



All About Food

International Trade Show Exclusively for the Food and Beverage Sector

9-11 March 2021

São Paulo Expo, São Paulo, Brazil



500+
exhibiting brands

14,000sqm
of exhibition area

15,000
F&B buyers

VISITOR PROFILE

Retail, Foodservice, Horeca, Importation, Distribution, Group Meal Operators and other F&B buyers

EXHIBITOR PROFILE



TOP 10 REASONS TO EXHIBIT

- 1 Exhibition exclusively focused on the F&B industry.
- 2 The most international exhibition in Brazil for F&B manufacturers.
- 3 Unique moment with F&B buyers/importers that only visit ANUFOOD Brazil.
- 4 Great ROI with easy-access exhibition packages.
- 5 F&B buyers that are actively looking for new products and new suppliers.
- 6 Multichannel F&B buyers from Brazil and South America in the same event.
- 7 Matchmaking programme for all international exhibitors (included at no additional charge).
- 8 Pre-exhibition promotional activity for international exhibitors to generate leads and drive qualified booth visitation (included at no additional charge).
- 9 Powered by Anuga.
- 10 "We Take Care" services from Koelnmesse, worldwide leader in trade fairs for the food & beverage industry.

FAST FACTS FROM THE 2020 EDITION

60% more
exhibition space
(vs previous edition)

400+
exhibiting brands

9,000
visitors from 31 countries

F&B buyers from 9 South American countries: Argentina, Brazil, Bolivia, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay

- 11 International Pavilions
- 2 Brazilian Pavilions
- 24 exhibiting countries



QUALIFIED F&B BUYERS

84%

have an important role in the purchasing process at their companies.

99%

would recommend ANUFOOD Brazil to their colleagues.

98%

were "very satisfied" or "satisfied" with the exhibition.

93%

intend on visiting the ANUFOOD Brazil in 2021.

QUALIFIED F&B BUYERS AND IMPORTERS



85% visited ANUFOOD Brazil 2020 with the objective of finding new products and new suppliers

MATCHMAKING PROGRAMME

ÜZLETI AFFARI GESCHÄFTE
BUSINESS NEGÓCIOS
 業務 BIZNES AFFARI
BUSINESS
 MATCHMAKING
 BIZNES
 LES AFFAIRES ÜZLETI GESCHÄFTE 業務 AFFAIRS BIZNES

1,250+
meetings

41
buyers

US\$ 27million
in business deals

Buyer Sector
Supermarket chains, Wholesalers, Importers/Distributors, Resorts, Restaurant chains, Hotel chains.

Countries participating in the Business Round



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



For additional information contact our team in Brazil

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