

A large, stylized graphic on the left side of the image. It features a dark blue and orange abstract shape with a trail of white and grey circles leading to the text 'AUTOCOM 2025'. The background is a blurred image of an exhibition hall with various booths and people.

AUTOCOM
2025

2025 **POST SHOW** REPORT

 **FRAC**
Realization

 **FRANCAL**
Organization



AUTOCOM

2025

April 01 | 02 | 03 • 10am to 6pm
Expo Center Norte - RED HALL
São Paulo - Brazil



www.feiraautocom.com.br

The logo for AUTOCOM 2025, featuring the word "AUTOCOM" in white capital letters above the year "2025", all enclosed within a stylized, colorful shape composed of overlapping circles in shades of blue, purple, and orange.

AUTOCOM
2025

25 YEARS OF HISTORY

AUTOCOM fair

AUTOCOM has established itself as the most important event in the retail technology and commercial automation sector in Latin America. This recognition is well earned, thanks to its consistent growth and record-breaking achievements with each edition. Over the past 25 years, we have anticipated trends, showcased cutting-edge technologies, and brought major brands and key industry figures to the event.

**#AUTOCOM
25ANOS**





Anticipating trends

The trade show showcases the latest innovations for the retail sector — from payment solutions that turn an Android device into a card machine to advanced software for managing payments, inventory, and sales, as well as smart point-of-sale terminals.

AUTOCOM is the premier stage for technology launches in Commercial Automation, where exhibitors present their latest solutions and innovations to a highly qualified audience.

AUTOCOM
2025

AUTOCOM
2025

Event Highlights

PROVEN SUCCESS!

Over
200
Exhibiting
brands

11,000
square meters
of exhibition
space

} 20% larger
than the
previous year

Visitors from
18 countries

Over
11,400
Visitors

} a 13%
increase



Record number of visitors over **11,400** visitors a 13% increase

Comparison with the 2024 edition

51%

Commercial
Automation

37%

Retail
Professionals

12%

Service
Sector



C-level and
Decision-
Maker
Visitors



AUTOCOM
2025

Brazil at the Heart of the
Industry's Top Global Trends

#AUTOCOM
25ANOS

Connecting 18 states and the Federal District

Top Visiting States:



SÃO
PAULO



MINAS
GERAIS



RIO DE
JANEIRO



PARANÁ



SANTA
CATARINA



Presenting Industry
Trends to the World with
Representatives from
18 countries

AUTOCOM
2025

63%

Looking to Explore
New Technologies

37%

Seeking to expand their
professional network in the market

100%

They consider AUTOCOM an
excellent event in the sector

THOUSANDS OF
VISITORS WITH
SHARED INTERESTS



AUTOCOM
2025

Data gathered during the event confirms the visitors' positive assessment of the fair.



AUTOCOM
2025

RESULTS THAT MAKE A DIFFERENCE

The satisfaction rates of exhibiting brands are the key indicators of success for **AUTOCOM's 25th edition.**

85%

of exhibitors made business transactions

37%

of exhibitors launched new products in this edition

100%

of exhibitors from the 2024 edition intend to renew their participation in the 2025 edition



ATTRACTIONS TO BOOST RESULTS AND BUILD NEW FUTURES

ESTABLISHED ATTRACTIONS AND NEW FEATURES MARK THE CELEBRATORY EDITION

AUTOCOM SUMMIT



PODCAST AUTOCOM



LOUNGE REVENDEDOR



AUTOCOM SUMMIT

•ÁREA DE CONTEÚDO.



Realization



Organization



AUTOCOM FAIR CONTENT ZONE



**AUTOCOM
SUMMIT**

·ÁREA DE CONTEÚDO·

**#AUTOCOM
25 ANOS**

AUTOCOM Summit is the content area of the AUTOCOM Fair.

It takes place alongside the fair on April 1st and 2nd, from 9:00 AM to 12:30 PM.



The main players in retail and commerce technology and innovation share their market experiences and highlight emerging trends.

