

## **Eleven Brazilian companies present innovations to reduce environmental impacts at IPPE 2024**

*Companies from the Brazil Machinery Solutions program will be participating in the world's largest event in the animal protein production and processing sector, from January 30 to February 1, in Atlanta, in the United States, with an emphasis on low-environmental-impact solutions*

With eleven Brazilian companies confirmed for the largest international fair for technology, equipment, supplies and services used in the production and processing of eggs, meat, poultry and feed manufacturing inputs ([IPPE 2024](#)) the BMS (Brazil Machinery Solutions) export project, aims to increase Brazil's global share in the segment, mainly with an emphasis on solutions focusing on providing a low environmental impact (by optimizing processes that use natural resources, such as water). The BMS is the result of a partnership between ABIMAQ (Brazilian Machinery Builders' Association) and ApexBrasil (Brazilian Trade and Investment Promotion Agency) and celebrates its 9<sup>th</sup> edition participating in IPPE.

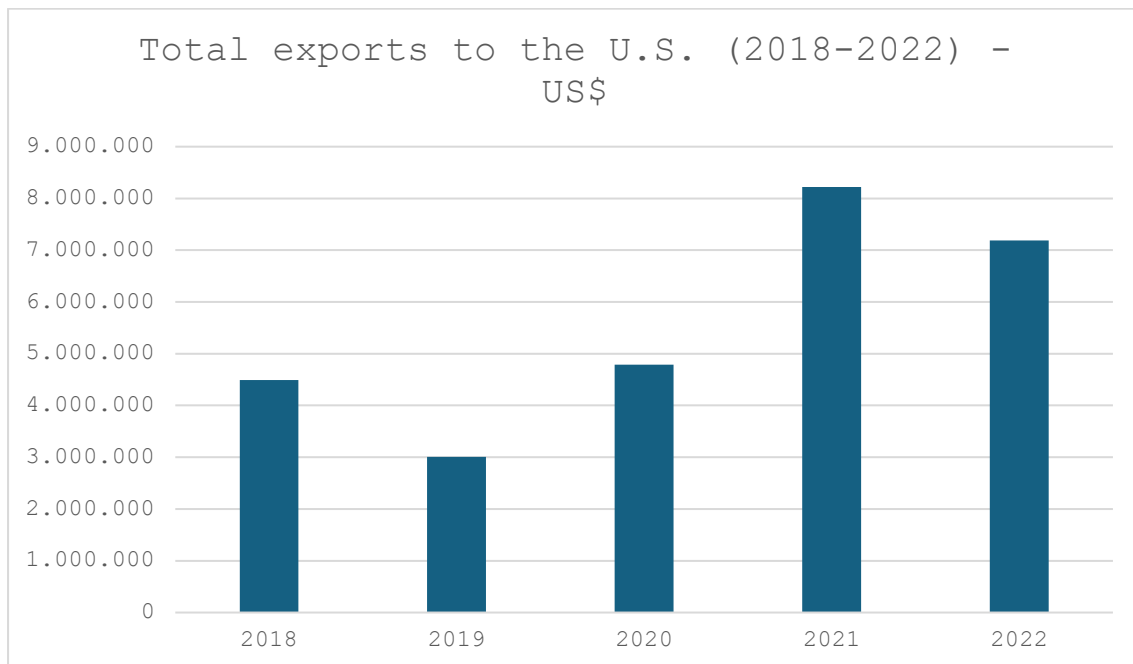
From January 30 to February 1, Brazil will stand out at the fair in Atlanta (United States) with 131 square meters of its own booths, distributed among the companies **ExperConsult Engenharia, Farenzena Group, GRATT, Hightech, Ibraflex, KOBRA, Labmaq, Lenke, Semil Equipamentos Industriais, Vantec, and Versátil**. In addition to the participation of BMS, the fair will be featuring ABIQUIFI and the Brazilian Renderers project, a partnership between ABRA and ApexBrasil.

### **Consulate General of Brazil in Atlanta**

On January 30, the first day of the event, the Consulate General of Brazil in Atlanta will organize the seminar "An Outlook of the Global Animal Protein Market," featuring representatives from the Government of the State of Georgia, the University of Georgia, and the associations ABIMAQ, ABIQUIFI, ABRA, and ABPA. The seminar will address the U.S. animal protein market and encourage discussions about technologies and trends in the sector.

### **The U.S. as a key trading partner**

The United States is the world's second largest consumer market for animal protein and the third main export destination for BMS companies. In addition, the country is the main destination for Brazilian exports of machinery and equipment as a whole. In 2022, \$53.6 million were exported to this market, with an emphasis on machines and mechanical devices, which were responsible for 16.8% of the total sent to the country.



Source: ABIMAQ

Paulo Guerra, Institutional Relations Manager at ABIMAQ, highlights Brazilian participation in IPPE 2024 as an opportunity to strengthen business relationships, as well as the industry’s commitment to sustainability. “The growing appetite for animal protein consumption in the United States (the largest global producers, with Brazil ranking second), reveals a strategic opportunity for the Brazilian machinery and equipment sector. The key participation in the IPPE fair not only plays the role of boosting exports, but also reinforcing the industry’s commitment to more sustainable technologies, strengthening relationships, and leveraging Brazil’s potential in the international market.”

### About Brazil Machinery Solutions

The result of a partnership between the Brazilian Trade and Investment Promotion Agency (ApexBrasil) and the Brazilian Machinery Builders’ Association (ABIMAQ), the Brazil Machinery Solutions Program aims to promote Brazilian exports of machinery and equipment, as well as strengthening the image of Brazil as a manufacturer of mechanical capital goods with technology and competitiveness. The BMS Program is composed of companies that manufacture machines and equipment from different sectors, such as agriculture, textiles, mining, plastics, and packaging, among others. For more information, please visit [www.brazilmachinery.com](http://www.brazilmachinery.com).

### About ABIMAQ

The Brazilian Machinery Builders’ Association (ABIMAQ) was founded in 1937, with the goal of acting in favor of strengthening the Brazilian industry, mobilizing the sector, carrying out actions alongside political and economic bodies, stimulating international trade and cooperation, and contributing to

improving its performance in terms of technology, human resources training, and management modernization. For more information, please visit [www.abimaq.org.br](http://www.abimaq.org.br).

### **About ApexBrasil**

The Brazilian Trade and Investment Promotion Agency (ApexBrasil) works to promote Brazilian products and services abroad and attract foreign investment to strategic sectors of the Brazilian economy.

To achieve its objectives, ApexBrasil carries out diversified trade promotion actions aimed at promoting exports and valuing Brazilian products and services abroad, such as prospective and trade missions, business roundtables, support for the participation of Brazilian companies in major international trade shows, and visits by foreign buyers and opinion makers to learn about the Brazilian production structure, among other business platforms that also aim to strengthen the Brazil brand.

The Agency also works in a coordinated manner with public and private stakeholders to attract foreign direct investment (FDI) to Brazil with a focus on strategic sectors, aiming to develop the competitiveness of Brazilian companies and the country.

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