



**Concrete
Show**
by informa...

**POST SHOW
REPORT**
2025



Concrete Show

by informa

The **Concrete Show** is the leading industry event in **Latin America**, designed for professionals and national and international companies involved in the construction chain.

The **sixteenth edition of the event** took place between **19, 20 and 21 August 2025**, at São Paulo Expo, and was marked by the participation of **major professionals, companies and industry associations** to showcase the latest **innovations, technological advances in equipment, products and services** for professionals in the concrete construction chain.

Over **three days**, the **Concrete Show** provided visitors and participants with the opportunity to **interact and connect with market leaders, conduct business, discover and learn about the latest trends and major advances in the construction industry, as well as participate in attractions with exclusive content.**

With this 16th edition of the event, the **Concrete Show reinforces its importance in the industry** and **remains as a reference** for all professionals in the concrete construction chain as a **unique opportunity for networking, good business, learning and new opportunities.**





26,541
visitors



+36
thousand
m² of exhibition area



+450
exhibiting brands
with 50 new exhibitors



215 speakers
National and international

90h of content



5
stages
Simultaneous
lectures

CONS
TRUINDO
CONHECIMENTO
by CONCRETESHOW

ARENA
120 IDEIAS
by CONCRETESHOW

MEGA DEMO
PAREDES DE CONCRETO

 PRAÇA
ALVENARIA INDUSTRIALIZADA
E PAVIMENTO INTERTRAVADO

SENAI

A TRILHA DO
CONCRETO



An attraction 100% dedicated to professionals in the construction chain seeking quality technical content and qualified networking opportunities.

The Congress Construindo Conhecimento brings together in one place: **EXCLUSIVE LECTURES, INTERNATIONAL GUESTS and EXPERIENCE EXCHANGE** among congress participants.

Throughout the three days of Concrete Show 2025, more than **140 speakers** took the stages of the Congress Construindo Conhecimento.



Partner Associations in the Congress



ARENA 120 IDEIAS

by CONCRETESHOW

The **ARENA 120 IDEIAS** was a stage for **free presentations** for professionals from various segments of the construction industry. With the **most current and relevant topics in the industry**, the lectures and presentations were held by exhibitors of the event on **two simultaneous stages**.

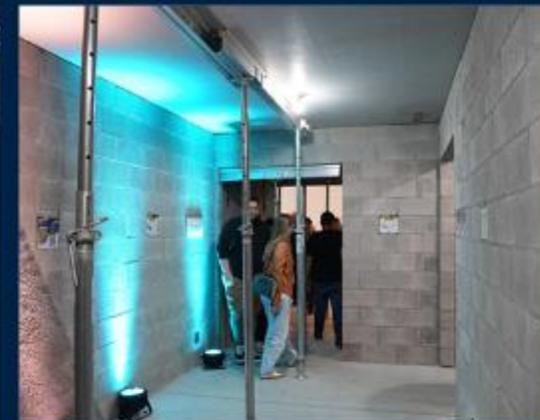
During the 16th edition of Concrete Show, the space featured more than **50 speakers** and totaled more than **20 hours of free content**.



Sponsorship

ADITIBRAS
ADITIVOS PARA CONCRETO, CIMENTO, ARGAMASSAS
E ADIBRAS PARA A CONCRETAÇÃO

**CARBON
CURE™**



The **MEGA DEMO PAREDES DE CONCRETO** attraction was an unprecedented 468m² space at Concrete Show 2025 that presented live the revolutionary industrialized construction technology with concrete walls.

A project was presented that met all requirements of the MCMV program (Minha Casa, Minha Vida), reinforcing the potential of industrialized construction to meet the country's housing demand quickly and efficiently.



Sponsors



Project Partners





The **Praça da Alvenaria Industrializada e Pavimento Intertravado** returned to the Concrete Show pavilions for its 2nd edition.

15 COMPANIES from the industry gathered in an innovative and collaborative space, plus an exclusive lecture stage and a model CDHU apartment project.

It was an interactive and sensory environment that brought innovation with performance.