**AUTOCOM FAIR
CONTENT ZONE**

**AUTOCOM
SUMMIT**

•ÁREA DE CONTEÚDO•

**#AUTOCOM
25 ANOS**

Main Theme: 21st Century AI Technology for Retail

2 DAYS OF HIGH-QUALITY CONTENT

RELEVANT INSIGHTS AND TRENDS

35 INDUSTRY SPEAKERS

355 CONGRESS ATTENDEES



Official schedule for the two-day event

**AUTOCOM
SUMMIT**

•ÁREA DE CONTEÚDO•

**#AUTOCOM
25 ANOS**

Programação

Abertura oficial

9h às 9h10



EDGARD DE CASTRO

PRESIDENTE
DA AFRAC



CRISTINA FRANCO

VICE-PRESIDENTE DO CONSELHO DA
ABF E SÓCIA NA LOCTOK



LEONARDO M. SEVERINI

PRESIDENTE
DA ABAD

Primeiro dia

Programação

Painel 1

Palestra Infinity Game
Batalha de Concorrentes

9h10 às 10h



Palestrante
LADMIR CARVALHO

VICE-PRESIDENTE
DE SOFTWARE HOUSE DA AFRAC
PRESIDENTE DA ALTERDATA



Moderação
LUIS GARBELINI

VICE-PRESIDENTE
GERAL DA AFRAC

Official schedule for the two-day event

**AUTOCOM
SUMMIT**

·ÁREA DE CONTEÚDO·

**#AUTOCOM
25 ANOS**

Primeiro dia

Programação

Painel 2

Estratégias de Vendas
Pipeovers

10h05 às 11h



Palestrante
GUSTAVO PAGOTTO

FUNDADOR
DA PIPEOVERS



Moderação
ARAQUEN PAGOTTO

CEO DA WEB
AUTOMAÇÃO

Primeiro dia

Programação

Painel 3

Como construir e
modernizar APPs com I.A.

-
Inovação com Android no
varejo, para onde olhar

11h05 às 12h10



Palestrante
FERNANDO PANSAN

ANDROID ENTERPRISE BUSINESS
DEVELOPMENT LATAM AT GOOGLE



Moderação
JONATHAN FEDER

COFUNDADOR
DA EMBED



Palestrante
GUSTAVO ZIMMERMANN

DIR. SENIOR DE TECNOLOGIA
DA MICROSOFT



Moderação
MAYRA SCARPELLI

DIRETORA EXECUTIVA COMERCIAL
NA INGENICO

Official schedule for the two-day event

AUTOCOM SUMMIT

ÁREA DE CONTEÚDO

#AUTOCOM 25 ANOS

Primeiro dia

Programação

TALK SHOW

Tecnologia para comércio
e serviços

12h10 às 12h50



Primeiro dia

Programação

Lançamento do convênio
de cooperação técnica
SEBRAE & entidades TIC

12h50 às 13h20



Official schedule for the two-day event

**AUTOCOM
SUMMIT**

•ÁREA DE CONTEÚDO•

**#AUTOCOM
25 ANOS**

Segundo dia

Programação

Abertura oficial

9h às 9h10



EDGARD DE CASTRO

PRESIDENTE
DA AFRAC



PAULO SOLMUCCI

PRESIDENTE
DA ABRASEL



LINCONL ROCHA

PRESIDENTE
DA PAGOS

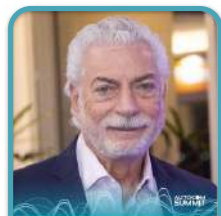
Segundo dia

Programação

Painel 1

Meios de pagamento digitais
inovações e oportunidade

9h10 às 10h



Palestrante
MIGUEL ABUHAB

FUNDADOR DA NEOHID
E DA DATASUL



Palestrante
CARLOS BRANDT

CONSULTOR DO BANCO CENTRAL
DO BRASIL



Moderação
WILTON BRITO

DIRETOR DE MEIOS
DE PAGAMENTO DA AFRAC
CEO DA CERT SISTEMAS



Moderação
RODRIGO CLIMACO

VICE-PRESIDENTE DE DESENVOLVIMENTO DE
NEGÓCIOS DA RESRV NO BRASIL



Moderação
RICARDO MAFFETANO

DIRETOR DE MEIOS DE PAGAMENTOS DA
AFRAC, SERVICE HEAD DA AUTTBAR E
BRITNETCONECTA

Official schedule for the two-day event

**AUTOCOM
SUMMIT**

ÁREA DE CONTEÚDO

#AUTOCOM
25 ANOS

Segundo dia

Programação

Painel 2

Convivência do sistema
tributário:
Vinculação de meios
de pagamento, reforma
tributária

10h05 às 11h



Segundo dia

Programação

Painel 3

I.A no VAREJO
da automação
a tomada de
decisão
inteligente

11h05 às 12h
primeira parte



Official schedule for the two-day event

**AUTOCOM
SUMMIT**

•ÁREA DE CONTEÚDO•

**#AUTOCOM
25 ANOS**

Segundo dia

Programação

Painel 3

I.A na AFRAC
Nota Certa e a evolução
da automação fiscal

12h às 12h30
Segunda parte



Satisfaction Survey

AUTOCOM SUMMIT 2025

AUTOCOM
SUMMIT

ÁREA DE CONTEÚDO

#AUTOCOM
25 ANOS

54% of participants rated the AUTOCOM SUMMIT as Excellent

44% of participants rated the Panels and Lectures at AUTOCOM SUMMIT as Excellent

93% of participants intend to attend AUTOCOM SUMMIT 2026



AUTOCOM
2025

Attractions Podcast AUTOCOM

Interviews conducted during AUTOCOM 2025 in the recording studio featured exhibitors and industry executives sharing their experiences with the event and highlighting its importance for the retail technology market!



