

September 21-25, 2020
Bogota - Colombia



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Feria Internacional
Industrial de Bogotá
XXXIII



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XXXIII

The International Business And Exhibition Center of Bogota CORFERIAS is a private organization for the promotion of industrial, social, cultural and commercial development in the Andean region, Central America and the Caribbean. Its principal shareholder is the Bogota Chamber of Commerce, which represents the interests of the corporate sector and of society in general, is positioned as one of the main trade shows operator in Latin America and the most important in Colombia.

CORFERIAS has 65 years of experience organizing exhibitions, events and conventions of global importance such as: 16th World Summit of Nobel Peace Laureates and the 5th UCGL congress world summit of local and regional Leaders.



ORGANIZER

September 21-25, 2020
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CONCEPT

FIIB is an scenario that encourages commercial and technological Exchange, thus strengthening investment, competitiveness and entrepreneurship of a global Industry.

On its 33th edition, it will open its doors to attendees with a rich industrial showcase and the presence of its specialized Halls:

Expometalica / Metallurgy

Expoenergia / Energy

Colombiaplast / Plastics

Expoempaque / Packaging

ExpoAcaire / Air conditioning and Refrigeration

Industrial Machinery, Equipment And Tools

Heavy Construction Machinery

The XXXIII Bogota International Industry Fair is positioned as the biggest Industrial Fair on the Latin-American Pacific Region, Central America and The Caribbean, becoming a platform and fueling the economic development on Colombia



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SPECIALIZED HALLS

COLOMBIAPLAST EXPOEMPAQUE is known for innovating and providing physical and technological resources in each one of its versions and for offering an ideal space for launching new products, approaching the industry's technological advances and the new development proposals for the entire productive chain of the participating sectors.



INDUSTRIAL MACHINERY, EQUIPMENT AND TOOLS

This specialized Hall generates the ideal environment for exhibiting in 3 pavilions machinery, equipment, technology, supplies, capital and intermediate goods, raw material, components and services to a wide market hungry for development and industrial growth

The Colombian Association of Air conditioning and Refrigeration (**ACAIRE**) organizes an exclusive hall for the R.V.C. guild (refrigeration, ventilation, climate control) where you will find specialized talks, products showcasing and latest technologies in everything related to air conditioning systems, refrigeration and ventilation



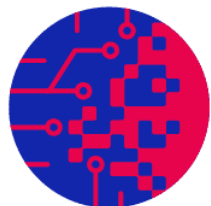


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SPECIALIZED HALLS



digitech

Transformación digital
y automatización

Digitech Digital Transformation and Automation, becomes the platform for entrepreneurs to discover the latest trends in the sector through knowledge, innovation and the appropriation of new technologies framed within the 4.0 paradigm

Expoenergía is the commercial platform for innovation and cutting-edge technologies presentation for the electric sector. It will feature companies of the sector as well as suppliers of goods and services from complementary sectors, raw materials, supplies, equipment, consultancy, universities and investigation centers which will have the opportunity of reaching national and international experts for product marketing and business generation.

10° EXPOENERGIA



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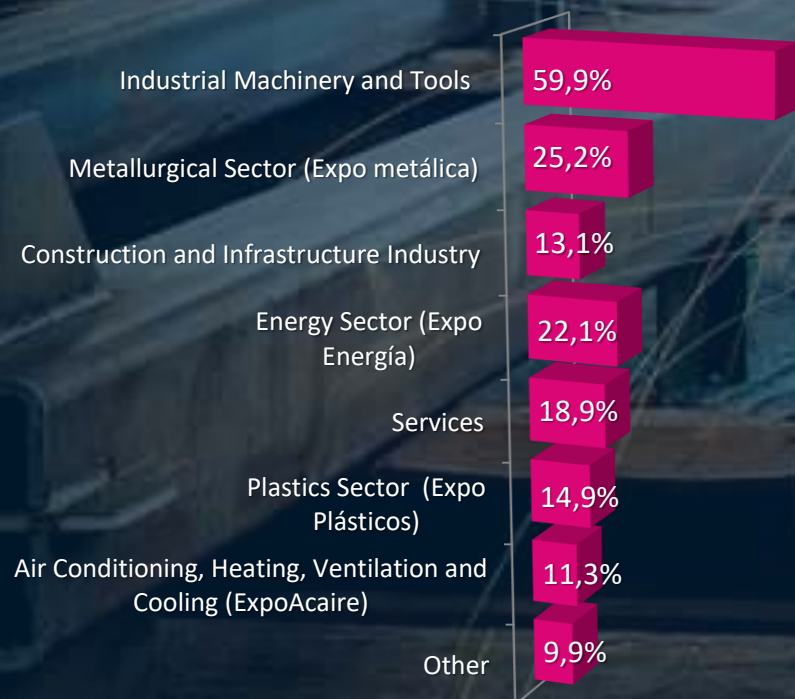
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2018 STATISTICS

