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#anufoodbrazil

## ANUFOOD Brazil: The food industry now has a central platform in Brazil

- 200 exhibitors from 20 countries
- Over 7,000 trade visitors from 39 countries
- Business matchmaking with over 1,000 meetings
- Supporting programme on pioneering trends of the food industry
- Opened by the acting Federal Minister Tereza Cristina and the Governor of Sao Paulo Joao Doria

Full aisles and high numbers of visitors from all over the globe: ANUFOOD Brazil celebrated its successful premiere as the first exclusive trade fair for food and beverages in Brazil. 200 exhibiting brands from 20 countries came together at the international food trade fair at the modern São Paulo EXPO exhibition venue from 12 to 14 March 2019. 7,395 visitors from 39 countries came to examine the diversified offer of the exhibitors, the premiere was supported by the leading Brazilian industry associations. Numerous representatives from the retail trade and food service sector from nearly all Brazilian states were among the trade visitors, but also large international chain stores such as Grupo Casino, Carrefour, Walmart or Grupo St. Marché. In addition to wholesalers from neighbouring states, Latin America and all over the globe. ANUFOOD Brazil is organised by Koelnmesse, which also stages Anuga, the leading global trade fair of the food industry, in Cologne/Germany. ANUFOOD Brazil covers all segments of the food and beverage industry and fulfils two purposes: It acts as a strong, central export platform with international buyers for the Brazilian agricultural and food industry and at the same time serves the retail trade, food service and hospitality segments of the diversified domestic market in Brazil.

After an intense exchange with Brazil's agricultural and food industry over the past two years, Koelnmesse was able to successfully position this year's premiere of ANUFOOD Brazil. It received support from both the state and from the most important food industry organisations. "Much of the success of ANUFOOD Brazil is due to the support of industry associations and entities that have partnered with us since the beginning, believing in the event's potential", says Cassiano Facchinetti, Managing Director of Koelnmesse in Brazil. ANUFOOD Brazil was opened by the Brazilian Minister of Agriculture, Livestock and Supply, Tereza Cristina Corrêa da Costa Dias and the Governor of the State of São Paulo, João Doria. Both affirmed their support and commitment for the next editions of this central platform for the food industry in Latin America.



ANUFOOD Brazil  
12.03.-14.03.2019  
[www.anufoodbrazil.com.br](http://www.anufoodbrazil.com.br)

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### **Tailor-made offer**

With its versatile offer, ANUFOOD Brazil is tailor-made to meet the interests and needs of the food and beverage industry. In this way, all segments are represented among the national and international exhibitors at the trade fair: Agrifoods, Meat, Chilled & Fresh Food, Dairy, Fine Food, Bread & Bakery, Organic, Confectionery & Snacks. In addition to the stands of the exhibitors, there were additionally country pavilions from Argentina, Germany and the UAE at this year's edition.

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### **Attractive event programme**

The attractive event programme was one of the highlights of ANUFOOD Brazil. The ANUFOOD Brazil Conference, which was organised in partnership with the most important think tank in Latin America FGV - Fundação Getúlio Vargas - proved especially popular. Famous speakers outlined the key factors for the development of the food industry, the consumer trends as well as the future supply with foodstuffs in Brazil and Latin America in the scope of the conference. Other events of the trade fair also demonstrated how competitive edges could be achieved for the South American food market. For Luis Madi, Director of the Institute of Food Technology (ITAL), who presented the trend seminar "Food 2030", the trade fair offered an important environment for debates about practical themes of the food and beverage industry, not only in Brazil.

### **Business matchmaking with over 1,000 meetings**

Furthermore, over the three days of ANUFOOD Brazil, an international business round table promoted the business relations between companies of the food and beverage industry and suppliers from various countries, including the USA, Argentina, China, Qatar and the United Arab Emirates. According to Patrício Cintra do Prado, the Director at the organising company, Promoex, who is responsible for arranging the matchmaking, over 1,000 meetings were organised and held. "The return we had from the participants was very positive and was far beyond our expectations", said Prado. It is estimated that business worth between US Dollar 10 and 15 million was generated. Paulo Leone, CEO of MasterGate, an importer of Brazilian products in the USA, praised the profile of the participating manufacturers: "We talked to several companies, on average 50. We found approximately 10 with potential product, price and conditions for export." Cassiano Facchinetti is also happy about the success of the event. "This is a very important project, which will be expanded in the next edition", commented Facchinetti. "We have managed to bring more than 40 important international importers."

