



Sobratema makes presentation to French business people at Intermat 2012

Organization will present a panorama of the main investments in infrastructure in Brazil

UBIFRANCE – the French Agency for International Business Development has invited SOBRATEMA – the Brazilian Association of Technology for Equipment and Maintenance to give a presentation, on April 17th, to French business people during Intermat 2012 - one of the main trade shows for construction equipment in Europe - taking place April 16th through 21st in Paris, France.

The presentation, which will be made by Sobratema vice-president Juan Manuel Altstadt, will consist of a panorama of the main investments in infrastructure in Brazil as well as an analysis of the Brazilian market for construction equipment and technologies. The content of this presentation will be based on two surveys conducted by Sobratema's Market Intelligence area: "Main Investments in Infrastructure in Brazil" and the "Sobratema Study of the Brazilian Market for Construction Equipment".

Scheduled to start April 17th at 10:30 AM, this event is included in the agenda of the "Brazil-France" work meeting, organized by Ubifrance, with the objective of developing opportunities for business and cooperation between business people of these two nations in the area of construction equipment.

Taking part in the event, in addition to Sobratema and Ubifrance, are the Brazilian Embassy in France, represented by the Minister Counselor to the Brazilian Ambassador, Demetrio Carvalho, and CISMA (the French Association of Construction Equipment and Technology Industries), represented by its executive secretary, Etienne Weber.

Seating for participation in the event is limited. Registrations should be submitted by email to: arlene@sobratema.org.br.

Meeting Program

- ✓ 10:00 AM - **Opening by UBIFRANCE**
Hélène ORTIOU, Head of the Department of Infrastructure, Transports and Industry
- ✓ 10:10 AM - **Presentation on the Brazilian economy**
Demetrio CARVALHO, Minister Counselor of the Brazilian Ambassador to France
- ✓ 10:30 AM - **Presentation on the Brazilian market for construction equipment and technologies and the main investments in infrastructure**
Juan Manuel ALTSTADT, Founder and Vice-president of SOBRATEMA
- ✓ 11:15 AM - **Q&A**
- ✓ 11:30 AM - **Presentation on the French offering of construction equipment and technologies**
Etienne WEBER, Executive Secretary of CISMA (the French Association of Construction Equipment and Technology Industries)
- ✓ 12:00 noon - **Business cases of French companies that operate in Brazil (HAULOTTE)**
- ✓ 12:30 PM - **Cocktail Luncheon offered by UBIFRANCE and ARDEN EQUIPMENT**
- ✓ 2:00 PM - **End of meeting**

Service:

Brazil-France Meeting at Intermat

Date: April 17, 2012

Venue: Parc des Expositions Paris-Nord Villepinte - B.P 68004 - 95970 ROISSY CDG CEDEX – Paris - France

Time: 10:00 AM to 2:00 PM

Information: <http://www.intermat.fr/visiter-salon-construction/Informations-pratiques/Dates-horaires-lieu>

About SOBRATEMA

Since its foundation in 1988, Sobratema – the Brazilian Association of Technology for Equipment and Maintenance (today with 1,053 associate members) has dedicated itself to proposing solutions for the technological development of the sector and disseminating knowledge and information on the management, application, maintenance and operation of equipment, and has participated, through its Opus Institute, in the training, specialization and updating of equipment professionals who work in the Brazilian markets of construction and mining.

Sobratema is the developer and promoter of M&T EXPO - the largest and most important Exhibition of Construction and Mining Equipment in Latin America and of segmented trade shows which the association introduced in 2011: CONSTRUCTION EXPO - a trade show of solutions for construction and infrastructure, and M&T PARTS and SERVICES - focused on consumers and manufacturers; all of which are held sequentially, every 3 years. Sobratema publishes 'M&T' (Maintenance and Technology) and 'Grandes Construções' magazines monthly and, more recently, introduced its web-based 'CHN Channel' - Construction Today News - an audio-visual channel with news, special reports and exclusive interviews in the sector of construction. Sobratema also regularly publishes technical books and brings to the sector its "Market Intelligence" which includes the 'Sobratema Study of the Brazilian Market for Construction Equipment', the 'Main Investments in Infrastructure through 2016', and the 'Survey of the Brazilian Equipment Fleet in Activity'.

Sobratema also publishes the Brazilian Yearbook of Construction Equipment - now in its 5th edition. The association organizes specialized events such as the Sobratema Congress, Sobratema Workshop and Sobratema Forum, in addition to its Technical Missions which take professionals and executives to the world's most outstanding events in the sectors of construction and mining.

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