



AUTOCOM
2025

2025
**POST SHOW
REPORT**



Realization



Organization

The logo for Autocom 2025 is centered on a dark purple and orange abstract background. It features the word "AUTOCOM" in large, white, sans-serif capital letters. Below it, the year "2025" is written in a smaller, white, sans-serif font. The background of the logo is a dark purple circle with a gradient to orange at the bottom. Several white and light purple circles of varying sizes are scattered around the text, some overlapping the circle and others floating above it.

AUTOCOM 2025

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



Realization



Organization

www.feiraautocom.com.br



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.





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



C-level and
Decision-
Maker
Visitors





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

Connecting 18 states
and the Federal District

Top Visiting States:



SÃO
PAULO



MINAS
GERAIS



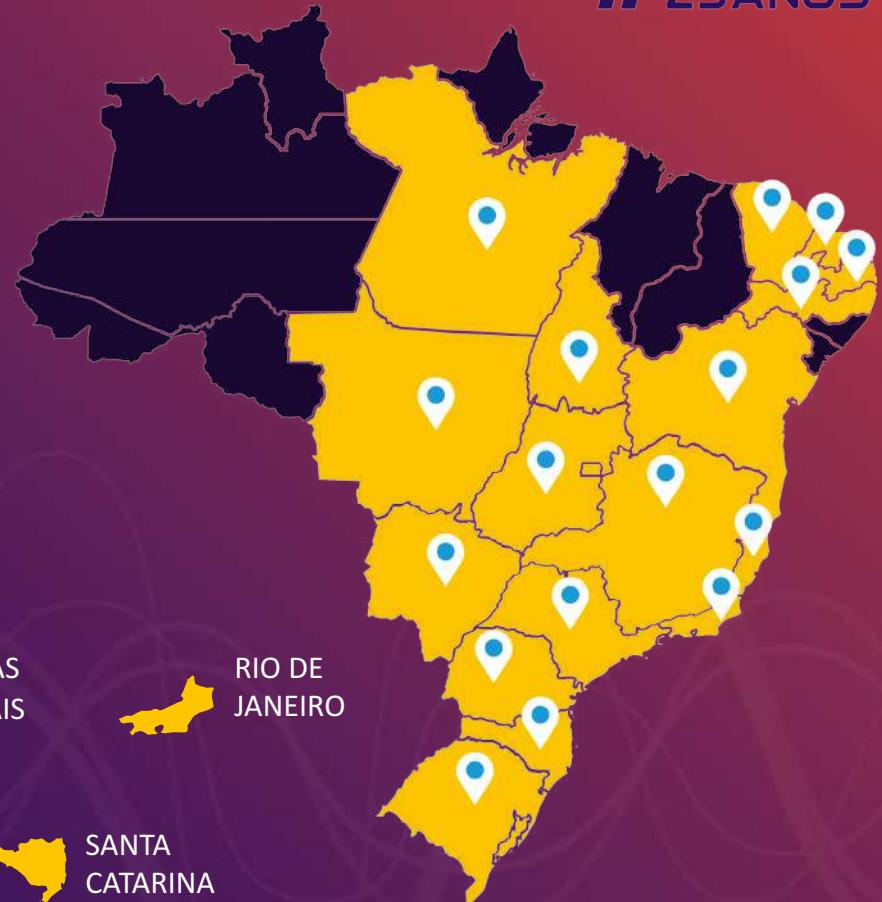
RIO DE
JANEIRO



PARANÁ



SANTA
CATARINA





#AUTOCOM
#25ANOS



Presenting Industry
Trends to the World with
Representatives from
18 countries



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





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

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25ANOS





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



ATTRACTI^{ON}S 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 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**

Main Theme:

21st Century AI Technology for Retail

2 DAYS OF HIGH-QUALITY CONTENT

RELEVANT INSIGHTS AND TRENDS

35 INDUSTRY SPEAKERS

355 CONGRESS ATTENDEES



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



LADMIR CARVALHO

VICE-PRESIDENTE
DE SOFTWARE HOUSE DA AFRAC
PRESIDENTE DA ALTERDATA



LUIS GARBELINI

VICE-PRESIDENTE
GERAL DA AFRAC

Official schedule for the two-day event

Primeiro dia

Programação

Painel 2

Estratégias de Vendas
Pipelovers

10h05 às 11h



Palestrante
GUSTAVO PAGOTTO
FUNDADOR
DA PIPELOVERS



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 PAN SAN
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

