

Brazil: Copacabana beach, the Rio carnival, Sugarloaf Mountain, football...



... and the world's largest sugar producer. A total of about 450 factories produce almost 40 million tons of sugar annually, putting Brazil well ahead of the runner-up, India, whose overall production amounts to about 25 million tons.

It is hardly surprising then that the annual Fenasucro & Agrocana – after all, the world's largest trade fair for the sugar and alcohol industry – has been held at Sertãozinho, the centre of the Brazilian sugar industry in the state of São Paulo, for 20 years. Every year, over 400 exhibitors present their offerings to an average of 30,000 and more visitors.

In setting up its subsidiary BMA Brasil Equipamentos Industriais Ltda., BMA prepared the ground for successful business in Brazil. And 2012 was the second year in which the BMA Group had its own stand at the Fenasucro fair. For 4 days, BMA presented its broad range of products and services for all areas of the sugar industry to interested trade visitors from Brazil and a number of other Latin American countries. Many took this opportunity to find out about new developments such as BMA's brand-new E1810 batch centrifugal, its extensive range of equipment, and the Group's many different automation and engineering solutions.

Overall, there was clearly much interest in BMA products and services. In particular, visitors expressed their delight at BMA's renewed presence in Brazil. The announcement that an



in-country service team would be set up in 2013 was met with great enthusiasm.

BMA has many years of experience and extensive knowledge in both the beet and cane sugar industries. Hence, for instance, the invitation in 2011 to speak at the Semana Tecnológica Industrial of the Brazilian centre for cane sugar technology, the Centro de Tecnologia Canavieira (CTC), where BMA presented a paper on the differences of extracting sucrose from sugar beet and sugar cane.

Exhibition grounds of

Fenasucro & Agrocana





At this year's ISSCT congress in São Paulo, BMA will contribute another paper, discussing the possible applications and advantages of falling-film evaporators and reporting on experiences gained with them in the cane sugar industry. There will also be ample opportunity for interesting discussions at the BMA stand.

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"Meet and greet" BMA in Brazil in 2013

- 24 - 27 June 2013
ISSCT in São Paulo
- 27 - 30 August 2013
Fenasucro in Sertãozinho
- Throughout the year
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