

MundoGEO
connect

DRONEShow
robotics

SpaceBR
Show

expo
eVTOL

POST SHOW REPORT

2024

ORGANIZATION:

MundoGEO

IEGX
BRASIL

THE EVENT

The MundoGEO Connect, DroneShow Robotics, SpaceBR Show, and Expo eVTOL exhibitions exceeded expectations, gathering 8,100 professionals from 33 countries over three days, a 42% increase compared to the previous edition. Organized by MundoGEO, a company recently acquired by the Italian Exhibition Group (IEG), the events took place from May 21 to 23 at the Expo Center Norte - Pavilhão Amarelo in São Paulo, Brazil, solidifying themselves as the largest gathering in the Americas to bring together the geographic intelligence, drone, space, and eVTOLs sectors in one place.

The exhibition area, which grew by 50% in size compared to 2023, hosted 120 exhibitors representing over 200 brands, featuring prominent national and international players such as DJI, Topcon, Maxar, Head, Airbus, Capella Space, Nikon, Leica, Pentax, Trimble, Esri, Xmobots, Thales, Visiona, Quasar Space, ICEYE, Vertical Connect, Gohobby/EHang, and Moya Aero. Additionally, the program included 25 activities such as courses, seminars, and forums, featuring 180 speakers from various countries, facilitating the sharing of knowledge and experiences in these markets.





+8K
VISITORS



+200
EXHIBITING
BRANDS



180
SPEAKERS



150H
PROGRAM



**NUMBERS
2024**

8

THOUSAND
SQUARE METERS
OF EXHIBITION



33
COUNTRIES

BUSINESS ROUNDTABLE

The event featured 2 days of matchmaking between buyers and exhibitors in an exclusive environment that enhanced more business opportunities.



+120
PRE-SCHEDULED
MEETINGS



SEVERAL
BUSINESSES
GENERATED



RESULTS MARKETING AND COMMUNICATION

A STRATEGIC APPROACH AND INNOVATIVE INITIATIVES PROPELLED THE EVENTS AND BRANDS TO NEW HEIGHTS, ENSURING INCREASED VISIBILITY.