638

Exhibitors

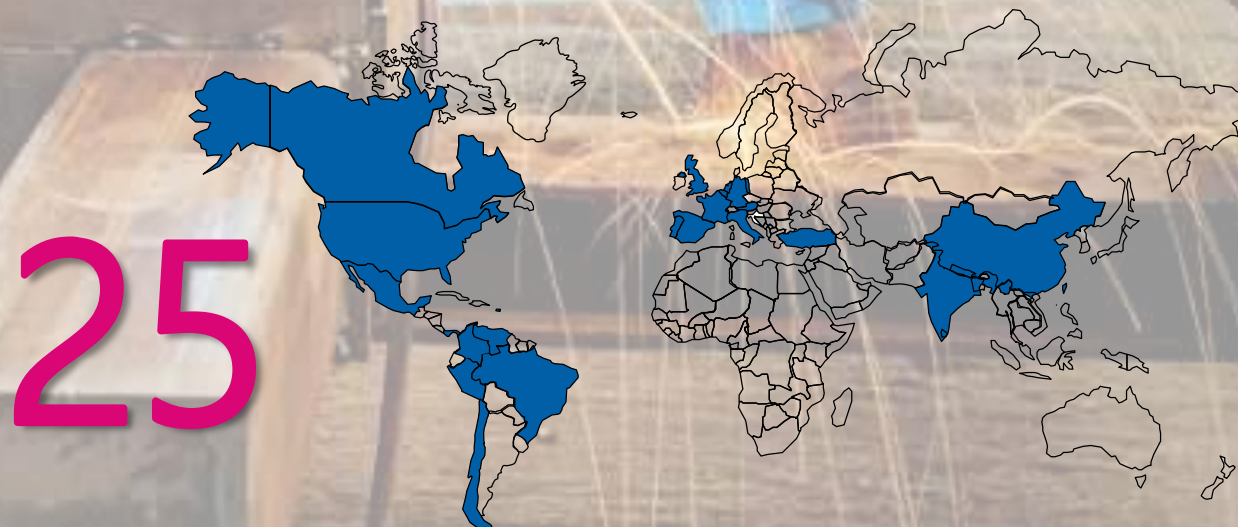
of national and foreign trademarks



Exhibitor Profile



PARTICIPATING COUNTRIES



STATISTICS 2018



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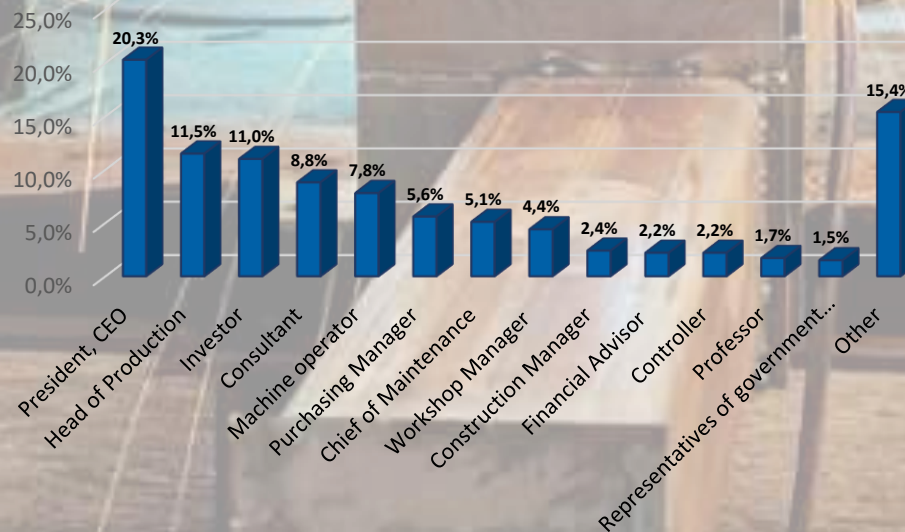
VISITOR PROFILE

Each edition of FIIB welcomes national and multinational companies' Managers and executives, heads of production, purchasing managers, heads of industrial manufacturing companies, investors and professionals of the industrial sector, with decision making and purchasing power to acquire goods and services, according to the needs of their companies

