

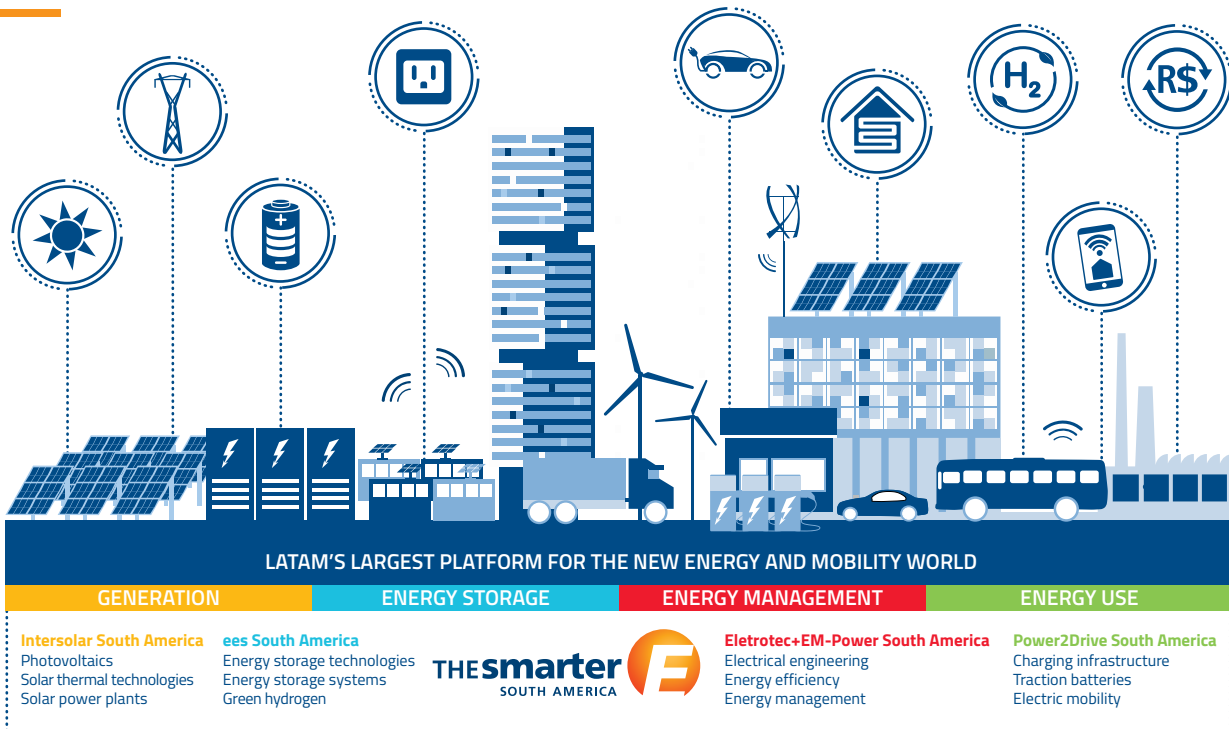


AUG
26-28
2025

EXPO CENTER NORTE, SÃO PAULO, BRAZIL

**LATAM's Largest
Alliance of Events for
the Energy Industry**

THE SMARTER E SOUTH AMERICA



BRAZIL'S RENEWABLE ENERGY MARKET: A BEACON OF SUSTAINABILITY AND OPPORTUNITY

Brazil has a highly renewable energy matrix, with 46 percent of internal energy and 82 percent of electricity coming from renewables, well above the global average. The market is expanding rapidly, as evidenced by the addition of 7 GW of capacity in 2023, mainly from solar and wind. This growth is supported by significant investments, such as the R\$64.8 billion allocated through initiatives such as the Growth Acceleration Program, signaling a clear commitment to renewables. The free energy market, which covers 86 percent of industrial consumption, offers competitive prices and the option to choose sustainable sources, further encouraging market entry. Despite challenges such as the development of storage technologies to manage the variability of renewable energy, the future outlook is optimistic. Overall, entering the Brazilian renewable energy market aligns with sustainability goals and offers a way to contribute to a greener future while taking advantage of a rapidly growing and supportive market environment. At The smarter E South America, LATAM's largest platform for the new Energy and mobility world, four parallel energy exhibitions focus on the generation, storage, distribution and use of energy, and the ways in which these aspects interact and can be intelligently combined.