AUTOCOM
SUMMIT
-ÁREA DE CONTEÚDO-

#AUTOCOM
25ANOS

Official schedule for the two-day event



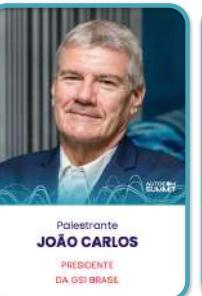
Primeiro dia

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



Eúde Cornélio
Gestor Nacional
do Sebrae para
Tecnologia e Games



Paulo Milliet Roque
Presidente
do conselho da ABES



Christian Tadeu
Presidente
da ASSESPRO



Edgard de Castro
Presidente
da AFRAC



Roberto Mayer
Vice-Presidente
da BRAFIP



Official schedule for the two-day event

AUTOCOM
SUMMIT
-ÁREA DE CONTEÚDO-

#AUTOCOM
25ANOS

Segundo dia

Programação

Abertura oficial

9h às 9h10



Segundo dia

Programação

Painel 1

Meios de pagamento digitais
inovações e oportunidade

9h10 às 10h



Official schedule for the two-day event

Segundo dia

Programação

Painel 2

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

10h05 às 11h



Palestrante
MARCOS HÜBNER

AUDITOR FISCAL DA RECEITA
FEDERAL DO BRASIL



Palestrante
LUIZ DIAS A. NETO

COORDENADOR GERAL
DO ENCAT



Moderação
PAULO E. GUIMARÃES

VICE-PRESIDENTE RELAÇÕES
DE INSTITUCIONAIS DA AFRAC

Segundo dia

Programação

Painel 3

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

11h05 às 12h
primeira parte



Palestrante
ELÓI ASSIS
LINKEDIN CREATOR E DIRETOR
EXECUTIVO DA TOTVS



Palestrante
LUIS CAMISASCA
COO DA
SEMANТИX



Palestrante
**ALEXANDRE
CARAMASCHI**
CMO DA SEMANTIX



Palestrante
**DANIEL KALLÁS
SUHADOLNIK OLIVEIRA**
SUPERINTENDENTE DE NEGÓCIOS
ANALÍTICOS NA EQUIFAX RIOAVISTA



Moderação
MARCELO FILIPAK
DIRETOR DE
INOVAÇÃO DA AFRAC



Moderação
RODRIGO MORENO
VICE-PRESIDENTE
DE MARKETING DA AFRAC

AUTOCOM
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#AUTOCOM
25ANOS

Official schedule for the two-day event

Segundo dia

Programação

Painel 3

I.A na AFRAC

Nota Certa e a evolução
da automação fiscal

12h às 12h30

Segunda parte



AUTOCOM
SUMMIT
-ÁREA DE CONTEÚDO-

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25ANOS

Satisfaction Survey AUTOCOM SUMMIT 2025

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





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
25ANOS





Attractions Podcast AUTOCOM

[Click to see the full version](#)





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
#25ANOS





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

[Click to see the full version](#)





[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



NOVOVAREJO



varejo S.A.



#AUTOCOM
25ANOS

AUTOCOM in the media

357 media placements

65 accredited journalists

07 TV features



TIMES
BRASIL

CNBC
EXCLUSIVE LICENSEE





#AUTOCOM
25ANOS

Marketing performance

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





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**

Marketing performance

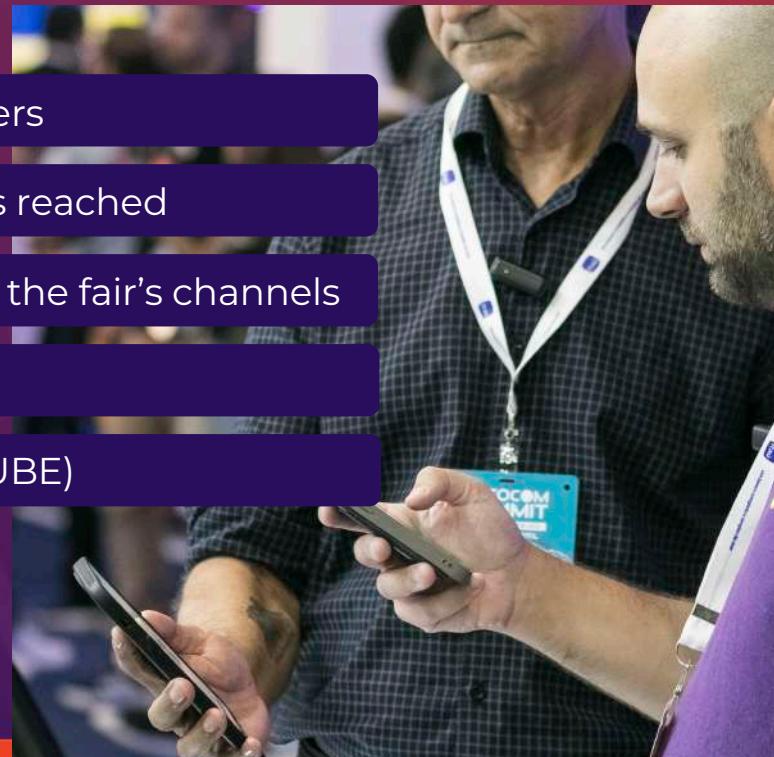
+ 2 thousand new followers

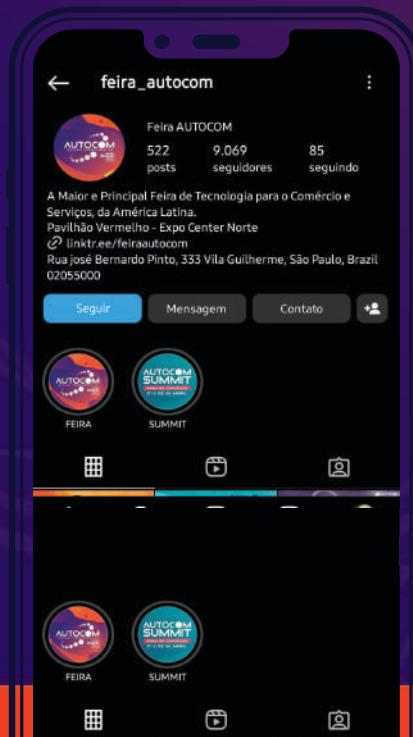
+ 200 thousand accounts reached

Highest engagement on the fair's channels

New network (TIKTOK)