SOCIAL MEDIA

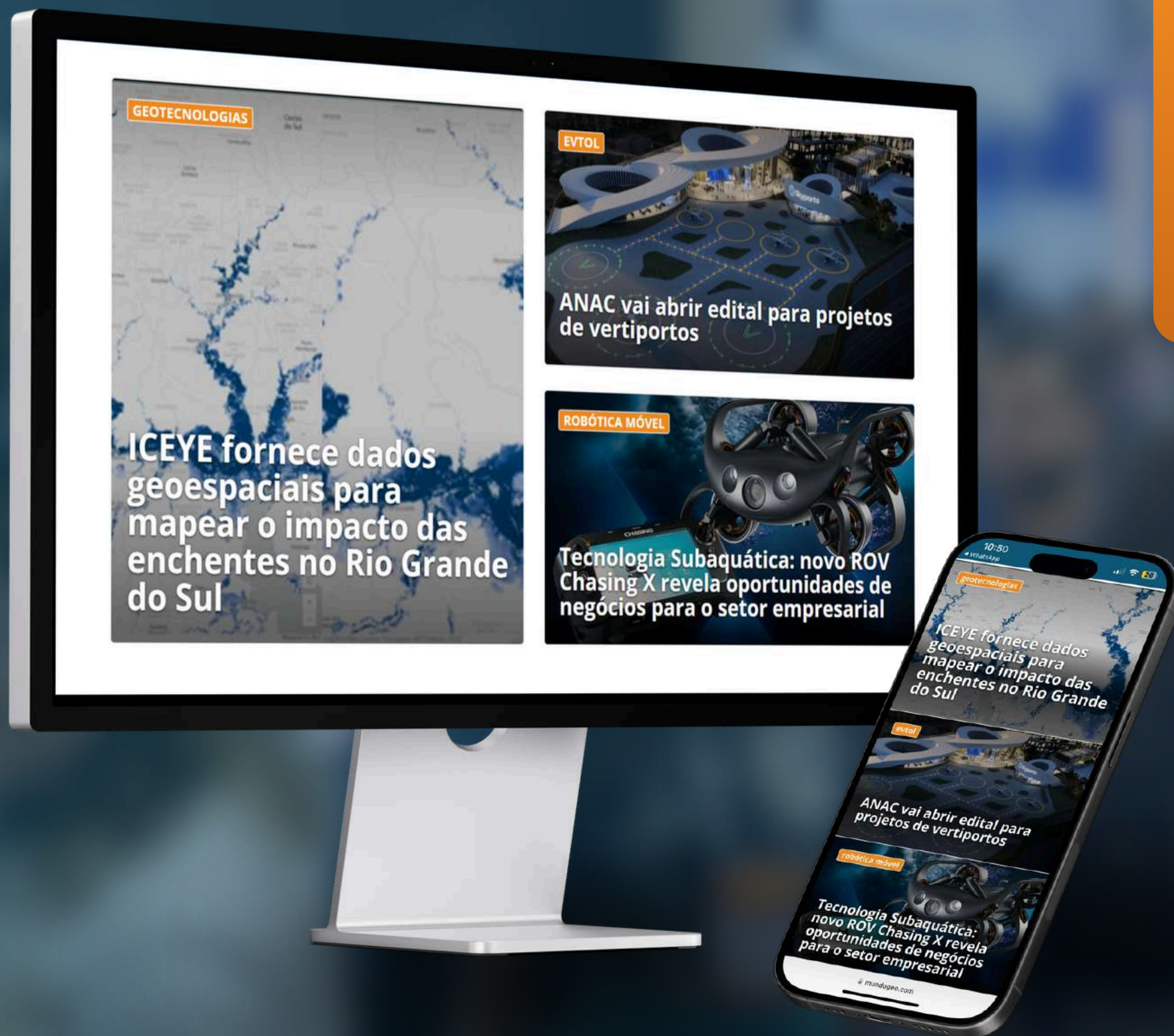


REACH



+182K

PEOPLE REACHED ON OUR
SOCIAL MEDIA



The MundoGEO Web Portal is the hub for content on geospatial technologies, drones, space, and eVTOLs, centralizing the promotion of the MundoGEO Connect, DroneShow, SpaceBR Show, and Expo eVTOL exhibitions. It keeps the community updated throughout the year with daily news, newsletters, webinars, and live events.

