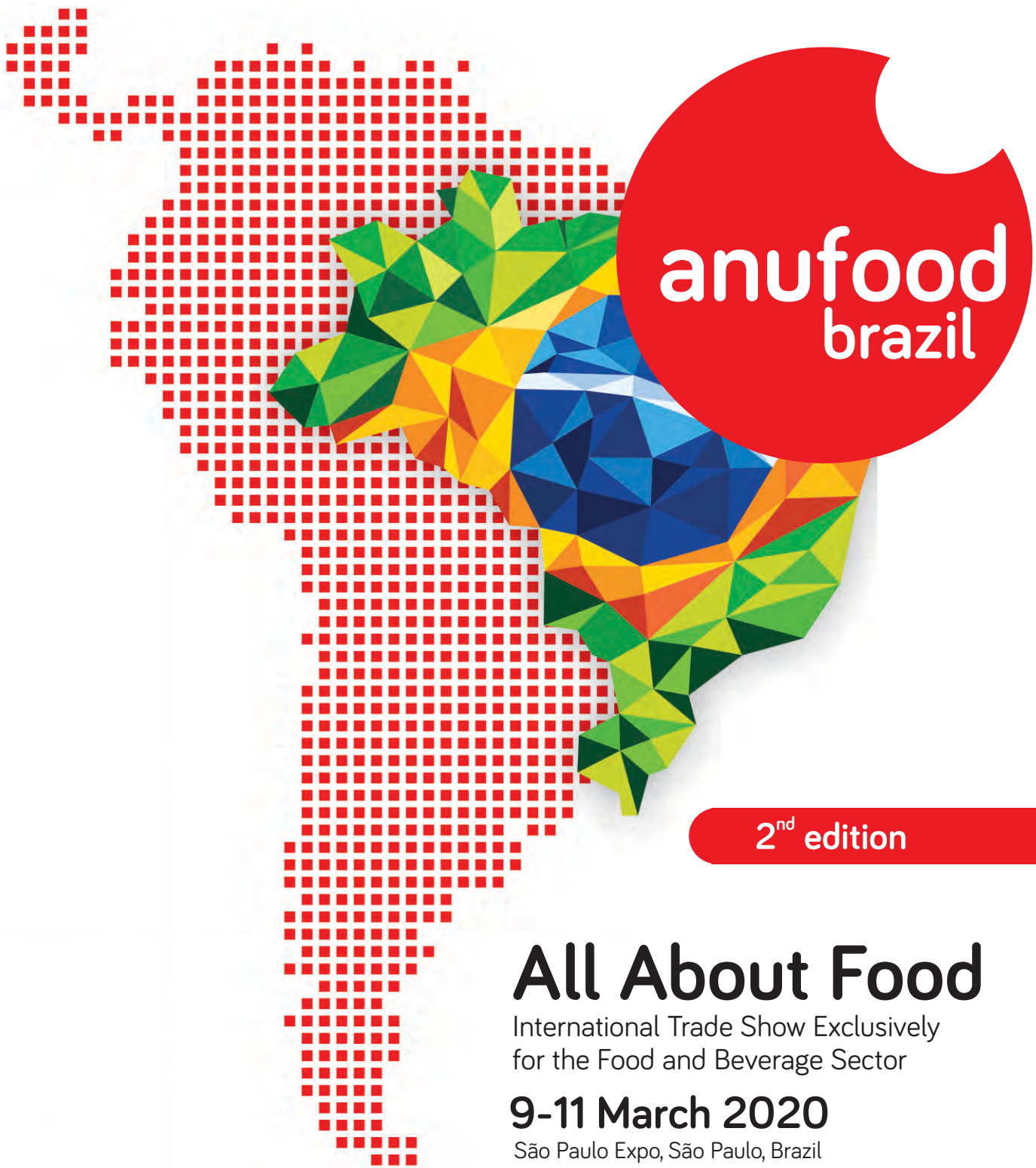


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**anufood  
brazil**

**2<sup>nd</sup> edition**

# All About Food

International Trade Show Exclusively  
for the Food and Beverage Sector

**9-11 March 2020**

São Paulo Expo, São Paulo, Brazil

Strategic partnership



Conference co-organiser



EUROPE  
PROJETOS

Organiser





# Join ANUFOOD Brazil, the only exclusive trade fair for the food and beverage sector in South America

A premium premiere in 2019, **ANUFOOD Brazil** - powered by Anuga, exceeded expectations and established itself as THE central platform for the food and beverage industry in South America. The trade fair enables your company to establish new contacts and to engage with highly qualified national and international key buyers who are looking for new products and suppliers in the Brazilian market. This event offers you the unique opportunity to expand your portfolio within the high-potential Brazilian market by closing big deals with important buyers from the domestic market as well as to expand your business abroad.

## Why exhibit? All about food

ANUFOOD BRAZIL is the only trade fair in Brazil solely dedicated to food and beverage by representing all segments of this industry.

Koelnmesse as the worldwide leading provider of international nutrition trade fairs will open up the doors to the food market in South America.

