



JOIN THE EUROPEAN PAVILION AT THE SMARTER E SOUTH AMERICA

Solar Market in Brazil –

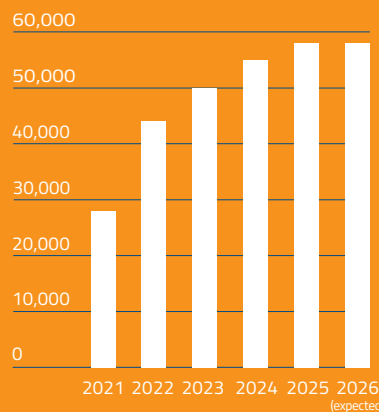
Latin America's Fastest-Growing Renewables Hub
Brazil has rapidly evolved into the most dynamic solar market in Latin America, transforming into one of the world's leading PV growth regions. The country ranked number 4 of the world's biggest solar markets in 2024, adding 18.9 gigawatts (GW) in only one year according to Solar PowerEurope. Its market study "Global Market Outlook for Solar Power" states the country reached around 53 GWAC of cumulative installed PV capacity in 2024. This rapid expansion continues: The Brazilian national solar association ABSOLAR reported that Brazil surpassed 60 GW by mid-2025. Brazil's federal energy planning agency EPE published graphs showing that PV already covered 9.3 percent of total electricity demand in 2024. With abundant solar resources, rising electricity demand a stable regulatory framework and a growing domestic solar industry, solar power has become a central pillar of Brazil's clean energy mix.

Seize the opportunity to showcase your innovations, forge strategic partnerships, and contribute to shaping the future of sustainable energy in one of Latin America's most dynamic markets!

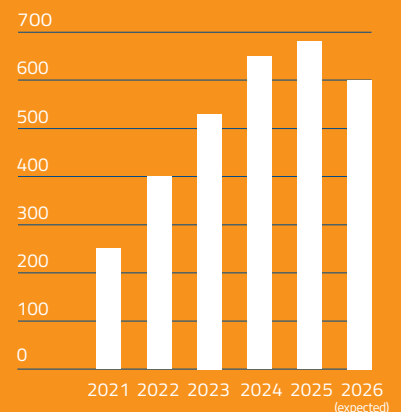
Quick facts

Dates August 25-27, 2026
Hours 12:00pm–8:00pm
Venue Expo Center Norte
José Bernardo Pinto St., 333
Vila Guilherme, Zip code: 02055-000
São Paulo, SP Brazil

Number of Visitors



Number of Exhibitors



LATAM's Largest Alliance of Events for the Energy Industry

The smarter E South America will take place from August 25–27, 2026 in São Paulo, 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
- **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

REASONS TO BE PART OF THE EUROPEAN PAVILION

The participation at The smarter E South America via the European Joint Pavilion offers an excellent opportunity to enter the Brazilian renewables market. The pavilion's complete package lets you concentrate on your business, while we facilitate the rest.

Cost savings through...

an all-inclusive and attractively designed package. See the complete list for fit out items.

Less preparation effort by...

- technical/organizational support from our team – before, during and after the exhibition
- reservation of shared floor space in a good location
- conception of the pavilion by an experienced planner
- reduced coordination effort with the exhibition organizer

Plus...

- more attention compared to individual exhibitors through dedicated pavilion marketing by the organizer
- good visibility as the pavilion is placed prominently and marked on the floor plan

Your target group is waiting for you

More than 58,000 visitors are expected to attend. The 3-day event is attracting investors, utilities, installers, manufacturers and project developers from all over the world.

The Brazilian non-hydro renewables market gathers pace

The Brazilian power system is by far the largest in Latin America. Solar PV in combination with energy storage and energy management systems are gaining importance.

All under one roof – The perfect match

4 exhibitions with more than 600 exhibitors covering topics of the new energy world on the platform The smarter E South America uniting solar energy, energy storage, energy management and e-mobility.

There is so much more

Apply for the coveted AWARD, check out the speaking opportunities at the Innovation & Application Stages and network at various side-events. Expand your brand awareness by booking attractive sponsorships. The smarter E South America is more than an exhibition.

Individual services

9 or 12 sqm booth within the pavilion including

- Carpet
- Lighting (1 spotlight for each 3 sqm)
- 1 outlet 220 V/500 W
- White and semi-transparent partition walls
- Name board
- Company logo on counter*
- Graphic on backwall*
- 1 table, 3 chairs, 1 stool, 1 counter, 2 shelves
- Trash can
- Fire extinguisher
- Power supply point
- City hall taxes
- Cleaning fee (set-up/dismantling)
- Online entry with logo and description (Portuguese & English)
- 5 product groups in the online exhibitor list free of charge
- Exhibitor passes (3 per 9 sqm and 4 per 12 sqm)
- 10% discount on Full Conference Passes

*Data as file (.eps) to be provided by exhibitor

Find further information online



Contact

Ms. Kristin Merz
Tel.: +49 7231 58598-299
merz@solarpromotion.com

All this for just one great price!

9 sqm: €4,500

12 sqm: €5,600

Organizers



Co-Organizer