+100K

professionals who
receive the newsletter

+120K

monthly views

+5K

professionals in
WhatsApp groups

+1,2K

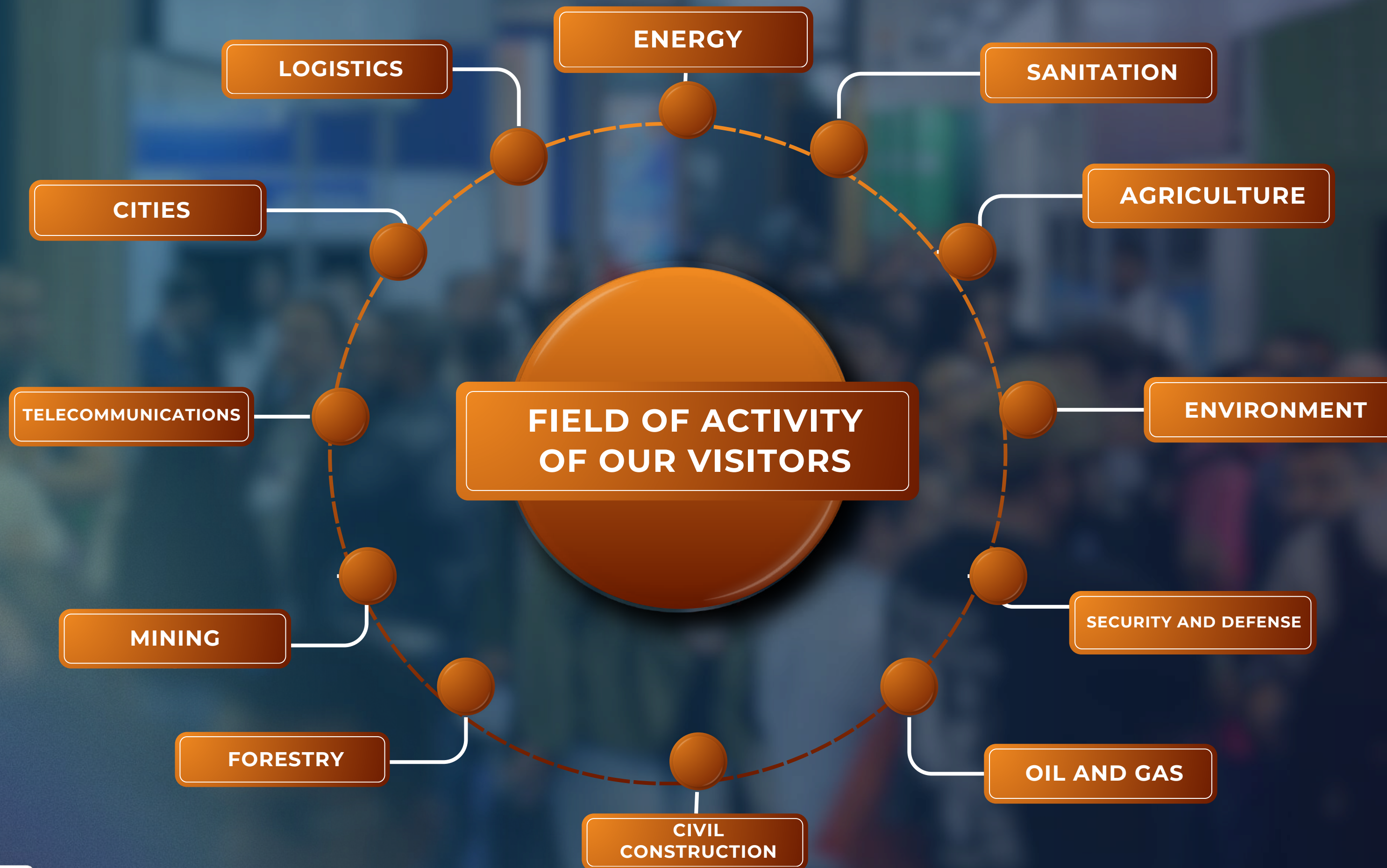
online events
since 2009

+180K

followers on
social media

+600K

participants in
online events



ATTRACTIONS & PROGRAM

THE EVENT STOOD OUT FOR ITS DIVERSE PROGRAM, CAREFULLY PLANNED TO CATER TO VARIOUS CATEGORIES OF VISITORS.



SATISFACTION SURVEY

More than 600 satisfaction surveys were conducted by the independent company GRS, among 67 exhibitors and 556 visitors. And the results exceeded expectations:

TOP 24

The event received a score of 76 among exhibitors, which means that **MundoGEO 2024 is in the Top 24 of the best exhibitions** (in a database of about **2,700 events surveyed worldwide**).

Exhibitors' opinions



17TH BEST IN THE WORLD

Among visitors, the result was even better, leading to a rarely seen score of 83, which places MundoGEO 2024 among the top **17 exhibitions in the world in the ranking of surveyed events**.

Visitors' opinions



DRONES AND ROBOTS CAGE

It's a prepared space where drones and robots operate in a controlled and safe environment, allowing live demonstrations of their capabilities.

Within this "cage," visitors could observe various practical applications and technological innovations, including drone maneuvers, interactions between robots and drones, and demonstrations of automation and artificial intelligence. In this way, they showcased the potential and versatility of drones and robots across different sectors such as agriculture, security, logistics, industrial inspections, and mapping.



STARTUP PITCHES

The startup pitch session aims to foster the sectors covered by the event. During this session, various startups had the opportunity to present their ideas, products, and innovations to a panel of potential partners, companies, government representatives, and investors.

This allowed each startup to highlight the strengths of their technological solutions and potential market. The pitches were evaluated based on criteria such as innovation, technical feasibility, market impact, and growth potential.



WOMEN IN GIS BRAZIL WORKSHOP

The opportunity to learn about the story behind the Women in GIS movement and its impact on promoting gender equity in geospatial technology. Also, actions taken to strengthen female presence in this vital field, plans for 2025, and how to participate in empowering initiatives.

Women in GIS also served as a networking space, allowing participants to establish contacts, find mentors, and build a professional support network. This collaborative environment aimed to enhance female presence in the GIS field, promoting diversity and encouraging more women to pursue careers in this area.



AEROSPACE ENGINEERING IN BRAZIL WORKSHOP

The event expanded the discussion on the role of universities in technological development and innovation in the industrialization of the country, with a focus on the aerospace industry context. It also featured representatives from aerospace engineering programs, as well as representatives from the aerospace industry and research support agencies in the country. There was a dedicated space for students to have a voice in this discussion and contribute ideas and suggestions for improvements to be made in the academic learning process.