### Food Connects

We bring together the global nutrition industry and open the doors to new markets to your company in South America. **We are the accelerator for the food and beverage industry!**

### We are the market

We represent the entire food and beverage industry. In our leading trade fairs around the world, we bring together more than 400.000 buyers.

### We introduce ALL players to your company

Benefit from the professional matchmaking programme with local distributors and top buyers from the various sales channels from Brazil and South America.

Our mission is to connect the entire food and beverage industry with the region's most important buyers and decision makers of all areas in one unique event. **We create the momentum!**







**We** are professional!

We are the energizers for the interests of the food and beverage industry, totally independent from any political or institutional interest. **We do believe that the food and beverage industry deserves their own business platform. And this is ANUFOOD Brazil!**

**We** are powered by Anuga!

Anuga is the world's leading business platform in food and beverages. Through Koelnmesse's global network, buyers from Brazil and all over the world will be directly connected with the South American industry. **Join the Anuga Family!**

## Expectations for the 2<sup>nd</sup> edition of **ANUFOOD Brazil**

**+10,000**  
qualified visitors

**+40 countries**  
international decision-makers  
with purchasing power

**+50 delegations**  
visitors from all over Brazil:  
qualified public buyers

**+2,000**  
pre-scheduled meetings  
in the Matchmaking programme

**+200 exhibitors**  
food and beverage  
exhibitors

**+350 brands**  
companies represented







## Who exhibits?

- 1 Food and beverage manufacturers in general
- 2 Fresh and natural food producers
- 3 Producers of fresh convenience foods and fish products
- 4 Organic food producers in general
- 5 Importers, exporters and distributors

## International Exhibitors

We take care!

- Complete service offer from stand design and construction to final installation/deinstallation
- **Guaranteed matchmaking meetings** with Brazilian importers and distributors
- Checklist for **temporary and permanent Import consultancy**
- **Programme/Seminars on demand** on how to enter the Brazilian food and beverage market including sessions with top buyers, distributors, lawyers etc.
- **Guided store checks** to relevant supermarkets and retail stores

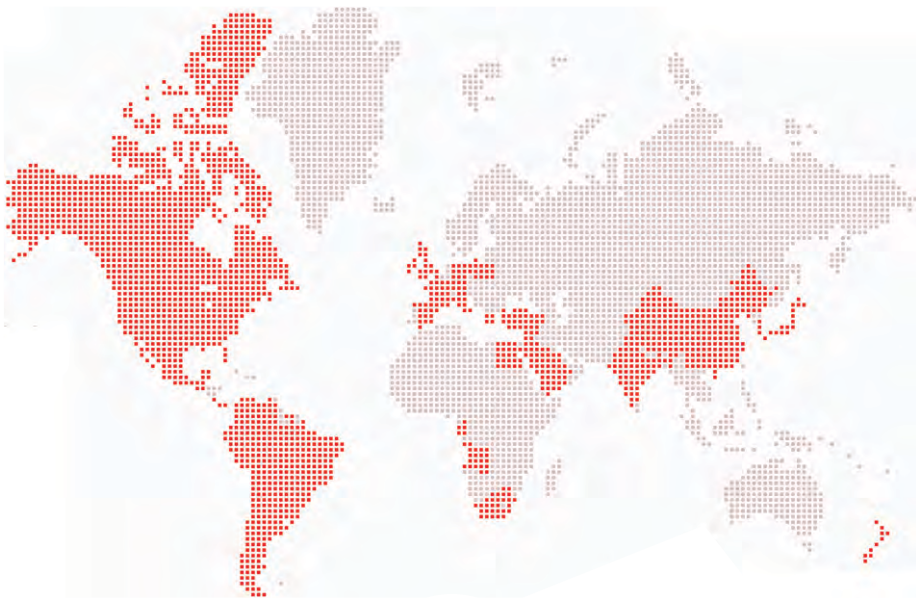
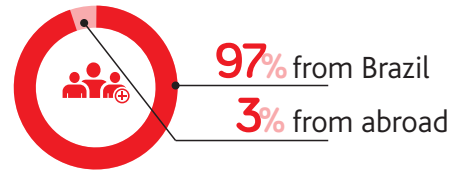
# Facts & Figures

THE food industry's central platform in South America

## Visitors

7,395  
visitors

39  
countries



- Angola
- Argentina
- Bolivia
- Brazil
- Canada
- Chile
- China
- Colombia
- Costa Rica
- Ecuador
- Egypt
- France
- Gabon
- Germany
- Greece
- Guatemala
- India
- Ireland
- Italy
- Japan
- Jordan
- Mexico
- New Zealand
- Panama
- Paraguay
- Peru
- Poland
- Saudi Arabia
- South Africa
- South Korea
- Spain
- Suriname
- Syria
- Turkey
- United Kingdom
- United States
- Uruguay
- Venezuela
- Yemen

94%

of visitors will return to the 2020 edition



## Products of interest to visitors

Food Service	49%
Chilled & Fresh Food	48%
Fine Food	48%
Drinks & Hot Beverages	47%
Meat	43%
Dairy	43%
Organics	43%
Agrifoods	39%
Bread & Bakery	39%
Sweets & Snacks	38%

