



AUG
27-29
2024

EXPO CENTER NORTE, SÃO PAULO, BRAZIL

**LATAM's Largest Platform
for the New Energy and
Mobility World**

THE SMARTER E SOUTH AMERICA



SETTING ENERGY TRENDS

Brazil's growth to one of the biggest solar markets in the world has developed over the past couple of years – and has put it on number seven of the global top solar markets 2020–2021 with 5.5 GW of installed solar PV capacity, making it the biggest market for solar PV in Latin America. In Brazil, solar PV has become increasingly competitive to the prevailing traditional source for electricity generation, hydro power, due to water shortages in Brazil's rivers. Solar radiation guarantees an unlimited potential for solar PV development, but limitations due to insecure investment conditions, high taxes and protective market restrictions persist. Driven by the growth of renewables, other technologies envision great market potential. Especially energy storage can play an essential role. At The smarter E South America, LATAM's innovation hub for the new energy world, three 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 take place at the Expo Center Norte in São Paulo, Brazil, on August 27–29, 2024, bringing 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 & Energy Storage Systems
- **Eletrotec+EM-Power South America** – The Event for Electrical Infrastructure and Energy Management
- **Power2Drive South America** – LATAM's Key Exhibition and Conference for Charging Infrastructure and E-Mobility



EXHIBITION QUICK FACTS

Dates	August 27–29, 2024	
Location	São Paulo, Brazil	
Venue	Expo Center Norte	
Booth Pricing	Re-Booking starting from	€270/sqm
	<i>until October 31, 2023</i>	
	Early Bird Rate starting from	€275/sqm
	<i>until January 31, 2024</i>	
Member Rate starting from	€289/sqm	
	Regular Rate starting from	€300/sqm

Application and Floorplan

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





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 & Energy Storage Systems



ees South America, LATAM's key event for batteries & 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. 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 has 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 provider 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



Pole position in LATAM:
Brazil is one of the top global solar markets expected to reach 54 GW total solar capacity by 2026.



Innovative e-mobility solutions on the exhibition floor: highlighting the significance of electric cars for the energy mix and transport of the future.



The smarter E South America connects the pillars of the new energy world: solar, energy storage, e-mobility and energy management belong together.

