

## **Glass South America announces new 2022 event date**

*Latin America's biggest event of the glass sector promises even bigger digital business meeting this year*

The glass market is still hot, driven by the boom in civil construction, and the main companies of the sector are already getting ready to present their launches at the next edition of Glass South America, to be held from June 29 to July 2, 2022. The decision to change the date was made together with ABRAVIDRO - Brazilian Association of Flat Glass Distributors and Processors, the sector's main entity, and with the exhibitors in search of a safe moment and ideal conditions to hold a high-level event. It was considered the vaccination rhythm and the best buying moment of the attended sectors, besides the expectations of the exhibitors and international visitors.

The announcement of the new date came with another special ingredient. It is that in the second half of this year there will also be a large digital meeting to continue moving the market and so that its participants do not miss any business opportunity. If in 2020, the glass sector was on a growth path, even during the pandemic and with the shortage of materials, now in 2021 the year should close with promising numbers, since the civil construction has resumed its activities at full speed.

Despite all the challenges faced in 2020, the balance was positive, according to a study conducted by ABRAVIDRO. The production of processed glass grew 14.4% and tempered glass grew 17.1%. The turnover of the non-automotive processed segment also grew: 12%, the best rate since 2015. In other words, 2021 and 2022, should follow the same course. That is why the digital events, this year, and in-person, next year, will be held at such opportune times and will become great drivers for achieving even better results.

The novelties have been well regarded by the market. "The sector is developing very well in 2021 and our expectations are high for 2022, so I believe that both the digital and the face-to-face events will take place at very important moments to continue the growth of the glass industry in general," celebrates José Domingos Seixas, president of ABRAVIDRO.

And the participants of both editions can expect great news, because the event is preparing a series of innovations, experiences, and business opportunities. Besides that, the 14th edition of Glass South America will have more than 200 brands already confirmed, among them big stars from the sector such as Cebrace, Guardian, AGC, Blindex, Vetro Máquinas, Keraglass, Glaston, Abrasipa, Agmaq, Diamanfer, Kuraray, Eastman, Baveloni, Ideia Glass, Tec-Vidro, Potencia, Gusmão, Glass Peças, Arbax, Real Vidros, among others.

"Our goal is to keep the glass industry warm and connect buyers and sellers. The digital meeting will be very important because it is a warm-up for everything that will be presented in person the following year. We will hold two events focused on business, but in a dynamic, engaged and totally customized way for the moment in which we live," comments Alexandre Brown, head of product at NürnbergMesse Brasil.

## **14th Glass South America**

Venue: São Paulo Expo

Date: June 29 to July 2, 2022

More information: [www.glassexpo.com.br](http://www.glassexpo.com.br)

### **About Glass South America**

Glass South America provides a strategic space for networking, sharing experiences and generating business in the industry. Ideal for visitors looking for solutions and new ideas related to the use of glass. The site is divided into two areas: technology and design, reaching a qualified audience of professionals related to the automotive, furniture, white line, decoration and civil construction sectors, as well as architects, designers, locksmiths and glaziers. Glass South America has an exclusive partnership with Abravidro (Brazilian Association of Flat Glass Processors and Distributors).

### **About NürnbergMesse Brasil**

Responsible for promoting the most important suppliers, distributors and resellers in the country at its trade fairs, NürnbergMesse Brasil is a subsidiary of the NürnbergMesse Group and one of the largest international event and exhibition companies in Brazil. The company drives several segments of the national economy, with a high level of professionalism and competence. The main events include Abrafati, Analitica Latin America, Bike Brasil, BIOFACH AMERICA LATINA, Expo Revestir, FCE Cosmetique, FCE Pharma, Glass South America, Pet Experience, PET South America, PET VET, R+T South America and Veículo Elétrico Latino-Americano.

### **About NürnbergMesse Group**

NürnbergMesse is one of the 15 largest exhibition companies in the world. It comprises NürnbergMesse GmbH and its 15 subsidiaries and affiliates. The company employs more than 1,000 people at eleven locations in Germany, Brazil, China, India, Italy, Greece, Austria and the USA. NürnbergMesse Group also has a network of international representatives operating in more than 100 countries. The portfolio covers some 120 national and international exhibitions and congresses. Every year, about 35,000 exhibitors (international share: 44%) and up to 1.5 million visitors (international share of trade visitors: 26%) participate in the own, partner and guest events of the NürnbergMesse Group.

### **Abravidro**

Abravidro, a non-profit class entity, gathers companies from the glass sector from all over the country, besides unions and regional associations. Founded in 1990, it works for the development of the glass sector in Brazil and closely follows the evolution of glass and its use in the civil construction, automotive, furniture, decoration, and white goods segments. It is the exclusive partner in holding Glass South America and organizer of Simpovidro, the main glass meeting in Latin America.