

Eletrolar Show & Latin American Electronics

July 10-13, 2023
Transamérica Expo Center, Brazil



Global Sources Together with the Largest Electronic Show in Latin America

— Leading Suppliers to Seize the Latin American Market

With a population of 600 million, Latin America is one of the most outstanding regions in the world economy.

The Latin American Consumer Electronics Market is expected to register a CAGR of 8.4% during the period 2022-2027.

Consumer electronics is one of the fastest-growing industries in Latin America, owing to the emergence of new technologies. Rapid technological advancements to meet consumer demands may generate market opportunities in the coming years.

As Korea and Latin America embraced trade liberalization in the early 1990s, their bilateral trade grew at an impressive annual rate of 11.5% — reaching a record high of US\$57 billion in 2021.

Trade relations between Vietnam and Latin America have been progressing strongly over the years, and the trade value between them is expected to increase to US\$20 billion by 2025.

Seizing business opportunities by entering the Central and South American Market

- 640 million population to drive consumption
- Great demands of electronics according to research
- Undeveloped manufacturing industry with a few factories in Latin America
- Great potential of e-commerce

Three Key Reasons to Exhibit

- Consolidating the consumer markets in Central and South America with strong demand for electronics in one place
- The biggest electronics tradeshow in Latin America, with loads of famous international and Chinese brands to exhibit
- Together with Grupo Eletrolar, promoting the exhibition with a full plan, to enhance the sourcing effectiveness.



Sao Paulo, Brazil
July 10-13, 2023

Global Sources has been committed to help electronic exporters exploring business opportunities with international buyers over the years, making promotions more effective, and the Eletrolar Show & Latin American Electronics is what you need!



Grupo Eletrolar has been an important B2B platform for the Consumer Electronics, Home Appliances, Mobile Technology and IT Equipment industry in the Latin American market for these 20 years, which established the most comprehensive and complete industry community – with 30,000 buyers in Brazil.

2022 Exhibition Data

- 27,000+ Buyers
- 600+ featured e-retailers
- 500+ Media Coverage
- 4M+ pageviews



2023 Floor Plan & Product Segments



- Consumer Electronics
- Mobile Electronics & Accessories
- Audio Products
- Electronics Components
- Home Appliances
- Lighting & LED