

## Record expectations for exports open the way for even more protagonism from the Brazilian ports and terminals

*Growth potential in Brazil will pass through the investments made in technology, in order to gain greater operational efficiency, which have become high priority for the country's port industry*

April 1, 2024, Sao Paulo, Brazil - In Q1 2024, Brazil's exports increased by 4.7% compared to the same period in 2023, reaching US\$ 65.57 billion with imports increasing by 0.6% hitting a total of US\$ 50.05 billion.

According to the Brazilian Ministry of Development, Industry and Foreign Trade, the year 2024 has started with intense activity for the country with regard to international trade. In comparison to January of last year, trade volume grew by 18.5%. The ministry's expectation is that Brazil's sets another record with its exports in 2024 with a projection of reaching US\$ 348 billion.

This positive scenario places the planning of the port industry as an increasingly strategic component to Brazil's economic development. The implementation of innovation and technology, as a driver for greater operational efficiency and increased optimization of resources and processes, has become a strong focus for the leadership and management teams in the port industry throughout the country.

Within this context of opportunity and evolution for the port industry, the first edition of the **Port Performance Summit Brasil 2024** will be held in Sao Paulo, Brazil on October 2-3 at the AMCHAM Business Center. The conference program of the content-focused event will be dedicated to discussions on innovation, technology, automation and digitalization for ports and terminal operators. Leading technology companies, thought leaders and industry specialists will come together to present and debate the top applications of technology and advanced solutions in the port industry, as well as the key strategies for innovation and next-generation operations for effective port management.

"The role of the port industry in supporting this expressive growth in Brazilian exports is of tremendous importance, and the industry's projected investments in technology in the upcoming years will contribute significantly to the country's ability to see exports continue to grow consistently and continuously," explains Michael Fine, Director of DDLM, organizer of the **Port Performance Summit Brasil 2024**.

Citing the four cornerstones of the **Port Performance Summit Brasil 2024**, Fine continues, "The event is a direct response to the Brazilian port industry's strategic priorities, today. By dedicating the conference program to innovation, technology, automation and digitalization, we have created space within the calendar year for in-depth critical discussions, knowledge exchange and key insights that will help guide the planning and future strategies for the ports and terminal operators throughout Brazil."

## **Summit: A Platform for Innovation, Knowledge and Networking**

With the “content-first” event strategy, the **Port Performance Summit Brasil 2024** will offer interactive painels, case studies and speaking sessions focused on innovation, the key applications for technology and advanced solutions, and their respective results for the growth of the business. The event’s mission is to create an environment where port industry professionals at the leadership, managerial e operational levels can gain a deeper understanding of the leading technologies available in the market.

“We have great expectations for the **Port Performance Summit Brasil 2024**,” explains Angelino Caputo, Executive Director of ABTRA (Brazilian Association of Terminals and Customs Centers), one of the most traditional business associations for the port industry in Brazil, which has represented the country’s main operators of customs centers for more than 30 years. “The themes that will be presented, especially those of innovation and technology, will be of tremendous valor to the port logistics industry, contributing to improvements in Brazil’s foreign trade, as well as to the country’s economy,” continues Caputo.

The conference program will include 16 hours of industry-leading content and will be structured in the following nine macro themes: Automation & Otimization, Digitalization, Software, Mobility & Cargo Movement, Security, Detection & Monitoring, Connectivity & Cybersecurity, ESG, Data & Analytics, and Innovation.

“We expect to have a diverse group of port industry professionals at the event, with executives coming from several company departments, such as Operations, Planning, Infrastructure, Engineering, Port Management, Innovation, Projects, Maintenance, Transport/Logistics, ESG, Safety, Security, Purchasing, and IT,” details Fine. According to the event executive, “The **Port Performance Summit Brasil 2024** is more than an event; it is a platform dedicated to driving the future of the port industry in Brazil.”

### **Service:**

#### **Port Performance Summit Brasil 2024**

**Date:** October 2-3, 8:30am – 5:30pm

**Venue:** AMCHAM Business Center - Rua da Paz, 1431 - Sao Paulo, Sao Paulo, Brazil

**For more information:** [www.portperformancesummit.com.br](http://www.portperformancesummit.com.br)

**Official Support:** ABTRA (Brazilian Association of Terminals and Customs Centers), ATP (Brazilian Association of Private Maritime Terminals) e CBC (Brazilian Chamber of Containers)

**Organization:** DDLM (Double Down Live Marketing)

### **Port Performance Summit Brasil 2024 on Social Media:**

Facebook: <https://www.facebook.com/profile.php?id=61556534293757>

Instagram: [https://www.instagram.com/port\\_performance\\_summit/](https://www.instagram.com/port_performance_summit/)

LinkedIn: <https://www.linkedin.com/company/port-performance-summit-brasil/>

**About DDLM**

DDLM is a Sao Paulo-based company specializing in corporate events, whose team has more than 30 years of experience in the industry. As an established company within the Brazilian event marketplace, it firmly believes in the power of in-person events to contribute to the growth and development of any industry.

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