POST SHOW REPORT

All About Food
International Trade Show Exclusively for the Food and Beverage Sector
9-11 March 2020
São Paulo Expo, São Paulo, Brazil

KOELNMESSE:
LEADING TRADE FAIRS FOR FOOD & FOODTEC. NO 1
ANUFOOD Brazil 2020 strengthens its positioning as a new business platform in the food and beverage industry in South America.

This is ANUFOOD Brazil's valuable proposal, an exclusive trade fair for the food and beverage industry focused on generating new businesses; also, encouraging global trends knowledge and releases from the industry to the professionals and entrepreneurs in the retail and eating out of home sectors.

The number of exhibitors that participated in the second edition of ANUFOOD Brazil rose by 80%, which included more than 400 exhibiting brands, 2 Brazilian pavilions, 11 international pavilions and individual exhibitors from 24 countries and 9,000 qualified visitors from 31 countries.

A unique moment with distinctive buyers
60% increase in overall exhibiting area compared to the last edition.

14,000 sqm exhibiting area.

+70 new exhibitors, compared to the last edition.

+400 National and international exhibiting brands.

24 countries represented by individual exhibitors.

76% of the visitors indicated the "diversity of the products on display" as a differential of the fair.
11 international pavilions

China, Germany, Indonesia, Italy, Malaysia, Peru, South Korea, United Arab Emirates

3 pavilions from United Arab Emirates

Arab-Brazilian Chamber of Commerce represented 22 Middle East countries.
Ministry of Agriculture, Livestock and Supply (MAPA) Pavilion with 10 regional producers from the “Brazil More Cooperative” programme, organized in partnership with the Organization of Brazilian Cooperatives (OCB) and the Fluminense Federal University (UFF).

- BRL 440,000.00 - new business deals closed during the exhibition.
- BRL 1,740,000.00 - prospection generated for the following 12 months.
- The main countries that showed interest in the products: Argentina, Bolivia, Canada, Chile, China, France, Germany, Paraguay, Peru, Philippines, South Korea, Turkey, United Arab Emirates and the United Kingdom.

Source: Informe OCB.

Sebrae RS is supporting five participating companies participating in the Connection - Premium Food and Beverage Project (Conexão - Alimentos & Bebidas Premium) from Rio Grande do Sul, Brazil.
VISITORS PROFILE

Industry

9,000 qualified visitors

- Food Service: 30%
- Food and Drink Industry: 16%
- Commercial Representative: 16%
- Import / Export: 8%
- Distribution: 6%
- Other: 8%
- Buffet, Hospitals, Schools, Collective meals: 12%

84% have a role in the process decision making in relation to company purchases.
Anufood Brazil received visitors from all over Brazil and international visitors from 31 countries.

- Brazil
- Angola
- Argentina
- Bolivia
- Canada
- Chile
- China
- Colombia
- Ecuador
- France
- Germany
- India
- Ireland
- Israel
- Italy
- South Korea
- Lebanon
- Libya
- Morocco
- New Zealand
- Paraguay
- Peru
- Philippines
- Poland
- Portugal
- Saudi Arabia
- Spain
- Turkey
- Ukraine
- United Kingdom
- United States
- Uruguay
of the visitors recommend ANUFOOD Brazil to their professional colleagues.

of the visitors were "very satisfied" or "satisfied" with the fair.

of the visitors intend to come back for the 2021 edition.
**VISITORS PROFILE**
Objectives of the visit to the fair

**Motives**

- To discover new products and suppliers: 85%
- To learn more on the market latest trends: 65%
- To acquire market information: 51%
- To do business / to buy products: 48%
  - To strengthen the relationship with current suppliers: 33%
  - To participate in the conferences, events, seminars: 33%
  - To visit clients: 26%
Abrasel Buyer Groups

60 buyer groups
entrepreneurs from the foodservice sector, hotel chains, bakeries, restaurant and bar owners, chefs and bartenders.