The smarter E South America will bring together the following events:

- **Intersolar South America** – LATAM's Largest Exhibition and Conference for the Solar Industry
- **ees South America** – LATAM's Key Event for Batteries and Energy Storage Systems
- **Power2Drive South America** – LATAM's Key Exhibition and Conference for Charging Infrastructure and E-Mobility
- **Eletrotec+EM-Power South America** – The Event for Electrical Infrastructure and Energy Management



EXHIBITION QUICK FACTS

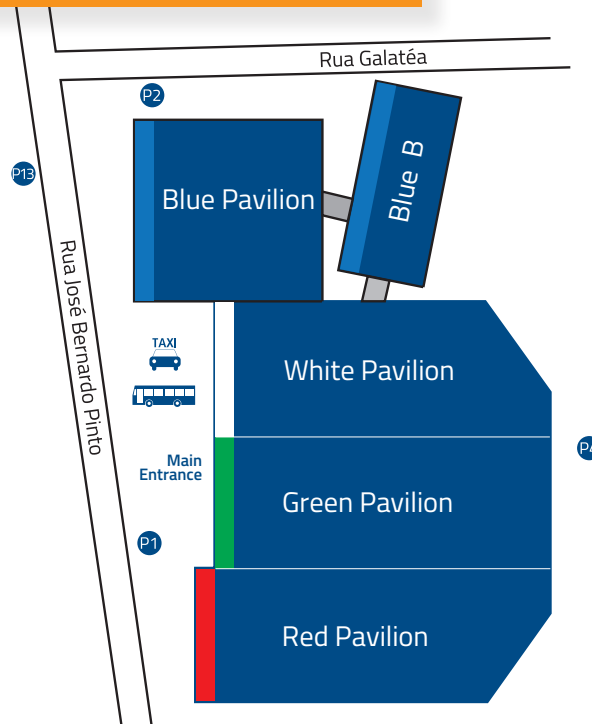
Dates	August 26–28, 2025	
Location	São Paulo, Brazil	
Venue	Expo Center Norte	
Booth Pricing	Re-booking starting from	€284/sqm
	<i>until October 31, 2024</i>	
	Early bird rate starting from	€289/sqm
	<i>until January 31, 2025</i>	
Member rate starting from	€303/sqm	
	Regular rate starting from	€315/sqm

Application and floorplan

→ www.TheSmarterE.com.br/become-exhibitor

Your sales team

→ www.TheSmarterE.com.br/contacts





INTERSOLAR SOUTH AMERICA

LATAM's Largest Exhibition and Conference for the Solar Industry



Intersolar South America, LATAM's largest exhibition and conference for the solar industry, has a focus on the areas of photovoltaics, PV production and solar thermal technologies. At the accompanying Intersolar South America Conference, renowned experts shed light on hot topics in the solar industry. In mind to leverage LATAM's high solar power potential, Intersolar South America brings together manufacturers,

suppliers, distributors, service providers and partners of the solar industry in order to create a cleaner environment. The exhibition offers the ideal opportunity to discuss the current status and strategic trends for the Latin American PV markets, as well as technology innovations and new business opportunities. With events spanning four continents, Intersolar is the world's leading exhibition and conference series for the solar industry.



EES SOUTH AMERICA

LATAM's Key Event for Batteries and Energy Storage Systems



ees South America, LATAM's key event for batteries and energy storage systems, focuses on energy storage solutions suited to support and complement energy systems with increasing amounts of renewable energy sources and integrating prosumers and electrical vehicles. As part of it, "element1", a dedicated special exhibition, spotlights the high potential of green hydrogen in Brazil. ees South America

brings together investors, utilities, installers, manufacturers and project developers from all over the world. The exhibition offers the ideal opportunity to discuss the current status and strategic trends for the Latin American markets, as well as technology innovations and new business opportunities. Together with ees Europe in Munich and ees India in Gandhinagar, the global ees exhibition series is represented on three continents.



ELETROTEC+EM-POWER SOUTH AMERICA

The Event for Electrical Infrastructure and Energy Management



Eletrotec+EM-Power South America is the event for electrical infrastructure and energy management. The exhibition focuses on technologies for electrical energy distribution as well as services and software solutions for energy management at grid, utility or building level. The exhibition unites professionals

and companies in the areas of design, assembly and maintenance of electrical infrastructure, reaching from distributed generation with renewable sources to aerial and underground distribution networks to transforming substations, street lighting, industrial and building facilities.



POWER2DRIVE SOUTH AMERICA

LATAM's Key Exhibition and Conference for Charging Infrastructure and E-Mobility



In 2024, Power2Drive South America had its premiere as LATAM's key exhibition and conference for charging infrastructure and e-mobility. The exhibition highlights the significance of electric cars for the energy mix and the sustainable transport of the future. It introduces innovative charging solutions, battery concepts and business models for sustainable e-mobility. Power2Drive South America is the ideal meeting point for manufacturers, suppliers,

installers, distributors, fleet and energy managers, e-mobility service providers and start-ups. The exhibition offers the opportunity to discuss the current trends and developments for the Latin American markets, as well as technology innovations and new business opportunities. Together with Power2Drive Europe in Munich and Power2Drive India in Gandhinagar, the exhibition series is represented on three continents.