4TH SPACEBR SHOW FORUM

It fostered a debate on the challenges and opportunities in building rockets and satellites with public and private resources, the current stage of the Brazilian Space Program, human resource development, international space law, the societal benefits of space exploration, and the global landscape of the space economy. The forum provided an immersion of over 12 hours with industry-leading professionals, addressing questions and sharing insights on sector trends.

Strategic support: AEB. Speakers: COMAER, ITA, EMBRAPA, AKAER, VISIONA, INPE, CNPQ, INNOSPACE, ORBITAL, FINEP, C6, CENIC, DELTA, MCTI, ARYCOM, QUASAR, among others.



2ND EVTOL FORUM

ADVANCED AIR MOBILITY AND INNOVATIVE AIRCRAFT

The Advanced Air Mobility market is about to take off. Currently, several manufacturers are in advanced stages of developing eVTOLs (electric Vertical Take-Off and Landing vehicles) and similar aircraft. Some are very close to obtaining certification from aviation authorities to begin commercial operations.

This represents a disruptive technology that will change urban and regional mobility, whether for passenger or cargo transport, and even for specialized applications such as medical emergencies and security. This pre-operational scenario, including in Brazil, creates a demand for in-depth discussions and connections between companies and government entities to build an ecosystem for scalable, accessible, sustainable, and safe air mobility. Within this context, this Forum discussed market trends, investments, regulations, technology, safety, operations, energy infrastructure, and airspace related to Advanced Air Mobility using eVTOLs.

Speakers: ANAC, DECEA, EHang, Vertical Connect, Vertical Aerospace, EVE Air Mobility, Boeing, among others.



COURSES

The courses offered in this edition focused on providing comprehensive practical and theoretical training in geospatial technology and geoinformation. They covered topics such as digital mapping, geographic information systems (GIS), remote sensing technologies, and drone applications. Led by recognized experts in the sector, the courses provided participants with the opportunity to deepen their knowledge, learn about the latest industry innovations, and develop essential skills for their professional careers.



SEMINARS

The seminars held in this edition aimed to offer participants strategic information for decision-making in the areas of geospatial technology and drones. They addressed the use of technologies and their applications in the areas of agriculture, forestry, environment, municipal management, among others. With the participation of speakers and debaters who are experts in their fields and recognized in the market, the seminars offered participants the opportunity to learn about the latest trends in the sector.



SpaceBR Show

The **SpaceBR Show** served as a showcase for companies involved in building satellites and space launchers, commonly known as rockets, with the presence of the Brazilian Space Agency (AEB) and the Brazilian Air Force (COMAER). At the Forum, highlights included discussions on the Brazilian Space Program, new public investments, Brazil's participation in the Artemis project for lunar return, international space law, and the growing options for venture capital investment in the sector.

DRONEShow robotics

DroneShow Robotics showcased the latest innovations in multirotor and fixed-wing drones for various applications, along with companies offering generators for drone recharging in the field, product mixers for spraying, and ground and aquatic robots used for asset monitoring. The seminars and forums focused on solutions using drones and embedded technology for inspections, mapping, and spraying.





MundoGEO connect

MundoGEO Connect is a prominent event in the geospatial technology sector in Latin America, bringing together professionals, companies, academic institutions, and users in the field to discuss trends, innovations, and applications of technologies related to reality capture, geographic intelligence, remote sensing, and their integration with BIM, AI, and Digital Twins.

expo eVTOL

The main highlight this year was the first edition of **Expo eVTOL**, a pioneering exhibition in Latin America dedicated to companies and institutions involved in the Advanced Air Mobility ecosystem, including electric vertical take off and landing (eVTOL) vehicles. At the exhibition, companies showcased these innovative aircraft under development, as well as those already with models ready to fly, awaiting certification for commercial operation.





EXHIBITOR REVIEWS



QUASAR SPACE

THAIS CARDOSO



“The SpaceBR Show is a remarkable event where we can truly engage with the state of the art in the aerospace sector. Therefore, it's a great privilege and opportunity for us to position our brand at such an important exhibition in the Latin American segment.”

VISIONA

JOÃO PAULO CAMPOS



“Here, we can make many connections, both with current clients and those we hope to reach in the future, not only for satellites but also for services. I believe this edition of MundoGeo has been very rich in networking and exchanging experiences.”