AUTOCOM
2025

Attractions Podcast AUTOCOM

[Click to see the full version](#)



AUTOCOM
2025

Attractions Lounge Revendedor

The meeting point for automation resellers to discover the latest market trends and find the ideal solutions for a variety of businesses. A place to connect with other industry professionals, share experiences, and expand your network.



AUTOCOM
2025

We set the stage, but it's our exhibitors
who put on the show!

Check out the interviews
conducted during
AUTOCOM 2025.

[Click to see the full version](#)



AUTOCOM in the media



[Click to see](#)

The leading industry media outlets are talking about the AUTOCOM Trade Show and its impact on the retail and commerce technology sector.



AUTOCOM in the media

357 media placements

65 accredited journalists

07 TV features



TIMES
BRASIL



AUTOCOM
2025

Marketing performance

Strategic actions executed with precision to deliver excellence throughout every stage of the event — from planning to post-event follow-up.



AUTOCOM
2025

Marketing performance

16 thousand
followers
on social
media

A number that reflects the combined total of followers across AUTOCOM and AFRAC's social media channels, the event organizer.

**14% growth
compared to 2024**

+ 2 thousand new followers

+ 200 thousand accounts reached

Highest engagement on the fair's channels

New network (TIKTOK)

Content creation (YOUTUBE)



AUTOCOM
2025

Marketing performance

Strategic actions executed with precision to deliver excellence throughout every stage of the event — from planning to post-event follow-up.



INSTAGRAM AUTOCOM

 9,069 followers

 1,553 new followers

 1,116,255 views

 226,474 accounts reached



AUTOCOM
2025

Marketing performance

Strategic actions executed with precision to deliver excellence throughout every stage of the event — from planning to post-event follow-up.



FACEBOOK AUTOCOM



4,193 followers



20 new followers



882,092 views



357,561 accounts reached



Marketing performance

Strategic actions executed with precision to deliver excellence throughout every stage of the event — from planning to post-event follow-up.

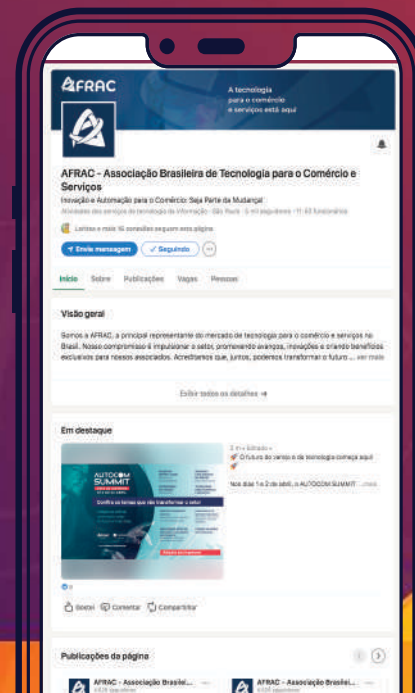
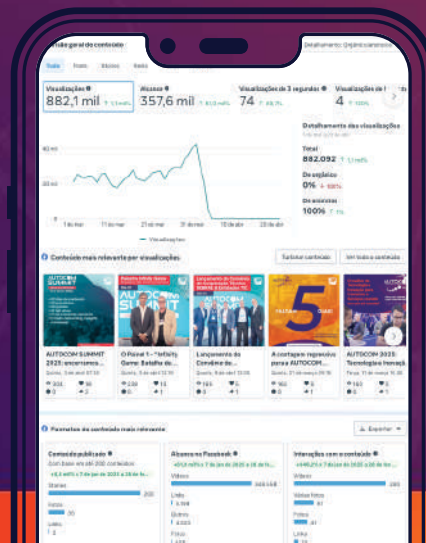
in LINKEDIN AFRAC

 4,526 followers

 244 new followers

 760 views

 162,008 accounts reached



AUTOCOM
2025

Marketing performance

Strategic actions executed with precision to deliver excellence throughout every stage of the event — from planning to post-event follow-up.