87%

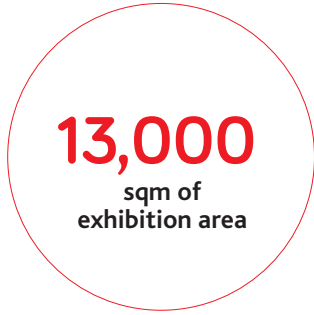
of visitors are looking for new products and suppliers

95%

of visitors are satisfied and would recommend the event to their colleagues



# Exhibitors



Argentina • Canada • Germany  
Italy • Korea • Peru • Saudi Arabia  
UAE • USA • etc.



of exhibitors are satisfied  
with the quality of the visitors



of exhibitors are satisfied  
with the quality  
of the event

"ANUFOOD Brazil is very important for our company to know Brazil, which is a great country. We had the opportunity to meet other suppliers, make new contacts and learn about products. There are many exhibitors who offer a lot of business opportunities."

*Brazil-Arab Chamber - Ashraf Hassan - Head of Operations (Qatar)*

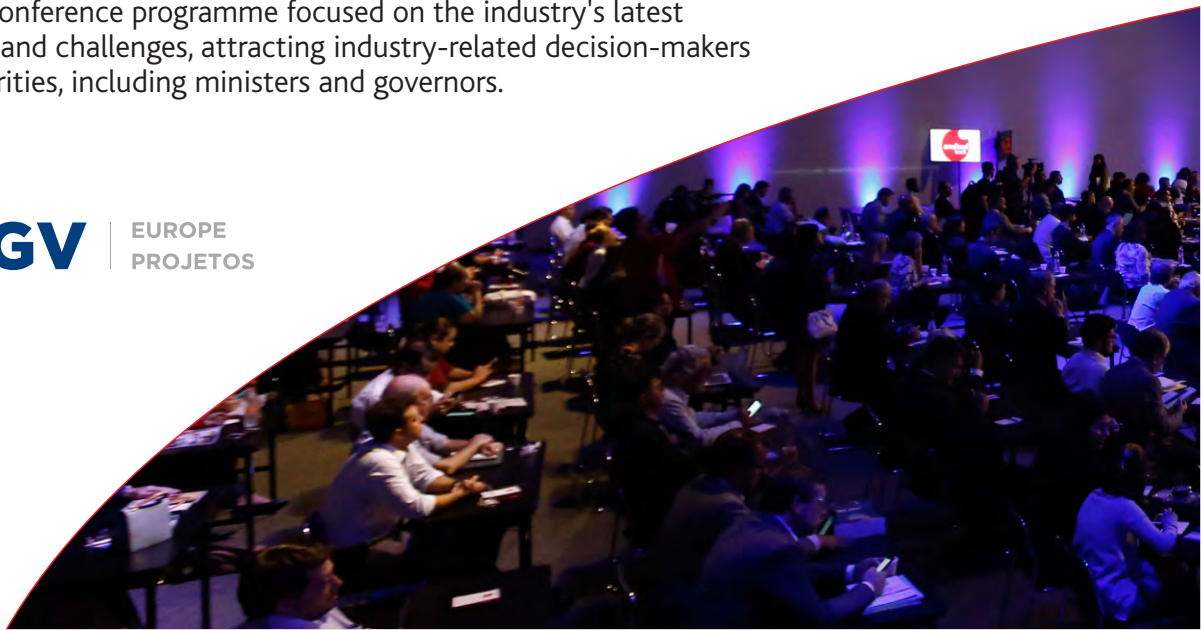
"ANUFOOD Brazil was excellent in bringing together all players in the food production chain. It provided three days of content relevant to area professionals and consumers, and booth space was rich in product diversity, content and business achievement."

*ABIA (Brazilian Food Industry Association) - João Dornellas - President*

## Exclusive partnership

with FGV, the most important think-tank in Brazil

High-quality conference programme focused on the industry's latest market trends and challenges, attracting industry-related decision-makers and top authorities, including ministers and governors.



# Brazil

## Large food consuming market with positive forecasts

- Brazil is a developed country with over 210 million inhabitants; this is the reason why the food industry is one of the most important sectors in this country.
- Brazil imports large amounts of food products and there is a need for high-value products and fine foods.
- The Brazilian food sector registered a growth of 2% in revenues, reaching US\$ 200 billion in 2018.
- The entire food sector represents 9.6% of total GDP. This industry forecasts an increase of 3% in volume and 4% of actual sales.

Source: ABIA - Brazilian Food Industry Association



## Strategic partnerships with key industry associations and entities







# São Paulo Expo

- South America's largest exhibition, congress and convention center
- Garage building with 4,500 places
- 10 minutes away from Congonhas Airport
- Quick access to the main hotels in the area

## About Koelnmesse

Koelnmesse is an international leader in organising food fairs and events regarding food and beverage. Trade fairs such as the Anuga and ISM are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Japan, Thailand and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.



**KOELNMESSE: LEADING TRADE FAIRS FOR FOOD & FOODTEC. NO 1**



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### BOOK YOUR BOOTH

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