EMBRATOP

ALEXANDRE RAINHA



“Embratop is a well-established company in the geomatics segment. Therefore, it is very important to be at the exhibition every year. There are always new developments.”

TOPOCART

PEDRO RONDON



“It is extremely important for us because it brings together all the technology involving geoprocessing. There were many people, including representatives from municipalities, companies, and others. Our booth was always crowded throughout the fair.”

ENGEMAP

MARCO ANTÔNIO



“It is fundamental for the business as a whole, for the market, and we have been participating in the exhibition since its inception, for over 10 years.”

ARYCOM
BRUNO HOLTZ



“It exceeded our expectations to have brought this to the Brazilian market. We will also participate in initiatives in Brazil to ensure that drones enter the airspace in a safe and consistent manner, performing well, offering new applications for all Brazilians, and maintaining the safety of the airspace.”

CPE TECNOLOGIA
ROGÉRIO NEVES



“MundoGEO has been the main exhibition in the geospatial technology sector for many years. So, it is unimaginable for us to miss this, the largest event in our industry. Our intention is to continue participating and to increase our involvement.”

XMOBOTS
THATIANA MILOSO



“The DroneShow is a very important showcase for us because it is the only exhibition in the sector that manages to attract a diverse audience. Here we have attendees from the agricultural sector, engineering, mining, security and defense. We had a strong presence from the armed forces in this edition, as well as public and private security.”

**SANTIAGO & CINTRA
GEOTECNOLOGIA**
RODRIGO EGER



“This is the main event of the year for geospatial technologies. We participate every year and have never missed it. We always meet many clients here, so it is of most importance to us.”

IN THE MEDIA

In addition to being featured on the MundoGEO web portal,
over 350 articles have been published across various media outlets.

Fila para comprar 'carro voador' no Brasil tem 780 pessoas, diz organizador de feira

Evento do setor acontece em São Paulo nesta semana; modelos custam a partir de R\$ 2 milhões e taxa para entrar no grupo de espera chega a R\$ 60 mil

Por Ana Flávia Pilar — São Paulo
22/05/2024 19:06 · Atualizado há 2 semanas

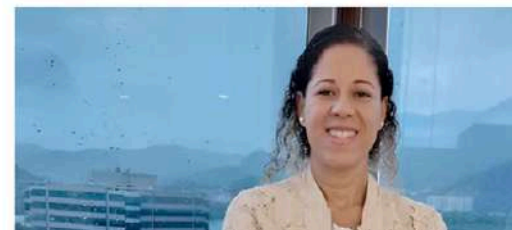


O GLOBO

Mercado oferece soluções de ponta para otimizar operações logísticas

Riqueza tecnológica disponível para cadeias de suprimento e logística tem seu uso completo restrito a poucos

Por Martha Funke
28/03/2024 09:05 · Atualizado há 2 meses



VALOR ONLINE

Os drones estão chegando

Brasil avança na regulamentação e produção de veículos aéreos não tripulados, mas seu uso ainda é restrito e requer infraestrutura complementar

Por Allan Kavanani
28/03/2024 09:04 · Atualizado há 2 meses



VALOR ONLINE



TV GLOBO SPTV

IN THE MEDIA



JORNAL DA BAND

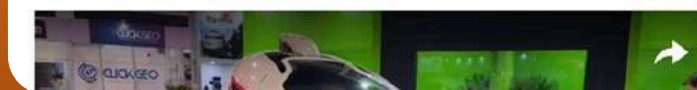


**JORNAL DA
CULTURA**

Feira em SP expõe carros voadores chinês e cearense que valem mais de R\$ 2 milhões; veja vídeo

Evento acontece até esta quinta-feira (23) e reúne fabricantes nacionais e internacionais de eVTol

F DE UM CONTEÚDO



FOLHA ONLINE

expostos na DroneShow Robotics 2024

Feira acontece de 21 a 23 de maio no Parque de Inovação Tecnológica de São José dos Campos, em São Paulo

LUÍZ FARA MONTEIRO | Luiz Fara Monteiro
03/05/2024 - 13h01 (ATUALIZADO EM 07/05/2024 - 17h18)



A+ A-



R7 NOTÍCIAS

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expo
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SEE YOU IN

2025

Expo Center Norte - Blue Pavilion, São Paulo (SP, Brazil)

JUNE 03 - 05

ORGANIZATION:

MundoGEO

IEGX BRASIL