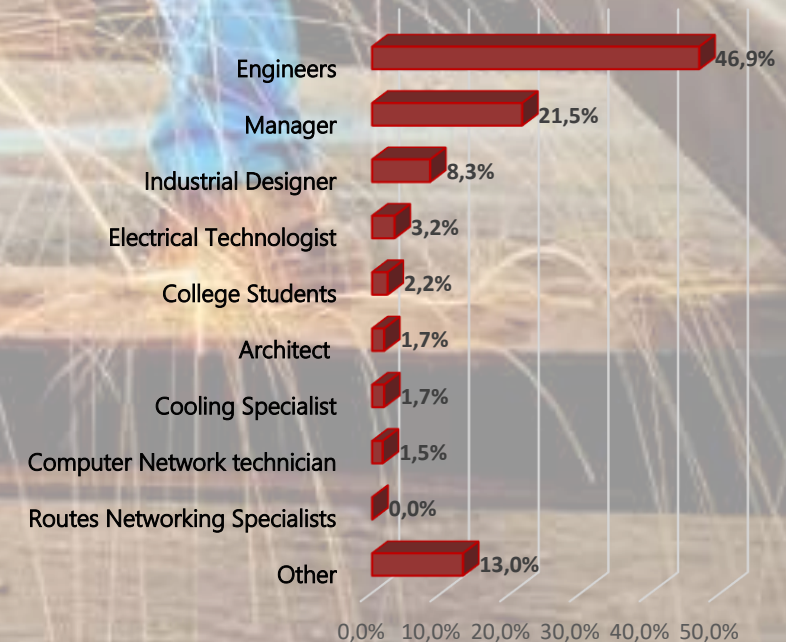
43.646

Professional Visitors

POSITION



OCCUPATION





Overall Satisfaction



EXHIBITORS



VISITORS

OVERALL RATING



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ITEM	EXHIBITORS	VISITORS
Overall Satisfaction	8,2	8,5
Recommend	8,3	9
Willingness to Participate again	8,4	8,8
Commercial Exhibition	8,2	8,5
Corferias Services	8,1	8,6
Customer Service	8,6	9,1
Facilities	8,5	9
Security	8,8	8,6
Promotion and Advertisement	8,2	8,6
Academic Agenda	8	8,3



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FAIRGROUND

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PARQUEADERO
VERDE
corferias
Cll 25 # 33-60



61.418 M2*

*Gross area



Av Cra 40 # 22-34

Hall 1

Level 1: ANDI FAIR
Level 2: ANDI FAIR

Hall 4

Level 1: Industrial Machinery,
Equipment And Tools

Hall 6

Level 1: Industrial Machinery,
Equipment And Tools

Hall 6

Level 1: Expoenergía

Hall 20 - 23

Level 1: Digital Transformation
and Automation

Borde activo Rooms

Academic Agenda



Auditorium

Academic Agenda

Hall 3

Level 1: Industrial Machinery,
Equipment And Tools

Hall 5

Brasil

Hall 7

China

Hall 11 - 19

Level 1: ColombiaPlast

Great Hall Rooms

Academic Agenda



Food Court





EXHIBITOR BENEFITS



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- Your company will be showcased in the region's most relevant international specialized business platform for several industries.
- You will identify potential clients and supplementary services related to your products or services.
- You will find a single place for all things related to your direct and indirect market, competition and vendors interested in products and services around your offer
- You will participate in academic events scheduled within the framework of the International Trade Fair of Bogota 2018.
- You will have the chance to generate brand recognition, visibility and suitable positioning within the different industrial sectors and before 37,000 + visitors and professional contacts expected at the fair.



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EXHIBITOR BENEFITS

FREE PRESS

Possibility of public relations management with media. Our press agency will contact you with the aim of generating editorial contents about your participation by getting to know first hand the technologic novelties, trending products or upcoming launches that your company Will present during FIB 2018. Such information Will be delivered to journalists and the appearance in media will be up to the innovation of your products and the capacity to generate news.

CALL FOR VISITORS

National visitors: On behalf of your company, we Will send up to 300 invitations to attend the commercial sample to companies located in Colombia (The information Will be requested 4 months prior to the Event).

International visitors: We will directly contact your referred international companies, (list with the professional contacts or potential contacts in any countries) and Will send them the Invitation to attend

BUSINESS MATCHMAKING

Its purpose is to create a stock of effective contacts that allow to have personal meetings with buyers, in order to generate business, agreements and transactions, thus contributing to the business integration of the industry and enabling business opportunities.

The parties Will be able to select and generate their agenda following up with their interests. The confirmed appointments Will take place on the exhibitor's stand.

Corferias provides the means to generate these meetings, the success of the negotiations and the fulfillment of the schedule are exclusive responsibility of the involved parties.

OTHER BENEFITS

- Special rates when flying on AVIANCA
- Discounts at Hotel Hilton - CORFERIAS
- Custom Agent with great experience in Trade Shows: Alpopular alpopular@corferias.com
- Support services at the event: translators, catering, staff and furniture rental
- Booth design

