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RIO DE JANEIRO,  
SEPT. 27–29, 2017



# URBANTEC BRASIL

SMART SOLUTIONS FOR BETTER CITIES



Brazil's top conference for  
sustainable urban development



# A PERFECT PREMIERE

## Review of UrbanTec Brasil 2015

### A concept that works

In 2015, the international 3-days conference celebrated a perfect premiere: more than 800 experts and decision makers from Brazil and all over the world came to Rio de Janeiro, and made the event a success right off the bat.

Under the heading "Smart Solutions for Better Cities", the participants discovered and discussed solutions for current and future urban challenges. Best practice cases, guided visitor tours to sustainable city projects in Rio de Janeiro and exciting panel discussions were part of the completely sold-out event; that was international business and worldwide knowledge exchange at its best!

### The success in brief:

- More than 800 experts and decision-makers from Brazil and abroad
- 52 speakers from 13 countries
- 16 hours of conference with a focus on the following topics
  - Managing the Future of Urban Mobility
  - Planning and Funding Sustainable Urban Infrastructure
  - Innovating Public Administration
  - Smarter Governance for Smarter Cities
- High presence of local and international accredited journalists
- Exclusive Business Matchmaking Sessions
- VIP lunches and exclusive lunch meetings
- Signing of agreement between AVG and Comlurb on site during second conference day
- Guided visitor tours to realised sustainable city projects in Rio de Janeiro



# GROWTH FOR YOUR BUSINESS

URBANTEC BRASIL 2017 - BE PART OF BRAZILIAN

BUSINESS NETWORKING AT ITS BEST

## UrbanTec Brasil 2017 is answering a need

### Here comes your chance

For those who missed the 2015 premiere: here is your chance. Located in the country with the fourth biggest urban population in the world, the upcoming second event of UrbanTec Brasil will take place from 27 – 29 Sept 2017 in Rio de Janeiro. If you are into urban development, this is your place to be!

### A unique occasion

UrbanTec Brasil 2017 is one vital event that covers all topics of relevance to Brazilian and Latin American medium-sized cities all at once. Key decision makers and internationally renowned experts from Brazil and abroad will visit Rio de Janeiro. You will be hard-pressed to find another event that offers you so many business opportunities and high-level networking events in one place.

## Medium-sized and large cities

### The challenge is on

Now is the time: medium-sized and large cities in Brazil must attract investment and engage in adequate urban planning processes. The goal: to build sustainable mobility, energy and sanitation systems. The result: twenty years from now, Brazil's urban centres will be much more livable places.

## Key factors for your success

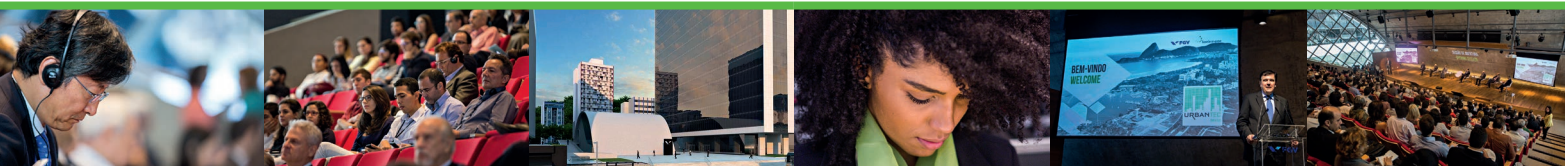
- Hundreds of decision makers from medium-sized and large Brazilian cities with concrete needs
- Direct contacts of the Brazilian think tank FGV with municipal decision-makers on the participant side
- A get-together between decision makers from politics and business
- Exclusive Business Matchmaking Sessions between sponsors and participants with a high degree of economic policy-making competence
- FGV and Koelnmesse: partnership between international and experienced congress and trade fair organisers
- Both associations position themselves in a worldwide network of decision makers

## The Venue

### The heart of Brazil

Rio de Janeiro is the economic heart of Brazil. It has been investing in sustainable urban development over the past few years and several exciting projects have already been implemented.

Only 15 minutes from the city centre, there is a prime location: The FGV Cultural Centre – the venue of UrbanTec Brasil 2017.



# UrbanTec Brasil 2017 conference

Conference topics 2017

**Resilient  
cities**

**Green  
infrastructure**

**Renewable  
energy sources**

**Solid  
residues**

**Sustainable  
social housing**

**Sustainable  
urban mobility**

**Innovating  
environment**

**Urban  
information  
systems**

**Financing and  
monitoring urban  
infrastructure  
projects**

Further information [www.urbantec-brasil.com/conference](http://www.urbantec-brasil.com/conference)



# YOUR BRAND

## BUSINESS SPONSORSHIP AT ITS BEST

As a sponsor of UrbanTec Brasil 2017, your brand will be present right in the centre of your target group: position your company, impress hundreds of key decision makers and be part of the most important urban development event in Brazil in 2017!