35 cities
of São Paulo state.

RODADA DE NEGÓCIOS MATCHMAKING

+1,250 meetings
41 buyers

US$ 27 million
in business deals

100% of buyers have direct importation responsability

QUALIFIED BUYERS

100% of buyers have direct importation responsibility

Countries participating in the Business Round

Supermarkets, Wholesalers, Importers/Distributors, Resorts, Restaurants and Hotels Chains.
99 entrepreneurs from the main Brazilian markets were invited by Koelnmesse and S/A Varejo media.

The PRIME CLUB guests from each exhibitor had a unique experience at ANUFOOD Brazil providing an exclusive access to the PRIME CLUB Lounge, including all the amenities offered in the area as well as encourage networking with entrepreneurs, professionals and authorities from the sector.
QUALIFIED BUYERS

85% of the visitors indicated that "discovering new products and new suppliers" was the main reason for visiting the fair.

Major companies in the industry that were present at ANUFOOD
Retail • Food Service • Horeca • Imports • Collective Meals • Distribution
SINDAL has promoted and organized its project called "Equipment and Technology Showroom" (national and international), with FSone Business Intelligence curatorship (Amauri and Ivim Pellosi) in partnership with ANUFOOD Brazil 2020 that gathered the latest news in technology for the food service sector, focusing on innovation, sustainability, as well as economical and energy efficiency for the food service market operators.

Partners

- FRAIS
- FILTERCORP
- FSone
- Prática
- Klimaquip
- MIDDLEBY
- TOPEMA
- TOPTAYLOR
- TRAMONTINA
- VENÂNCIO
Discovery Space
Elaborated by Locale, the Discovery Space gathered distinctive categories and products which fulfill the current consumer’s demands, focusing on the planet’s health and sustainability.

Bares SP Guided Tours
Workshops that offer basic knowledge for preparing drinks and tasting of handcrafted beers.
Wines from United States
Experience, share: American wine tasting sessions organised by the Agricultural Trade Office.

German Tastings
Tasting sessions for organic juice, mate tea, confectionery products and energy drinks made in Germany.
Bar Delights
A modern space, organized by Abrasel-SP, where the largest brands of beverages: DIAGEO (BAILEYS - TANQUERAY), MULLER (51), BOXER (ABBOT ALE), CERV BRASIL (BENDICTA – KRUG – IANDÉ - GRUPO PETRÓPOLIS - CHOPPUP), highlighted not only the history of the drink but also promoted tastings and lectures commented by the greatest experts of the major brands.

abra$el
ANUFOOD Brazil Conferences
A comprehensive overview of the food and beverage industry.

The 3-day conference program offered intensive content and the visitors had the chance to participate in the attractions held alongside with the fair, including a lecture program, debates and practical courses with authorities and specialists in the food and beverage sector and agribusiness, which contributed for the professional development of the participants.

Lecturers:

Carlos da Costa - Special Secretary for Productivity, Employment and Competitiveness,
Joaquim Levy - Economist, former Minister of Finance and former President of BNDES,
Alexandre Mendonça de Barros - Agricultural Engineer Managing Partner of MBAgro
Admiral Sergio Ricardo Segóvia Barbosa - President of APEX-Brazil,
Luiz Madi - Institutional Affairs Director of ITAL,
Juan Francisco Delgado Morales - Vice President of European Foundation for Innovation,
Alessandra Bastos - Director of Anvisa,
Roberto Rodrigues - Agribusiness Center Coordinator of FGV.

Organiser:

RELEVANT CONTENT
Celebratory Conference ABIR's 70-year anniversary supporting the Non-Alcoholic Brazilian Beverage Industry.

2030 Food Industry Conference - Changing actions.

Lecture: "The importance of Export Competitiveness - Qualify to Export".

