services.

All rates are quoted in US Dollars

## How can we be part of it?

Contact Andy Mather,  
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