### **Satisfied associations and manufacturers**

The participating associations and exhibitors are also very satisfied with the result of the first edition of ANUFOOD Brazil. The President of the ABIA (Brazilian Association of the Food Industry), João Dornellas, confirmed: "ANUFOOD Brazil was excellent at showing all players in the food production chain. It provided three days of content relevant to professionals and consumers. The exhibition area was rich in product diversity, content and practical demonstrations, exposing a variety of foreign companies. Certainly, the event generated a very favorable and stimulating

environment for investments and business development." The participation also achieved very good results for BRF, one of the largest food producers in Brazil. "We are used to participating in international fairs, including Anuga", says Gerson Mantovani, FoodService director at the company, "and we are sure of the leading role that Brazil plays in the Americas market, and what this fair can become in the future. ANUFOOD Brazil has achieved its goals. We know it is the first edition and it has its challenges, but we are absolutely committed and wish to develop further just as well as we want to be present in the upcoming editions. We had a very busy fair, with many visits from the markets of the Americas, Chile, Argentina, Uruguay and Paraguay."

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#### **Positive feedback from the national and international exhibitors**

Further exhibitors also drew an extremely positive balance regarding the premiere of ANUFOOD Brazil. César Reis, Export Director at M Dias Branco, was able to establish good contacts at the trade fair: "The fair is a good way to find new customers, showcase our brand and then develop quality contacts for negotiation. We have been participating in Anuga for many years now and have already contacted Koelnmesse staff. It is a respectful company and with remarkable reputation, so when they brought this event to Brazil, we already knew that quality was ensured." Marcelo Proença, Global Director of Marfrig, also evaluated the company's participation at the trade show as a major success: "I think it's the perfect combination, since the fair is food and beverage and Marfrig is in an all-time high. ANUFOOD Brazil is a fair that has everything to do with the company. Our customers have come to the fore and the expectation is that ANUFOOD Brazil and Marfrig will share a positive calendar also in future editions." Pablo Garcistegui, Commercial Director of the bakery group, Bimbo, feels the high expectations he placed in the trade fair have been confirmed: "We have great expectations for this first edition, and a lot of interested people came to our booth, mainly to check our frozen bakery products. We are already contacting distributors to attend small businesses such as restaurants, hotels, bakeries and the like." A very positive response has also been received from the foreign participants. At the German country pavilion, Markus Dietl, Executive Director of the Sales Department of the sausage manufacturer, Wolf, described the ANUFOOD Brazil as being the ideal business platform for South America: "We are a German company with four factories, producing a wide range of sausages and related foods. We started exploring the South American market last year to see if German products were interesting for this region. For now, ANUFOOD Brazil, has been the ideal place to check if we can get customers. Brazil is ideal for us because Brazilians like meats and sausages, and this is interesting. We already participate in ANUGA every two years, and this was the best way to come to Brazil, through Koelnmesse. That's why we came, and we hope to return in 2020!"

The first edition of ANUFOOD Brazil was promoted by the Banco Fator and organised in conjunction with FGV Projetos, a technical consulting unit of the Getúlio Vargas Foundation. The foundation maintains a close partnership with Koelnmesse and as a

think tank and educational institution among others asserts itself for manifold activities pertaining to the food industry.

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**The second edition of ANUFOOD Brazil is scheduled to take place in São Paulo from 9 to 11 March 2020.**

**About Koelnmesse - Global Competence in Food and FoodTec:** Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec 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, Italy, Japan, Thailand, the United States 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.

Further information is available at: <http://www.global-competence.net/food/>

**The next events:**

ProFood Tech - THE Processing Event for Food & Beverage, Chicago  
26.03. - 28.03.2019

IIDE- India International Dairy Expo, International trade fair for dairy farming,  
-processing, -packing and -products, Mumbai 03.04. - 05.04.2019

WellFood Ingredients - International Functional, Nutraceutical and Natural  
Ingredients Summit, São Paulo 03.04. - 04.04.2019

**Note for editorial offices:**

ANUFOOD Brazil photos are available in our image database on the Internet at [www.anufoodbrazil.com](http://www.anufoodbrazil.com) in the "Press" section.

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