

Expo Estádio 2009: Optimistic Forecasts for the Forthcoming Sports Events

The FIFA World Cup of 2014™ and the Rio de Janeiro Olympics in 2016 have been the cash cows of Expo Estádio - the first trade fair of its kind in Brazil to bring together the segments of design, construction and operation of stadiums and other sporting venues. This event, which started on the 17th and lasted until the 19th, had a total of 5,000 participants, including 3,343 visitors, and also had the presence of representatives from 9 of the 12 Brazilian football stadiums selected to host games of the FIFA World Cup of 2014™, as well as all the architects responsible for the World Cup stadiums and other authorities of the segment.

The aim was to discuss and present the proposals and plans, from Government and also from private enterprise, to prepare the country to receive the largest sporting events in the world. Those present included the General Institutional Relations Manager of the Brazilian Olympic Committee (COB), Mr Fábio Starling; the Stadiums Consultant for the local 2014 Committee, Mr Carlos de la Corte; and the Director for Infrastructure of the Rio 2016 Olympic Games Candidacy of the Brazilian Olympic Committee, Mr Alexandre Techima.

Aside from a string of Lectures and Conferences which took up the three days of the event, a total of 100 exhibitors, including names such as Philips, Bosch, Bayer, Imphy, Seal Telecom and Arco, showcased their most recent and innovative technologies which promise to transform the infrastructure for this segment.

In the opinion of the people responsible for designing the Stadiums, in general the infrastructure needs adapting, so that these stadiums are able to host international events; however, the projects are highly ambitious and seek not only to cater to the needs of the World Cup and the Olympic Games, but also to bring benefits through the sequence of normal activities in these arenas, after the events.

With regard to the infrastructure of the cities, the Government plans significant investments for areas such as transport, sanitation, tourism and other interventions made by the Growth Acceleration Plan (*Programa de Aceleração do Crescimento* - PAC), whose projects are directly related to the new sports age. The forecast is that a large part of this work shall be completed by 2014.

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With all this movement, the companies enthusiastic about the segment have benefitted most. With equipment and services for illumination, pictures, security, operation, signaling and computerization, the exhibitors took up all the room reserved for the stands, and have even made growth forecasts for the coming years, with the arrival of the international players.

“Based on the progress of the operations, both in relation to the stadiums and also the infrastructure of the host cities, the expectations of a positive position on the part of Brazil, in relation to the requirements established by FIFA, are highly optimistic. We expect that next year the responsible authorities bring more accomplishments rather than just projects, so that, after these events, the country can become a major sporting power”, says Sebas van den Ende, a director at Real Alliance, the company which organized the event.

"As this is the first edition of this trade fair in the country and also the first of its kind, the results have achieved and even surpassed our expectations, and we are now working to further boost these figures in the second edition, which is already being commercialized and should take place between 6 and 8 October 2010 in Rio de Janeiro”, the director adds.

Together with Expo Estádio, there is also the second edition of TranspoQuip Latin America, the largest trade fair in the segment of transport infrastructure which includes segments such as infrastructure, management, projects and services for roads, railways, stations, ports, river transport and airports.

About Expo Estádio:

Expo Estádio - Trade fair and conference for the design, construction, furnishing and management of stadiums and other sporting premises.

Expo Estádio is a trade fair for exhibition and also for business meetings in the areas of design, construction, engineering, furniture, management and operation of stadiums and other sports premises in Brazil. Sporting events lie at the very heart of Brazilian culture. With a national population of 180 million people, together with the right to host the FIFA World Cup of 2014™ and the status as the selected country to receive the Olympic Games in 2016, there shall be plenty of investment in the segments of sports stadiums and other sporting premises over the next eight years. Find out more at: www.expoestadio.com.br

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