Project
Coordination



Sponsoring Companies



The SENAI logo is displayed in white text on a red rectangular background, which is centered within a white, paint-splatter-like circular shape on a dark blue background.

The **SENAI-SP** brought to Concrete Show during the three days of the event the construction of a **masonry building** of approximately 80 m², built live by students from the Masonry Execution Practices course.

The logo for 'A Trilha do Concreto' features a small house icon with a red roof and a white chimney, followed by the text 'A TRILHA DO CONCRETO' in a bold, black, sans-serif font. The logo is centered within a white, paint-splatter-like circular shape on a dark blue background.

The Podcast "**A Trilha do Concreto**" continued the web series project of the same name, being a partnership between Concrete Show and InfraHub. The podcast featured major names from the construction chain.

[Check out the 1st season of the web series here!](#)



The **IDD** brought to Concrete Show mini extension courses that were held in person on days 19, 20 and 21 August (during the event).

It was three days of lots of knowledge, learning and live practice.

About IDD: IDD is a Higher Education Institution, accredited by MEC, focused on continuous training of Engineers, Architects and Managers.





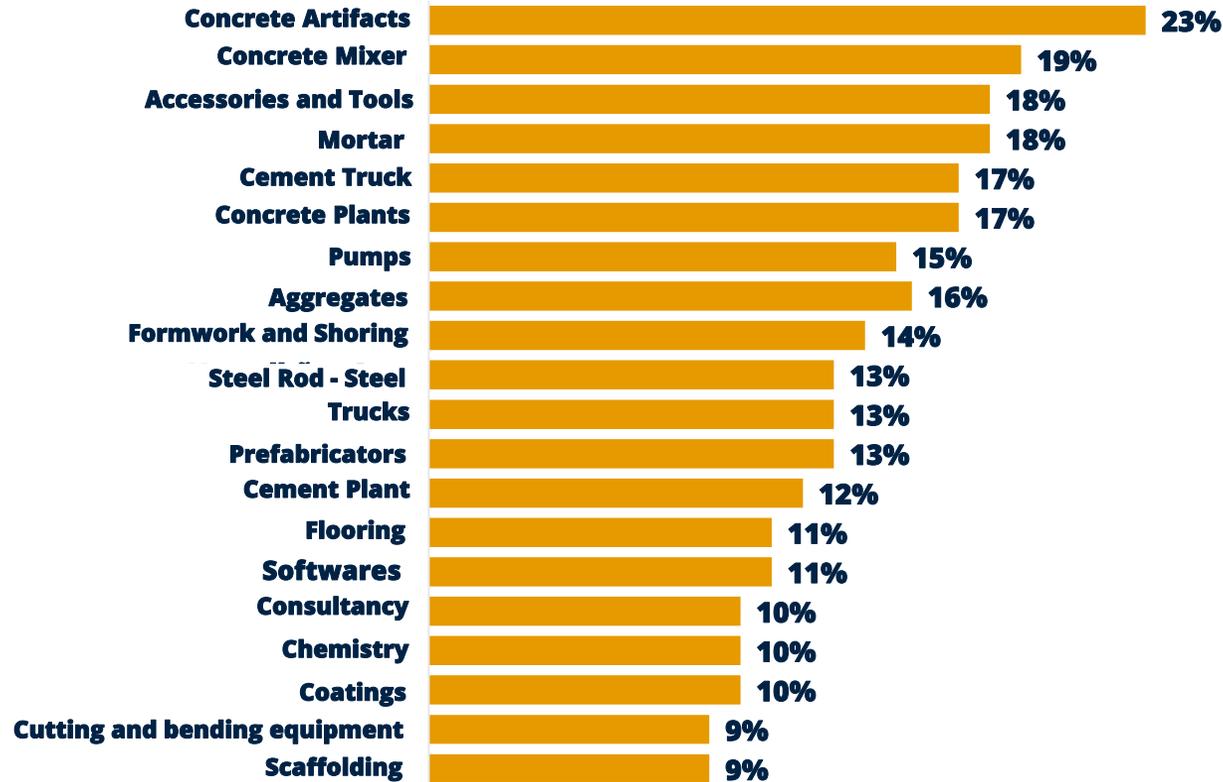
The external exhibition area also grew and featured the largest brands in the industry that presented large machinery and equipment!



