

## **Expoforest 2023**

### ***The world's largest dynamic forestry fair reaches its fifth edition***

Brazil has almost 10 million hectares of forests planted for commercial purposes. The vast majority is formed by two main genres, eucalyptus, and pine. The planted forests in the country are the most productive in the world and supply pulp and paper industries, reconstituted panels, steel, mechanically processed wood products and many others. In the last few years, this entire industry has attracted significant international investment to the sector. Forestry-based companies that already operate in Brazil have also announced expansions of their industries and forests. New possibilities for the use of wood derivatives give rise, every day, to bioproducts originating from cultivated forests.

Curitiba, 1977: this year, a seminar conceived by Jorge Malinovski, an enthusiast of forestry harvesting in Brazil, started a series of events that culminated in the conception of Expoforest, currently the only dynamic forestry fair in Latin America.

The event grew over the years and in 2008 Expoforest, the Brazilian Forest Fair, was born within this context. Modern and innovative even at that time, it brought together in the capital of Paraná state professionals and companies that believed in and played a leading role in the planted forest sector.

The second edition, in 2011, had an exponential leap in the organization and promotion of the fair and it turned into the first and only dynamic forestry fair in Latin America, with practical and field demonstrations of the most modern solutions for planting, handling, harvesting and transporting wood. Since then, Expoforest has become the main event to launch technologies aimed at wood production from planted forests on the world market.

2011 and 2014 editions took place in Mogi Guaçu, São Paulo state, within a clonal eucalyptus forest belonging to International Paper, currently Sylvamo. In 2018, also in partnership with Sylvamo, Expoforest was held in Santa Rita do Passa Quatro, near Ribeirão Preto, São Paulo state. The Brazilian Forestry Fair brought together 240 exhibitors and 30,000 visitors, surpassing expectations and placing Brazil in a prominent position on the world map of large sectoral and dynamic fairs.

“At each edition the fair evolves, bringing different interactions with the public and exhibitors. We have noticed that big brands take advantage of Expoforest to launch new solutions for the forest sector worldwide. The fair is really a showcase for the market. Professionals from all over the world come to Brazil to participate in the experience that is Expoforest. They look for novelties that make the sector more productive and sustainable at the same time”, explains Ricardo Malinovski, director of Expoforest.

The fifth edition will take place next August, from 9th to 11th, in the city of Guataporã, about 40 kilometers from Ribeirão Preto, São Paulo state. Once again, the fair will be inside a eucalyptus plantation area belonging to Sylvamo, Expoforest's master partner.

The total area of the fair is over 200 hectares and has already been demarcated. As traditional in Expoforest editions, the fair will be divided into two parts: the static, with 7.5 hectares and 01 kilometer in length; and dynamic, with 3.7 kilometers of trails and 150 hectares. The total space also includes two parking lots, one measuring 6 hectares and the other measuring 2 hectares.

The expectation is that the largest dynamic forestry fair in the world will receive more than 30,000 visitors again in 2023.

In addition to the fair, the Brazilian Forestry Week program includes two technical events that will take place in Ribeirão Preto: XIX Update Seminar on Wood Harvesting Systems and Forestry Transport, traditional and oldest technical event in the sector; and 5th Brazilian Forestry Meeting, co-organized by Embrapa Florestas.

For the second consecutive edition, the theme of crop-livestock-forest integration (ILPF) will be present at Expoforest. Embrapa, through its Units Embrapa Florestas, Embrapa Gado de Corte and Embrapa Pecuária Sudeste, with the support of the ILPF Network, is installing a dynamic area at the fair, where it will demonstrate the integration of livestock with eucalyptus, with system forest management aimed at producing biomass, which can serve sectors such as cellulose, paper and energy. In the area, different pasture types will also be demonstrated.

### **Service - Brazilian Forestry Week - August 7th to 11th, 2023**

What: Wood Harvest and Transport Seminar + Brazilian Forestry Meeting

When: August 7th and 8th

Where: Ribeirão Shopping

What: Expoforest 2023

When: August 09th to 11th

Where: Guatapar, Rodovia Antnio Machado Sant'Anna (SP-255), km-39

Tickets: [www.expoforest.com.br](http://www.expoforest.com.br)

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