



anuga

S E L E C T

Brazil

10 GOOD REASONS

All About Food



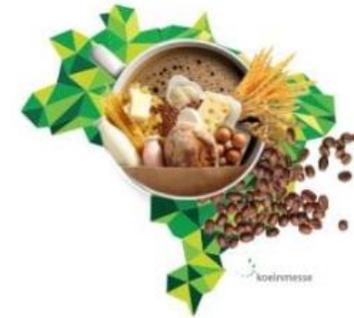
International Trade Show Exclusively
for the Food and Beverage Sector
Distrito Anhembi, SP, Brazil

10 GOOD REASONS



- **We are ANUGA:** Anuga is the largest business platform in the food and beverage industry of the world. Koelnmesse's global network gives the opportunity to buyers from Brazil and from all over the world to be directly connected with South American industries.
- **Brazil's Market:** The food retail sector has a total revenue of BRL 378.3 billion (US\$96 billion)—The largest in Latam and the 5th largest in the world. Your gateway to reach the entire South American region.
- **F&B Only:** The only exclusive food & beverage business platform in Brazil and South America.
- **Truly International:** The trade show connects you with visitors from more than 33 countries. The past edition had 11 group pavilions from United States, Argentina, Peru, Uruguay, Italy, Germany, Turkey, Indonesia, Sri Lanka, Thailand and China.
- **Unlimited Networking:** The B2B matchmaking program at the trade show is designed to help attendees make valuable industry connections; it is an efficient tool for meeting with potential partners and provide a higher-level networking experience.

10 GOOD REASONS



- **Knowledge Powerhouse Content:** *The 3-day trade show will be complemented by knowledge sharing sessions, live workshops, panel discussions, new trends & products launches making it a must attend event for key stake holders in the food and beverage industry.*
- **We Take care:** *Import and Export Consulting specialized agency as benefit for exhibitors. Brazil is NOT difficult as thought.*
- **Best ROI:** *The exhibition with the strongest cost-benefit ratio for companies of all sizes.*
- **Hight Quality Congresses:** *Focused high-quality conference program about the latest market trends and challenges of the industry, which brings decision-makers and top authorities related to the industry with all experts' partners/ associations in Brazil.*
- **New Supermarket Wave:** *Brazilian supermarkets have their own team for Importers and today, they can actively make business directly. Dealers and Distributors are not the only way of achieving the market.*