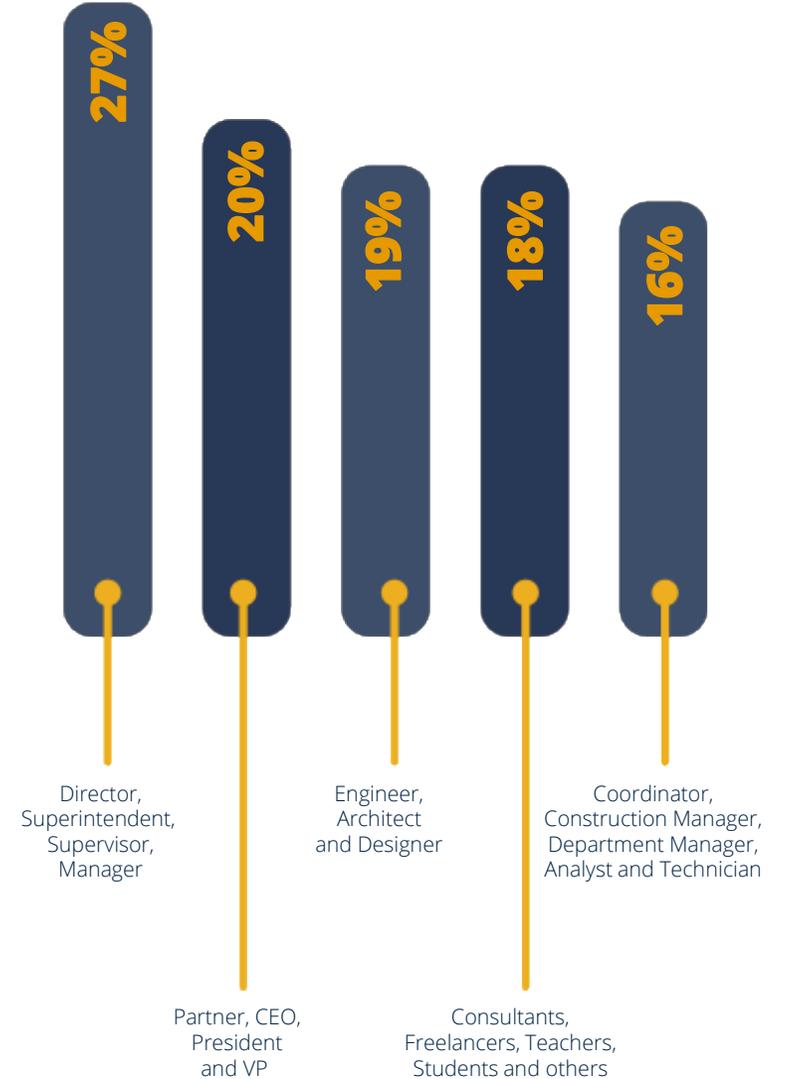
Exhibiting Brands



Main interests of visitors



Positions



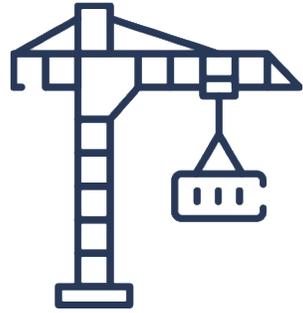
47%

HOLD MANAGEMENT POSITIONS AND ABOVE

Markets of interest - Top 5



54%
Buildings



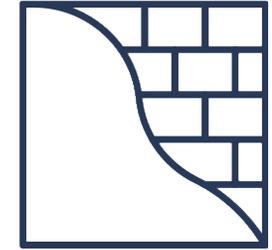
48%
Infrastructure



42%
Concrete
Production

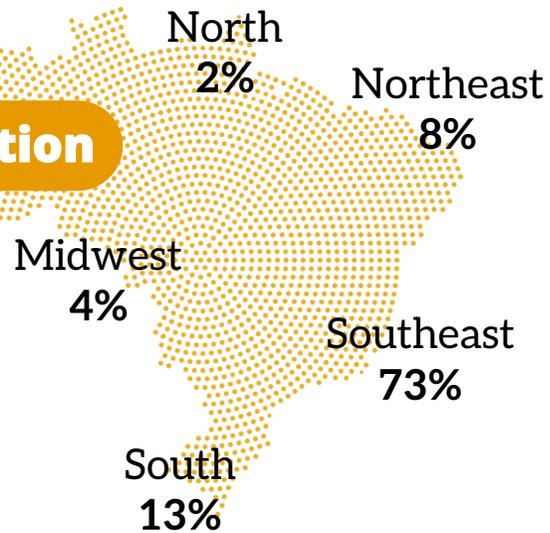


40%
Rapid
Construction



37%
Artifact Production
and Pre-fabricated

National Visitation



International Visitation

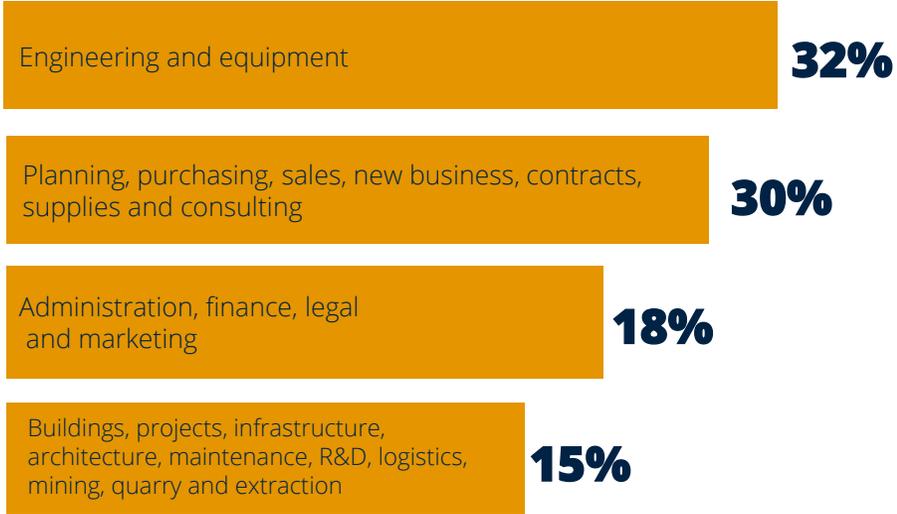


TOP 10

UNITED STATES • SWEDEN • CHINA • ARGENTINA
• COLOMBIA • PARAGUAY • BOLIVIA • CHILE
• PERU • URUGUAY

VISITORS FROM
29
COUNTRIES

Main areas of activity



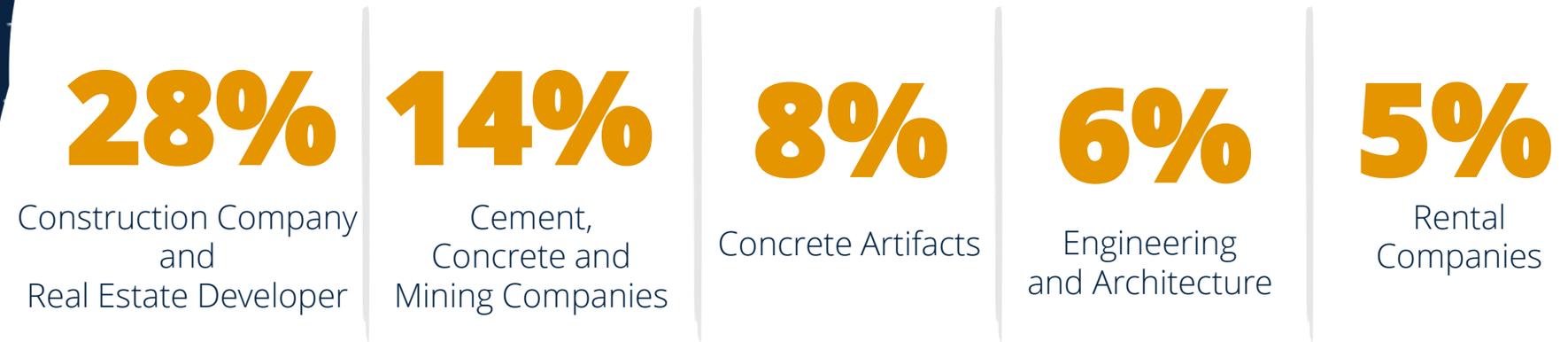
80%
HAVE **HIGH DECISION**
POWER



67%
ARE **LARGE AND**
MEDIUM COMPANIES

71%
NEW PROFESSIONALS
VISITED THE EVENT

TOP #5 Visitors



+450 BRANDS

national and international,
with 50 first-time exhibitors



Industries present

- Cement and concrete
- Equipment for distribution and control of electrical energy
- Heavy boilermaking works
- Extraction of stone, sand and clay
- Consolidation, electrical and hydraulic
- Measurement and control equipment