Content creation (YOUTUBE)





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
25ANOS

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





#AUTOCOM
25ANOS

Marketing performance

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

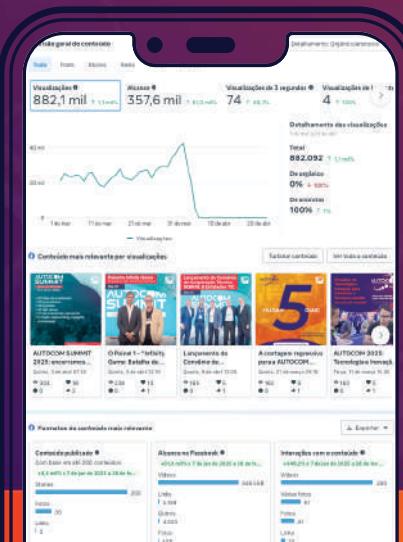
in LINKEDIN AFRAC

4,526 followers

244 new followers

760 views

162,008 accounts reached





Marketing performance

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

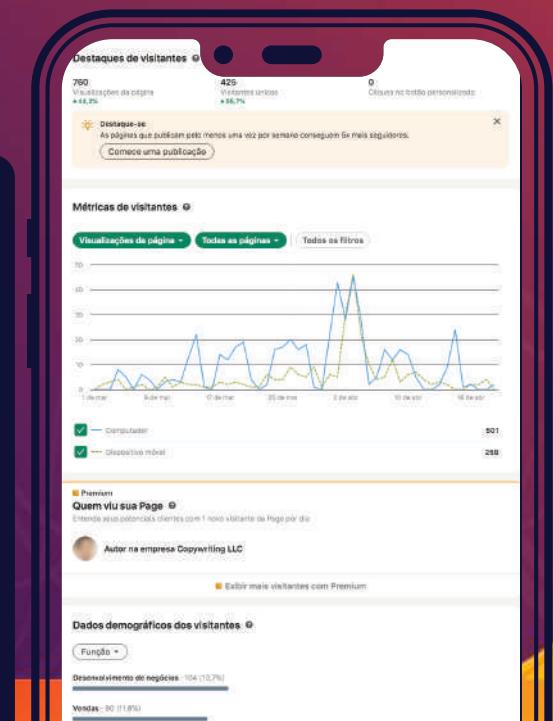


YOUTUBE AFRAC

1,991 followers

247 new followers

10,068 views





Marketing performance

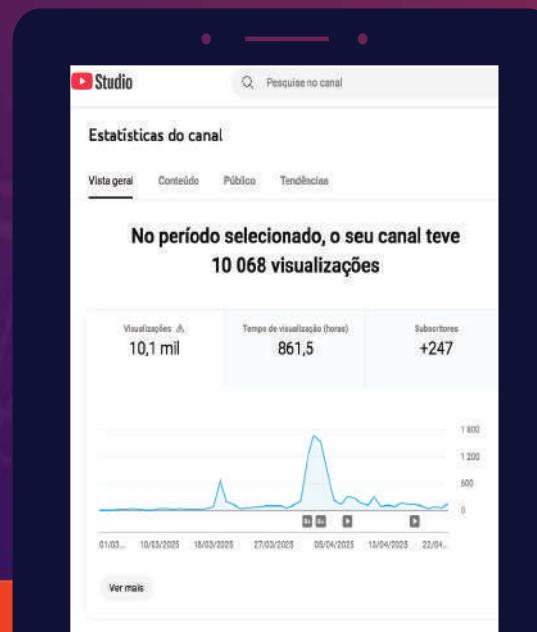
Strategic actions executed with precision to deliver excellence throughout every stage of the event — from planning to post-event follow-up.



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.





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



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!

Institutional support

AUTOCOM [INÍCIO](#) [A FEIRA](#) [VISITANTE](#) [SUMMIT](#) [EXPOSITOR](#) [SÍMBOLO](#)

AUTOCOM SUMMIT

-ÁREA DE CONTEÚDO-

AFRAC Realização **FRANCAL** Organização

TECNOLOGIA EXPANDINDO O VAREJO

CONTEÚDO ATUAL!

Dias 01 e 02 de Abril **Auditório Cantareira**
Das 9h às 12h30 **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 seletí 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
25ANOS

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



Realization



Organization

AUTOCOM 2025



Realization



Organization



Additional information

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