GOOD REASONS FOR PARTICIPATING AT THE SMARTER E SOUTH AMERICA

Always one step ahead:

At the high-class conferences the current and future chances and challenges are on the agenda.

Pole position in LATAM:

In the future, the Brazilian solar market is expected to grow from 37 GW in 2023 to 97.46 GW in 2028, with a CAGR of 23.30%.

The smarter E South America connects the pillars of the new energy world:

Solar, energy storage, e-mobility and energy management belong together.

Meet your prospects, make connections:

Exhibitors of past The smarter E events highlighted the quality as well as number of exhibition visitors.

Innovative e-mobility solutions on the exhibition floor:

Highlighting the significance of electric cars for the energy mix and transport of the future.

In the spotlight:

The event is broadly covered by national and international media and online channels.

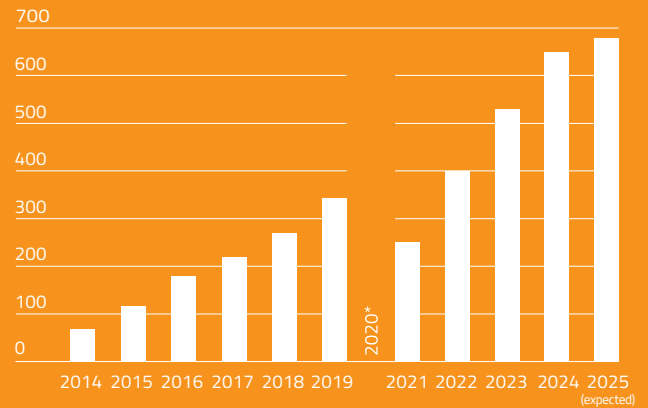
The business platform for renewables:

At The smarter E South America 2025 more than 58,000 visitors and over 680 exhibitors are expected to join.

Energy storage and energy management:

Key elements for stabilizing and modernizing the electricity sector.

Number of Exhibitors



* No figures are available for 2020 as the event was postponed on account of Covid-19.

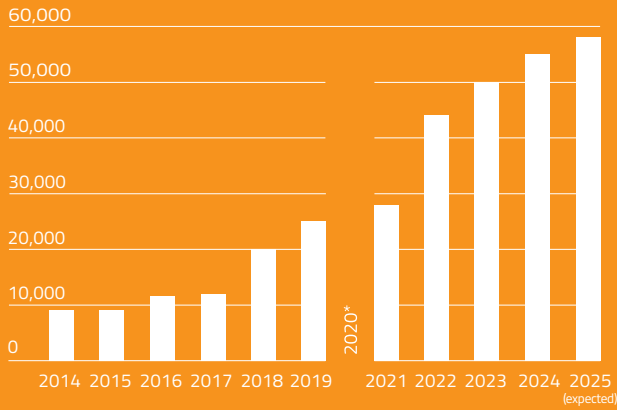


Logo upload for your company profile

- Enhanced visibility in the exhibitor lists
- Improved recognition and brand awareness
- The basis for a professional company presentation

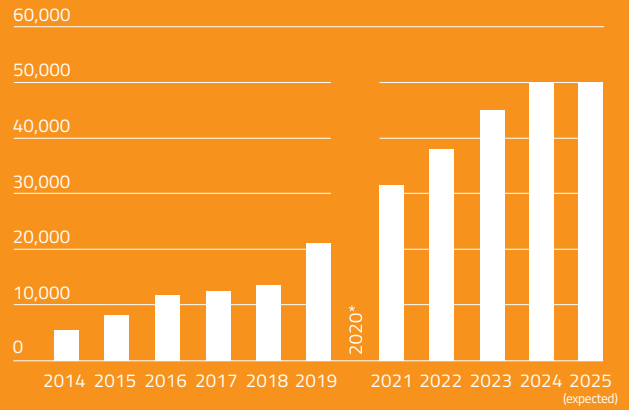
IMPRESSIVE NUMBERS

Number of Visitors



* No figures are available for 2020 as the event was postponed on account of Covid-19.

Exhibition Area (gross)



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SERVICES FOR YOUR SUCCESS



Extend your digital company profile

- More personalized content for your profile for more visibility
- Share your innovations with the media via the digital press kit
- More detail for compelling product presentations



Book job postings – Reach industry experts by using the The smarter E job Portal

- Find the perfect candidate via our job portal
- Present your employer brand
- Hide filled positions



Become a sponsor and showcase your brand

- Increase brand and product awareness
- Showcase your company beyond your exhibition booth
- Reach your target group



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