

#anufoodbrazil

Release

## **ANUFOOD Brazil will open on Monday, 9<sup>th</sup> March, at São Paulo Expo**

*The exclusive event for the food and beverage sectors reaches its 2<sup>nd</sup> edition and gathers over 400 exhibiting brands and provides 11 international pavilions.*



março,

São Paulo, March 2020 - [ANUFOOD Brazil - International Trade Show Exclusively for the Food and Beverage Sector](#) expects to gather over 400 national and international exhibiting brands and more than 10 thousand visitors. The event will open next Monday, 9<sup>th</sup> March, at São Paulo Expo, in São Paulo. The opening ceremony will start at 10:00 am in the main auditorium.

Anufood reaches its 2<sup>nd</sup> edition integrating the top 10 segments of the market, including beverages, meat, dairy and organics, as well as gathering professionals from food service establishments (bars, restaurants hotels, etc.), distributors, wholesalers and supermarkets.

ANUFOOD Brazil is the Brazilian version of the largest event of the sector in the world, the German Anuga. The event will take up an area close to 14 thousand sq. M. and will cover 11 international pavilions in addition to individual exhibitors from 24 countries. “We will gather at least 400 exhibiting brands, which represents an increase of 100% compared to the last year edition”, Cassiano Facchinetti, managing director of the Koelnmesse Brasil, the organizer of the trade fair, celebrates.

Participants of the open ceremony includes Gerald Böse, Koelnmesse CEO; Cassiano Facchinetti, managing director of Koelnmesse in Brazil; Roberto Rodrigues, Coordinator of FGV Agribusiness Center; Lorival Nogueira Luz Junior, CEO of BRF; Marcelo Abrantes, CEO of Makro Food Service; Emerson Destro, president of ABAD; Alexandre Kruehl Jobim, president of ABIR; João Dornellas, CEO of ABIA; Jacyr Costa Filho, President of COSAG/FIESP; Axel Zeidler, Consul General of Germany in São Paulo; Edervaldo Teixeira, Apex-Brasil Corporate Management Director and Gustavo Junqueira, Secretary of State for Agriculture, Livestock and Food Supply of São Paulo.

Representatives of the Economic Development, Energy and International Relations departments of Rio de Janeiro, Secretary of São Paulo Agriculture and Supply Bureau, ANVISA, ITAL, Federal Superintendence of Agriculture of São Paulo/SFA-SP, Investe SP, SEBRAE-SP, consulates of USA and Uruguay, German Embassy, SENAI-SP,

SICONGEL, SICAB, OCESP, ABIQ, ABIAD, ABIMAQ, BSCA, ESALQ, ABBA, ABIMAPI, ABIS, SINDAL, ABERC, ADIBE, ABPA and ABICAB.

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For Facchinetti, the food industry has a great potential in contributing to a new growth cycle in Brazil. “As everyone probably knows, the eyes of the world are increasingly on Brazil when the matter is food production and agribusiness and the food industry has shown a significant growth”.

According to a survey conducted by Abia (Brazilian Association of Food Industries), the Brazilian food and beverage industry achieved great results in 2019 with an increase of 6.7% on revenues compared to 2018, which was nearly R\$ 700 billion, included sales in Brazil and exports. The figures shows that the sector represents 9.7% of the Brazilian GDP.

In addition to the exhibit area, ANUFOOD Brazil offers an extensive program taking place alongside the event organized by the FGV Projects, ABIA, ABIR, ITAL among other partners. A series of special activities are planned to promote visitors integration and encourage discussions on the future of food and beverage market on different aspects, as consumptions trends, innovation and productivity, health, safety and sustainability.

**Service:**

**ANUFOOD Brazil**

**Date:** 9<sup>th</sup> to 11<sup>th</sup> March 2020

**Trade Fair:** 10am to 7pm | **Conference:** 9<sup>th</sup> March, from 11am to 5:30pm

**Venue:** São Paulo Expo

**Address:** Rodovia dos Imigrantes Km 1,5 - Vila Água Funda, São Paulo - SP

**Strategic Partners:** ABIA, ABIR and ITAL

**About ANUFOOD Brazil - ANUFOOD Brazil** is organized by Koelnmesse do Brasil in partnership with FGV Projetos, technical advisory unit of the Getúlio Vargas Foundation, dedicating due space to all the diversity of activities related to agribusiness and the food and beverage industry . This way, national and international buyers will have the opportunity to meet in the same place to do business, in addition to having contact with industry innovations. The event takes place from March 9<sup>th</sup> to 11<sup>th</sup> 2020, at São Paulo Expo, in São Paulo.

**For further information go to [anufoodbrazil.com.br](http://anufoodbrazil.com.br)**

**About Koelnmesse - Global Competence in Food and FoodTec:** Koelnmesse is an international leader in the implementation of food and service fairs and products related to food and beverage processing. Fairs such as Anuga, ISM - International Fair of Sweets and Biscuits and Anuga FoodTec are recognized worldwide as absolute leaders in their sectors. Koelnmesse also organizes leading fairs in the food and beverage sector in other emerging markets around the world, such as: Brazil, China, India, Italy, Japan, Thailand, the United States and the United Arab Emirates. With

these global activities, Koelnmesse offers its customers a complete portfolio of qualified events, in different markets, which guarantee a sustainable and international business network.

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Learn more at <http://www.global-competence.net/Global-Competence-in-Food-and-FoodTec/>

**Next events:**

WellFood Ingredients - International Summit of Functional, Nutraceutical and Natural Ingredients - São Paulo, Brazil - 14 to 15 April 2020

ANUFOOD China - Shenzhen, China - 15 to 17 April 2020

Wine & Gourmet Japan - Tokyo, Japan - 15 to 17 April 2020

THAIFEX - Anuga Asia - Bangkok, Thailand - 26 30 May 2020

Alimentec - Bogotá, Colombia - 9 to 12 June 2020

**Note to editors**

- Photos from ANUFOOD Brazil are available for download at <https://www.anufoodbrazil.com.br/imprensa>

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