- Machinery and equipment used in construction
- Stone, lime and other non-metallic materials

36,417
m² of
**EXHIBITION
AREA**

The fair is going very well: we are meeting clients, friends, partners, suppliers and also having the opportunity to showcase our product and our brand to people who didn't know us yet. This is the first time we've participated in Concrete Show and we will definitely be back for the next ones. We came with an open heart, not knowing exactly what to expect, but the result exceeded our expectations. **GUSTAVO PASTRI, PASTRI**

The Concrete Show fair represents 100% of the segment that I manage. Volkswagen has been participating effectively for the third consecutive year. In 2023, we had our first booth, repeated in 2024, and now in 2025 we continue successfully. In 2023, approximately 55% of the purchase intentions registered were completed that same year. In 2024, this number rose to 63% of billing completion, with more than 5 thousand intentions registered. For this year, we project growth between 5% and 6% compared to last year. [...] I hope that in the coming years we can continue participating more and more, contributing to the segment. **WESLEY LUCAS, VOLKSWAGEN**

We are very satisfied with the 16th Edition of Concrete Show South America. We expanded the brand presence of Penetron Brasil at the event, we presented innovations and innovative solutions for waterproofing and protection of concrete structures with our exclusive crystallization technology and self-healing of concrete, and we launched the second edition of our Manual for Recovery and Protection of Concrete Structures. Furthermore, it is worth noting that the event was excellent from the perspective of strengthening and expanding networking. We have already confirmed the participation of Penetron Brasil in Concrete Show South America 2026. **CLÁUDIO OURIVES, PENETRON BRASIL**

BROAD COMMUNICATION STRATEGY



Between January and August 2025, national and international actions were carried out, strengthening and promoting the brand and attracting qualified visitors to the event.

- DIGITAL MARKETING
- OFFLINE MARKETING
- SPONSORSHIPS AND PARTICIPATION IN INDUSTRY EVENTS
- VIDEOS WITH INDUSTRY INFLUENCERS
- LIVE COVERAGE OF THE EVENT ON SOCIAL NETWORKS

IN THE MEDIA

LinkedIn

+1 Million of impressions

+22 Thousand clicks

Meta Ads (Facebook and Instagram)

