

Reed Exhibitions and ABAL join forces for an aluminium industry platform in Brazil

EXPOALUMÍNIO 2007
Exposição Internacional do Alumínio
International Aluminum Exhibition



Facts & Figures

After the successful launch of a series of international ALUMINIUM shows held in Germany, Shanghai and Chicago, Reed Exhibitions and the Aluminium Association of Brazil, ABAL, are joining forces to launch an ALUMINIUM International Pavilion during EXPO ALUMINIO BRAZIL in Sao Paulo, 22-24 May 2007.

ABAL is the leading aluminium industry organisation in Brazil with 68 member companies, representing 100% of the primary aluminium producers as well as aluminium processing companies. With more than 36 years market competence, ABAL has been running its EXPO ALUMINIO series of highly-focused business and technology conferences and exhibitions in South America since 1999.

Brazil is the third largest bauxite deposit in the world and the sixth largest producer of primary aluminium. The importance of the Brazilian aluminium industry in the world scenario lies in the share of the global market. To meet the needs of the growing Brazilian aluminium market, Reed Exhibitions and ABAL will co-operate for the next edition of EXPO ALUMINIO and upcoming events in the odd years.

DATE	22-24 May 2007
LOCATION	Brazil, Sao Paulo, Exhibition Centre Imigrantes
TRADE FAIR	In the Trade Fair, around 100 expected exhibitors from South-America, Europe, North America and the rest of the world, presenting products, technologies and services for aluminium production and processing, technologies and applications.
THE ALUMINIUM INTERNATIONAL PAVILION	<p>During EXPO ALUMINIO Reed Exhibitions Germany offers an ALUMINIUM International Pavilion. Within this pavilion the international industry is invited to present their products, know-how and services to the South-American audience.</p> <p>The concept of the ALUMINIUM International Pavilion includes a high quality full service stand in a good hall location, networking & lounge facilities, business centre and professional preparation and on-site-services from the German ALUMINIUM Team.</p> <p>Furthermore, the ALUMINIUM International Pavilion will be promoted specially within the advertising campaign of EXPO ALUMINIO and will be significantly promoted in the press and on the web.</p>
PRICES	Reed Exhibitions will offer competitive package prices to all ALUMINIUM International Pavilion exhibitors. Exhibitors of our ALUMINIUM shows in Germany and China will get a "Global Partner" discount.
VISITORS	Decision makers, engineers and development and research staff of the aluminium industry and it's main application industries such as: automotive/transportation, packaging, machinery & electronics, building & construction coming from Brazil, Argentina, Chile, Uruguay, Venezuela. Around 2,000 visitors per day are expected.
CONFERENCE	A conference, organised by ABAL, will take place alongside the EXPO ALUMINIO. Estimated 1000 attendees, including international delegates are expected. The conference programme will cover the latest developments in aluminium markets, technologies and applications.

ORGANISER OF EXPO ALUMINIO



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