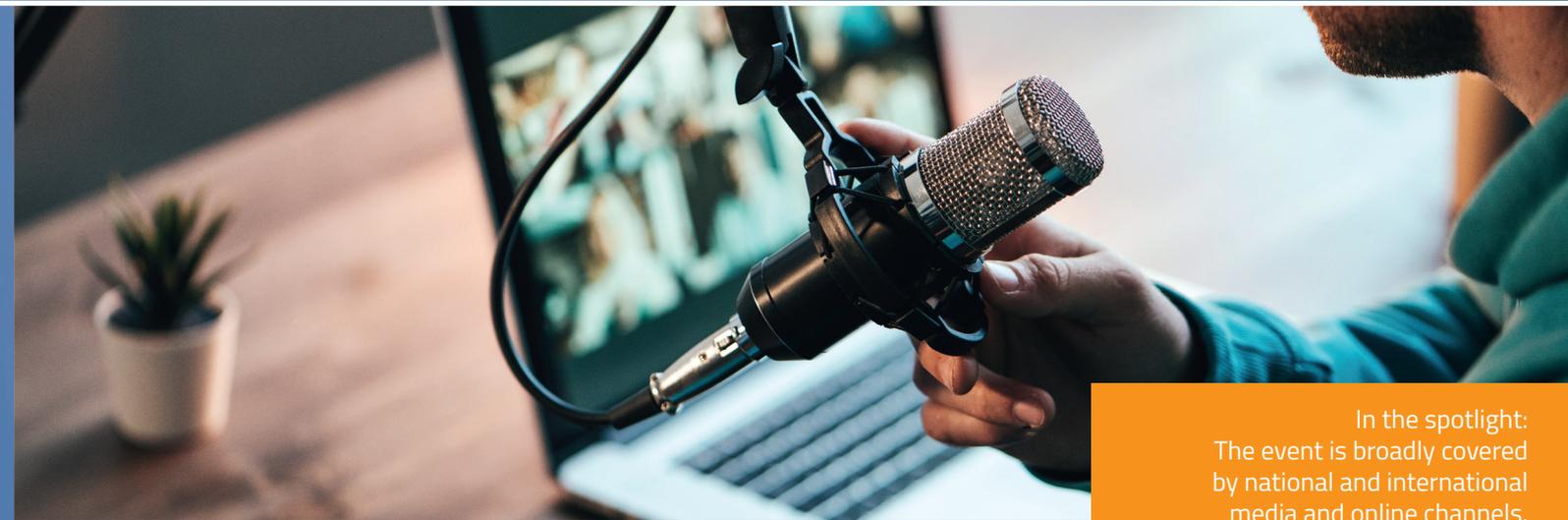


Meet your prospects, make connections: Exhibitors of past The smarter E events highlighted the quality as well as number of exhibition visitors.

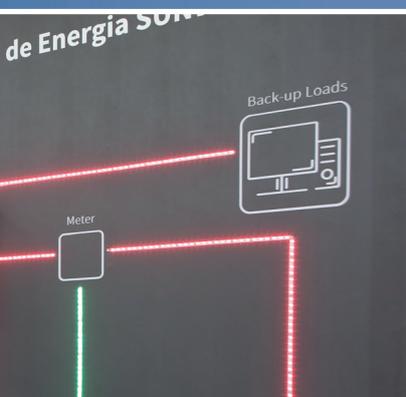




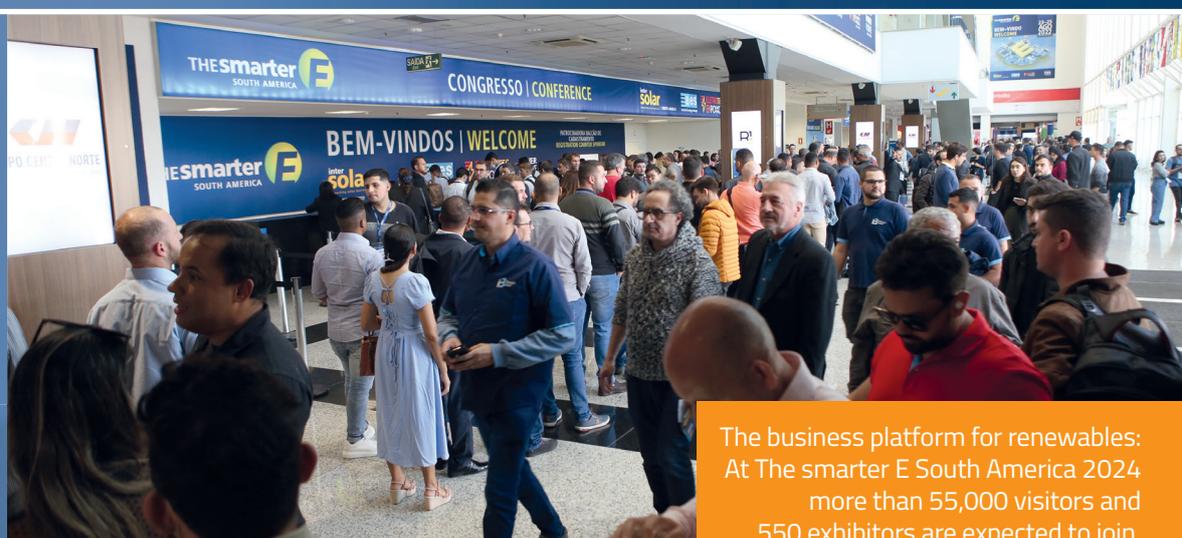
Always one step ahead:
At the high-class conferences the
current and future chances
and challenges are on the agenda.



In the spotlight:
The event is broadly covered
by national and international
media and online channels.



Energy storage and energy
management are key elements
for stabilizing and modernizing
the electricity sector.



The business platform for renewables:
At The smarter E South America 2024
more than 55,000 visitors and
550 exhibitors are expected to join.



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