+5 Million of impressions

+44 Thousand clicks

Google Ads

+4 Million of impressions

+220 Thousand clicks

Social networks

68,302 followers



Website

+360,000
Page Views

Content Channel

+93,000
Page Views

Partners

55 Media websites and partners promoting the event

Email marketing

22 Sends to MEDIA DATABASES

APP

+10 THOUSAND

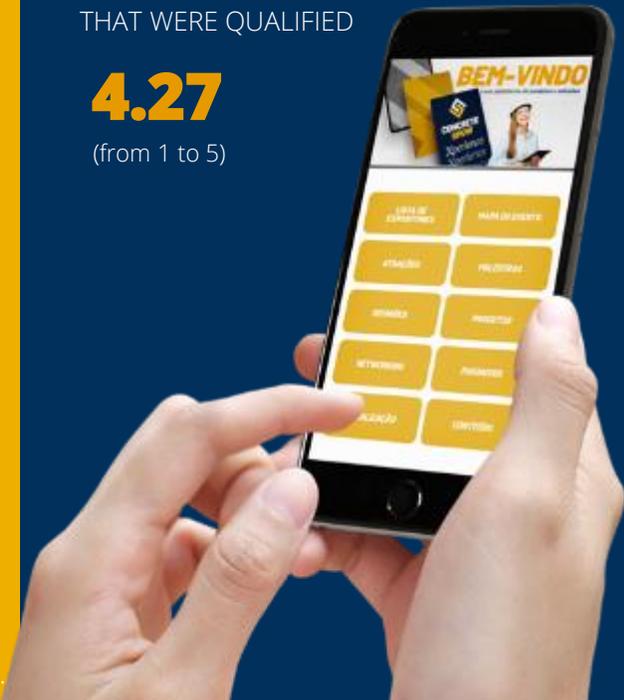
ACTIVE USERS ON THE PLATFORM

+55 THOUSAND

LEADS GENERATED FOR THE EXHIBITORS

OVERALL AVERAGE SCORE OF LEADS THAT WERE QUALIFIED

4.27
(from 1 to 5)





341

News published by the press

149

Communication professionals accredited



TELEVISION: BROADCAST ON 10 DIFFERENT CHANNELS

**1,128,664
PEOPLE IMPACTED**

Spontaneous publications in print media, electronic media, YouTube channels, and TV channels such as:



GAZETA DO POVO



O DIA



FEIRAS do Brasil



**imobi
press**

WE BELIEVE IN A SUSTAINABLE FUTURE



A global program aimed at eliminating waste from stands.



Encouraging carpooling among colleagues attending the event.



Use of carpet made from recycled PET and PP, some of which was reused from previous events.



Reuse of all materials and certified wood.



Interactive map replacing the printed pocket map.



Casa Ronald McDonald™
A non-profit social organization, it works to promote the health and well-being of children, young people and their families, contributing to increasing the chances of curing childhood cancer in Brazil.



Conscious disposal of credentials; they will be reused.



A non-governmental organization that collects plastic bottle caps and aluminum can tabs to spay and neuter abandoned animals since 2018.



FSC-certified printed materials



Accessibility: motorized wheelchairs for people with reduced mobility.



A non-governmental organization whose objective is to train women for the construction industry, promoting inclusion, citizenship, and empowerment.



Reduction of printed materials



Suppliers focused on social inclusion



Selective collection



LED lamps



Partnership with an NGO that supports families in situations of high social vulnerability.



Free shuttle service from the metro to the event.



Vegetarian and vegan food options



SPONSORS 2025

PLATINUM



GOLD



SILVER



INTERNATIONAL AND PREMIUM PARTNERS 2025

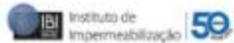
PARCERIA INTERNACIONAL



PARCEIROS PREMIUM



ASSOCIATIONS AND PARTNER ENTITIES 2025



OFFICIAL MAGAZINES AND MEDIA 2025

revista
areia e brita

**BRAZILIAN
BUILDERS**

CONCRETO

Eae Máquinas



EDITORIA GAZETA

conexão
construção 

conexão
mineral 

CPi CONCRETE
PLANT
INTERNATIONAL

RFC
Revista
**FIBRA &
CONSTRUÇÃO**

REVISTA
GC
GRANDS CONSTRUCTIONS

industrializar
em concreto A revista das soluções em concreto



Concrete Show

by informa...

August 25 to 27 | **2026** | São Paulo Expo

WWW.CONCRETESHOW.COM.BR

In cooperation with  **WORLD OF CONCRETE**