Whatever your company profile or budget is, just pick the sponsorship package that fits your needs best. And if you have any request beyond that, feel free to contact us for your individual sponsoring concept!

## Sponsorship Packages

### DIAMOND

R\$ 239,000

- Booth space 15m<sup>2</sup>
- Logo in the conference brochure
- Flyer in the conference bag
- Flyer at the welcome counter
- Corporate profile in the programme brochure (4,000 characters)
- Full page ad and presentation of selected projects in the programme
- Location for the press conference
- Linked logo on the UrbanTec Brasil website
- Logo in all newsletters
- Corporate profile on the website (2,000 characters)
- Interview on the website
- Logo in the invitation
- Logo on the posters by the venue
- Logo and corporate profile in the press release
- Name mentioned in the opening and closing ceremony
- Matchmaking event with executives from Brazilian cities

FOR DETAILED INFORMATION ABOUT ALL PACKAGES:

[www.urbantec-brasil.com/sponsorpackages](http://www.urbantec-brasil.com/sponsorpackages)



# Sponsorship Packages

## GOLD

R\$ 129,500

- Booth space 7m<sup>2</sup>
- Logo in the conference brochure (<Diamond)
- Flyer in the conference bag
- Flyer at the welcome counter
- Corporate profile in the programme brochure (2,000 characters)
- Full page ad and presentation of selected projects in the programme (2,000 characters)
- Location for the press conference
- Linked logo on the UrbanTec Brasil website
- Logo in all newsletters (<Diamond)
- Corporate profile on the website (2,000 characters)
- Interview on the website
- Logo in the invitation (<Diamond)
- Logo on the posters by the venue (<Diamond)
- Logo and corporate profile in the press release

## SILVER

R\$ 55,000

- Logo in the conference brochure (<Gold)
- Flyer in the conference bag
- Flyer at the welcome counter
- Linked logo on the UrbanTec Brasil website
- Logo in all newsletters (<Gold)
- Logo in the invitation (<Gold)
- Logo on the posters by the venue (<Gold)

## INDIVIDUAL SPONSORING

We would be glad to draw up an individual sponsoring concept together with you. Please contact us directly to do connection.

"The UrbanTec Brasil 2015 in Rio de Janeiro was an excellent opportunity to come together with potential partners and high level experts. This was very interesting and highly motivating at the same time."

(Carsten Sandhop, Director of KfW Office Brasil, Silver Sponsor 2015)

"UrbanTec Brasil 2015 has been the perfect platform for TÜV Rheinland to expand its activities into other urban regions in Brazil."

(Stephan Schmitt, Member of the Executive Board of TÜV Rheinland AG, Gold Sponsor 2015)



# CONTACT

## You are located outside of Brazil and Latin America?

Please contact:

**Koelnmesse GmbH**

Guido Hentschke

Project Manager Outbound Fairs

g.hentschke@koelnmesse.de

+49 221 821-3097

Koelnmesse is the number one exhibition centre for about 25 sectors, for which the company organises the world's leading trade fairs. Every year, approx. 3 million visitors from 209 countries and nearly 50,000 exhibiting companies from 123 countries regularly take part in the events.

## You are located in Brazil or Latin America?

Please contact:

**Koelnmesse Organização de Feiras Ltda.**

Nadja Bento

Project Manager

n.bento@koelnmesse.com.br

+55 11 3966 3022

Koelnmesse Organização de Feiras Ltda. was established in 2014 and is a wholly owned subsidiary of Koelnmesse GmbH. The Cologne-based trade fair company has organised several fairs and events in Brazil.

## You have questions regarding the conference?

Please contact:

**Fundação Getúlio Vargas - FGV**

Silvia Finguerut

Project Coordinator

silvia.finguerut@fgv.br

+55 21 3799 5597

Fundação Getúlio Vargas (FGV), founded in 1944, is a world renowned centre for quality education dedicated to promoting Brazil's economic and social development. FGV's unique competitive advantage lies in its expertise in the Brazilian economy, and helps investors identify the right business opportunities.

For further information please enter [www.urbantec-brasil.com/organizers](http://www.urbantec-brasil.com/organizers)

Koelnmesse GmbH  
Messeplatz 1 • 50679 Köln  
Germany  
Tel. +49 221 821-2199  
Fax +49 221 821-3098  
[www.urbantec-brasil.com](http://www.urbantec-brasil.com)