Lecturer: Rafael Porto de Freitas, The Workbook Manager of the Industrial Exporting Extension Project – PEIX.
Experts gathered at Food Trends Auditorium during the 3 days of the fair for discussions on the main challenges, trends and opportunities in the food and beverage sector.

Workshop for animal protein and dairy packaging.

Vegan World News, lecture on the latest news and trends of the vegan world.

Keynote:
Ken Spector is a principal of HappyCow.com, the world’s largest vegan/vegetarian restaurant and health food store guide.
Workshop regarding technological solutions from over ten decentralized units from all across Brazil.

Behavioral segmentation in food - What are consumers looking for?

II Abrasel Meeting - ESBRE: Knowledge for bars and restaurants - Challenges and opportunities in the eating out of home sector.
The pizza world - Changes, workshops and new inspirations of the Italian cuisine. Space dedicated to innovation, new ideas and to new high added value products, with presentations, discussions and tastings with entrepreneurs and start ups who exhibited at the fair. Confectionery & Bakery Show - Workshops presented by experts of the industry.
Opening Ceremony

Alexandre Kruel Jobim - Brazilian Association President of Soft Drinks and Non-Alcoholic Drinks Industries - ABIR,
Axel Zeidler - General Consul of Germany in São Paulo,
Edervaldo Teixeira - Corporate Management Director of APEX-Brazil, representing President Sergio Segovia,
Fernando Schwanke - Family Agriculture and Cooperativism Secretary, representing Minister Tereza Cristina,
Gerald Böse - CEO of Koelnmesse,
Gustavo Ene - Development Secretary of Industry, Trade, Services and Innovation of the Ministry of Economy,
Gustavo Junqueira - Agriculture and Supply Secretary of São Paulo,
João Dornellas - Brazilian Food Industry Association Executive President - ABIA,
Luiz Carlos Guimarães Duque - Director of FGV Projetos,
Marcelo Abrantes - CEO of Makro Food Service,
Patricia Ellen da Silva - State Secretary for Economic Development, SP, representing Governor João Dória,
Roberto Betancourt - Agribusiness Department Director of FIESP, representing FIESP,
Roberto Rodrigues - Agribusiness Center Coordinator of FGV,
Rogério Oliva - Relationship and Marketing Director of the Brazilian Association of Wholesalers and Distributors - ABAD, representing President Emerson Destro.
Gala Dinner
A moment to meet and celebrate with entrepreneurs and entities from the food and beverage industry.

Sponsor: brf
VIP Reception

Guests, authorities and opinion makers from the food and beverage sector gathered at the PRIME CLUB VIP Lounge, in a unique networking moment before the official opening of the fair.

ANUFOOD Brazil Experience

Exclusive event for exhibitors. A moment of fraternization, relaxation and networking with the main entrepreneurs of the food service sector.
Official Sponsors

Gala Dinner Sponsor

SPONSORS
SUPPORT FROM THE F&B INDUSTRY

Strategic Partners

Supported by

7,000+ followers on the trade fair social networks.

E-mail marketing campaign targeting 21,000 VIPs from the ANUGA database of Brazilian F&B buyers from the retail sector.

WhatsApp Campaigns focusing on visitors and aiming at more than 4,300 sector professionals.

Segmented e-mail blasts to our database of 90,000+ qualified industry professionals.

117 advertisements in magazines of the sector, 300,000+ reached, 12 month-per-year coverage.

2,700,00+ impacts generated
50,000 printed invitations sent all over Brazil.

126+ online banners in various websites, entities and the media outlets of the sector.

Press Office with 212 journalists team

100+ adverts in extensive coverage radio stations: CBN, BANDNEWS, GLOBO etc.

Promotional campaigns in the main eventos of the industry - ABIA Food Service Conference, Best Bakery Awards, Export Workshop - ABIMAPI.

700+ articles published. 100% Coverage in Brazil.

BRL 3,231,482.00 in media turnover value.
MEDIA PARTNERS
See you in 2021!

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