

UFI AWARDS 2023
Category: Sustainable Development Award

Company name: Emme Brasil

Corporate name: Emme Intermediação de Negócios Ltda.

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Event: PROWINE SÃO PAULO – The largest Wine and Spirits trade fair in the Americas.

Exhibitors: Producers, importers, gadgets and wine services, sparkling wines and spirits.

Target group: Beverage importers and exporters, distributors and wholesalers, supermarkets and hypermarkets, bars, restaurants, hotels, sommeliers, specialized wine and spirits retailers and consultants.

Objective: Producers and distributors showcase their beverages to a specialized audience, focusing on growing their network and creating brand awareness, thus increasing their market share. Market education through exclusive content.

2019 – first edition

Date: 17 - 19 October 2019

Venue: Transamérica Expo Center, São Paulo - Brazil

2021 – second edition

Date: 05 - 07 October 2021

Venue: Transamérica Expo Center, São Paulo - Brazil

One of the first 100% face-to-face B2B trade fairs that took place after the release of events in SP due to the COVID-19 pandemic. Despite the restrictions, the fair was a success, gathering a number of visitors above expectations, while complying, however, with all the rules imposed by the SP government.

2022 – third edition

Date: 27 - 29 September 2022

Venue: Expo Center Norte – Blue Pavillion, São Paulo - Brazil

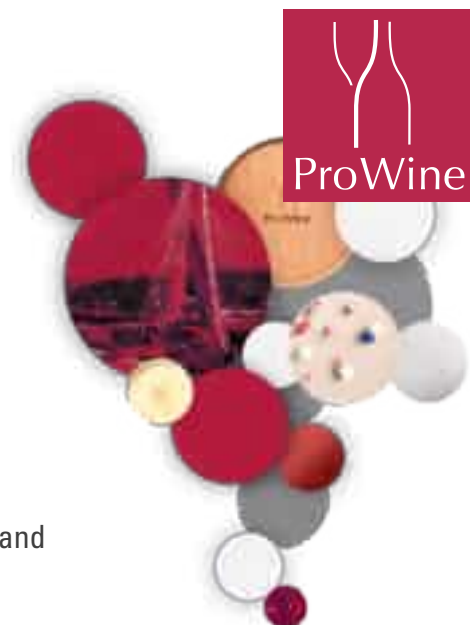
The fair provides, with its partners, sustainability actions for better practices during the days of the event, educating exhibitors, visitors, suppliers and staff.

ABRABE – Glass Is Good

The Brazilian Beverage Association (ABRABE) is responsible for Glass is Good, a pioneering program of reverse glass logistics, which involves the entire production chain. Since our event's first edition, we have been overly concerned with sustainability and the destination of all the glass used in the fair.

In comparative terms, from 2021 to 2022, with ProWine São Paulo's exponential growth, we increased glass collection by 185.2%. This resulted in socio-environmental gains of 2.587,20 kWh in energy savings, reduction of 2.856,70 kgCO2 in greenhouse gas emissions, reduction of 6.468 kgMP in the extraction of raw material, and a direct social impact to 48 cooperative members and their families.

The goal for 2023 is to double this glass collection numbers, resulting in even greater socio-environmental gains.



International Trade Fair for
Wines and Spirit

www.prowinesaopaulo.com



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CORTICERIA PAULISTA

This project of recycling cork stoppers embraces a global trend of sustainability and preservation of the planet, with initiatives already in progress in several countries, such as Portugal, Spain, United States of America, Canada, France, Italy, United Kingdom, South Africa and Australia. In 2022 ProWine São Paulo collected corks from all exhibitors. To assist in this collection we created the "corkmeter" – a bottle-shaped container with a real-time count of the corks that were thrown in there by exhibitors and visitors. In addition to that, all the booths were equipped with a large cork container to help with the cork collection and storage.

The recycled cork will no longer be used to produce cork stoppers for wines, but in its condition of being a 100% natural product, extracted from a centenary tree, through the project of collecting and recycling used cork stoppers, it will provide this raw material with new forms of use, which after being crushed and treated can be used in the manufacture of products in many different segments: bill boards, flooring, wall coverings, mixed cork and rubber sheets for car gaskets, decoration for footwear and environment, bags and clothing, acoustic isolation and thermal isolation items and crafts in general.

NETTER

Netter's machines were used to sanitize all the glasses used during ProWine São Paulo. In 2022 we worked with a rotativity of 22.000 glasses in operation during the 3 days of the event. All washing is done at high temperatures, with waste control and with a special detergent free of chemical components that might be harmful to the environment. In addition to washing, the machines also perform the drying process, which removes the need of any kinds of paper for this purpose.

TES Cenografia

The visual communication of all the entrance / lobby / registration of the event is printed on fabric that is then duly recycled. It is through the third sector institution called Grupo Primavera that the fabrics used in events become sheets, pillows and rag dolls, generating income for hundreds of families and reducing the environmental impact.

TRIART ESTANDES

The basic booth assembly is done through a French system called SODEM. With differentials in part formats, measures and panel finishing, this system is 100% reused, meeting the technical requirements as well as the clients' needs.

EXPO CENTER NORTE

Expo Center Norte has a high voltage substation that supplies power through a high voltage transmission line, which provides higher quality and reliability in the electric power supply. It has two circuits that work as redundancy of power transmission, with a total capacity of up to 30.000 KVA's.

MULTILIXO

Multilixo provides a team and operational structure for the environmental management of the waste collected during the event. It takes into account the adequate segregation of the generated residues, besides the final destination and reduction of the waste destined to landfills. It minimizes the impact caused to the environment, optimizes the natural resources, and generates jobs and income to the cooperative members and third parties.



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