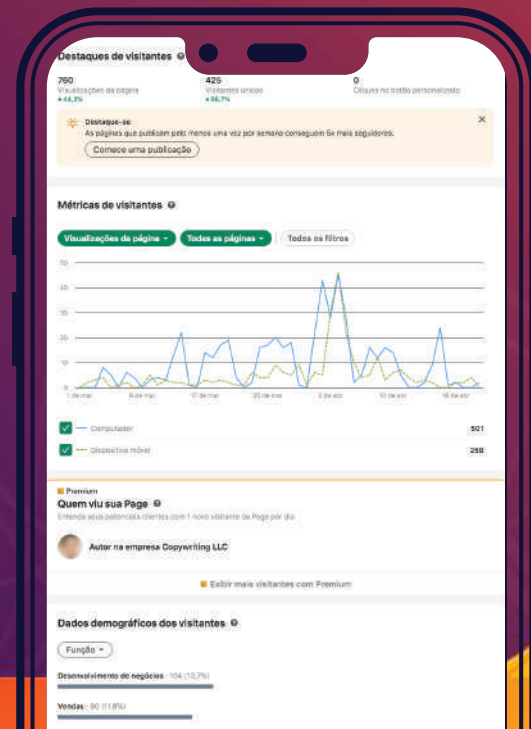


YOUTUBE AFRAC

1,991 followers

247 new followers

10,068 views



AUTOCOM
2025

Marketing performance

Strategic actions executed with precision to deliver excellence throughout every stage of the event — from planning to post-event follow-up.



24 followers

24 new followers

The 2025 edition marked AUTOCOM's debut on TikTok, with the creation of a new official profile on the platform. In a short time, it has already gained 24 followers.



AUTOCOM
2025

Marketing performance

Strategic actions executed with precision to deliver excellence throughout every stage of the event — from planning to post-event follow-up.

SITE da Feira



57 mil
NOVOS ACESSOS

115 MIL
PAGE VIEWS

Páginas +
acessadas
Home – 71%
Summit - 16%
Sobre a Feira – 6%

01/01 a 06/05

Institutional support

AUTOCOM is honored by several retail organizations that provide institutional support and invite their members—retailers—to visit and check out all the latest technology launches for their businesses!



The screenshot displays the AUTOCOM SUMMIT website. The header includes the AUTOCOM logo and navigation links: INÍCIO, A FEIRA, VISITANTE, SUMMIT, EXPOSITOR, and a social media icon. The main banner features the text 'AUTOCOM SUMMIT' and 'ÁREA DE CONTEÚDO'. Below this, it lists the event dates (April 01 and 02, 9h to 12h30) and location (Auditorium Cantareira, Expo Center Norte). It also mentions that tickets are sold out and thanks attendees for their presence. The bottom section highlights the main theme: 'TECNOLOGIA. EXPANDINDO O VAREJO', supported by FRAC (Realização) and FRANCA (Organização). Three images show the event venue, a presentation screen, and a speaker at a podium.

AUTOCOM

INÍCIO A FEIRA VISITANTE SUMMIT EXPOSITOR

AUTOCOM SUMMIT

ÁREA DE CONTEÚDO

FRAC Realização

FRANCA Organização

TECNOLOGIA. EXPANDINDO O VAREJO

CONTEÚDO ATUAL!

📅 Dias 01 e 02 de Abril
Das 9h às 12h30

📍 Auditório Cantareira
Expo Center Norte

INGRESSOS ESGOTADOS!
A venda dos ingressos para o SUMMIT atingiu um excelente resultado! Agradecemos a todos que garantiram a sua presença neste importante evento do nosso setor. Nos vemos no SUMMIT!

Fique de olho no principal tema:

**TECNOLOGIA.
EXPANDINDO O VAREJO**

O AUTOCOM SUMMIT é a área de conteúdo da Feira AUTOCOM. É o evento que acontece paralelamente a feira durante os dias 01 e 02 de Abril das 9h às 12h30.

Os principais players do setor de tecnologia e inovação para o varejo e comércio estarão compartilhando suas experiências de mercado e apontando tendências.

Um seleto time de especialistas falando sobre inovações do nosso setor, tendências e tecnologia. Os principais e atuais temas do setor abordados em dois dias de AUTOCOM SUMMIT.



AUTOCOM
2025

AUTOCOM 2025, the commemorative edition celebrating 25 years of the event, was a success!

Check out some highlights at the link below:

[Click here!](#)





See you at
AUTOCOM 2026!

From March 31
to April 2

RED HALL
Expo Center Norte





Additional information

Meiry Montalvão

Meiry.montalvao@afrac.org.br

+55 11 96626-6007

