



NOTHING IS STRONGER  
THAN WALKING **TOGETHER**

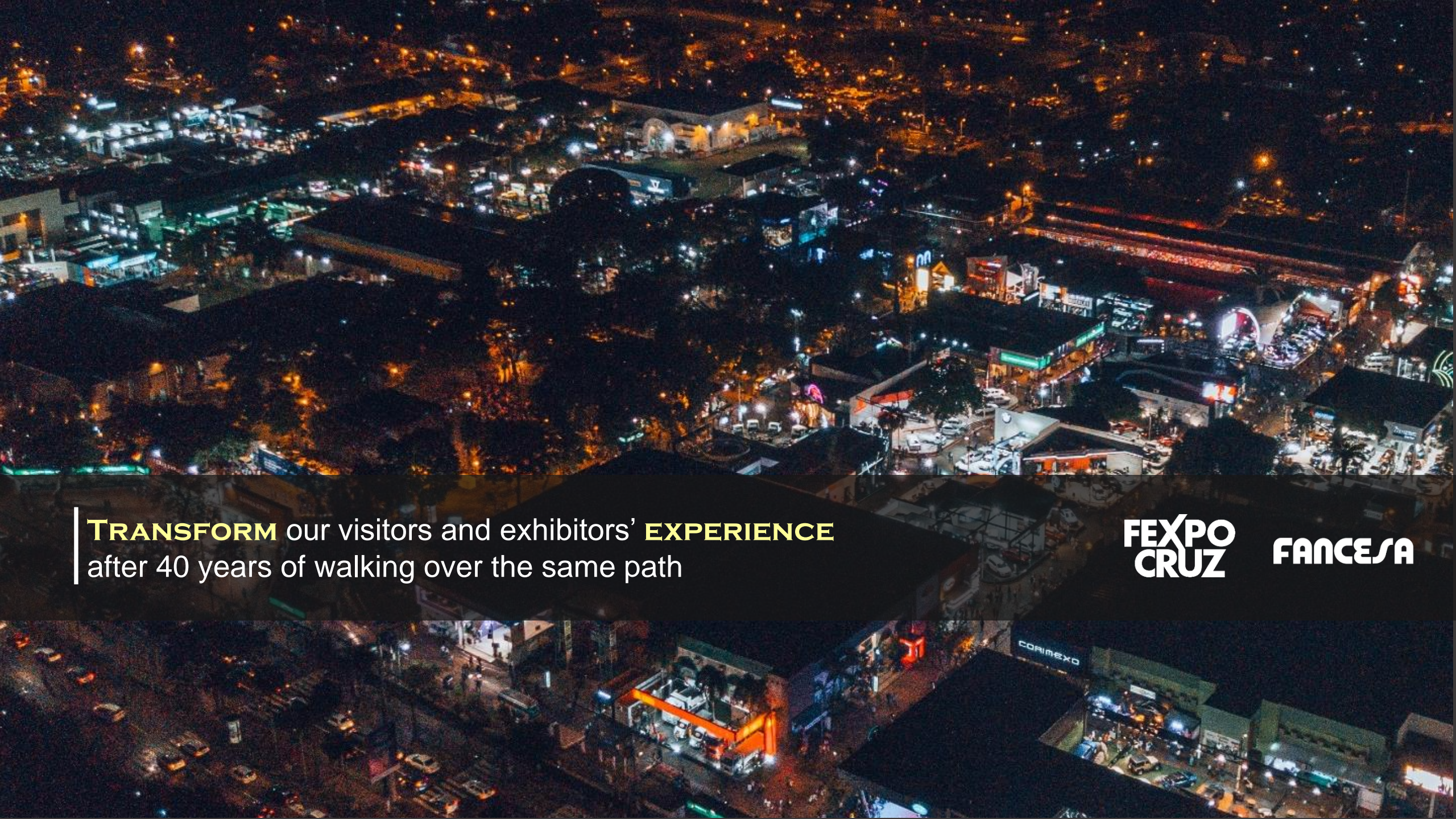


**WHAT WAS THE PROJECT'S  
PURPOSE?**

**FEXPO  
CRUZ**

**FANCESA**





**TRANSFORM** our visitors and exhibitors' **EXPERIENCE**  
after 40 years of walking over the same path

**FEXPO  
CRUZ**

**FANCESA**





WHO WILL BENEFIT WITH THIS PROJECT?

**FEXPO  
CRUZ**

**FANCESA**





**1.000.000** Visitors

**+ 3.000** Exhibitors

*THAT FEXPOCRUZ RECIEVES EACH YEAR*

**FEXPO  
CRUZ**

**FANCESA**





**WHAT WAS THE PROJECT  
ABOUT?**

**FEXPO  
CRUZ**

**FANCESA**



***"ALONE WE CAN GO FASTER,  
BUT TOGETHER WE CAN GO  
FARTHER"***

This is how the alliance between  
FEXPOCRUZ and FANCESA was  
born whose results and benefits will  
last for various decades

**FEXPO  
CRUZ**

**FANCESA**



We replaced **20.000 SQUARE METERS** of tiles with rigid cement which will improve the **EXPERIENCE AND THE COMFORT** of visitors and exhibitors while walking inside the most representative venue of Bolivia



**FEXPO  
CRUZ**

**FANCESA**



The tile, which is a distinctive object with **HISTORICAL VALUE** for the city of Santa Cruz, was **REUSED** after being extracted, and then taken to two parking lots, turning them into multifunctional spaces.

**FEXPO**  
**CRUZ** **FANCESA**








**WHAT WAS THE IMPACT OF THE INITIATIVE IN THE  
INDUSTRY?**

**FEXPO  
CRUZ**

**FANCESA**





Little by little, It fulfills all the standard requirements of international fairs,  
**LEADING US TO BECOMING A WORLD CLASS FAIR.**

**FEXPO  
CRUZ**

**FANCESA**





Growth does not always depend on oneself, but in the **JOINT EFFORT** of both competitive and visionary entities.

**FEXPO  
CRUZ**

**FANCESA**





WHAT IS THE RESULT?

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CRUZ**

**FANCESA**



It is more a social-economic outcome which provides **GREATER SATISFACTION** to our visitors, and indirectly brings better results to our exhibitors

FEXPO  
CRUZ

FANCESA







WHAT DO WE LEARN?

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CRUZ**

**FANCESA**





UNA ALIANZA  
**EL PROGRESO**



“COMING TOGETHER IS A BEGINNING; KEEPING TOGETHER IS PROGRESS; **WORKING TOGETHER IS SUCCESS.**” HENRY FORD

**FEXPO  
CRUZ**

**FANCESA**





| IN OTHER WORDS

**FEXPO  
CRUZ**

**FANCESA**





11,5 million  
Population

Developing  
country

For **BOLIVIA**, as a country, growing is a challenge

**FEXPO  
CRUZ**

**FANCESA**



2,5%

Impact in the  
departmental GDP

70%

Of the Bolivian food  
production is made in  
Santa Cruz

**EXPOCRUZ** is the exotic fruit of Bolivia, the engine of our country and  
icon of our identity

**FEXPO  
CRUZ**

**FANCESA**





**FEXPO  
CRUZ**

**FANCESA**





***WHEN TWO GREAT FORCES COME TOGETHER, THEIR  
EFFECTIVENESS DOUBLES UP***

