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Koelnmesse Brazil Enters 2024 with New Leadership in Marketing and Project Management for Flagship Events

The leading trade fair organizer announces strategic executive changes to strengthen its presence in the Brazilian market, welcoming new leadership for Anuga Select Brazil and the FIT 0/16 – Pueri Expo co-located events.

Koelnmesse Brazil has inaugurated 2024 with a reinforced executive team. **Polliana Claudino**, a Tourism professional with an MBA in International Business, leads the preparations for **Anuga Select Brazil** (April 9–11). For the **57th FIT 0/16** and the **7th Pueri Expo** (April 23–25), project management is headed by **Patrícia Oliveira**, who holds an MBA in Business Marketing. Leading the Marketing Department is **Andras Szarukán**, a specialist in Business Management and Marketing.

Strategic Alignment: Anuga Select Brazil

A key priority for 2024 is the full global alignment of **Anuga Select Brazil**. Formerly known as ANUFOOD Brazil, the event has been rebranded to mirror its German parent, the world's leading food and beverage exhibition.

"Expectations for this edition are at an all-time high. We have already secured approximately 90% of the exhibition floor," states **Polliana Claudino**, Project Manager.

The event projects a **30% growth** in scale, featuring 500 exhibiting brands from 25 countries and an anticipated 16,000 professional visitors. Key highlights include:

- **The Ice Cream Station:** In partnership with **ABIS**.
- **Halal Zone:** In collaboration with **Fambras**.
- **ExpoAzeite:** Dedicated to premium olive oils.
- **Partner State Program:** Featuring **Rondônia** as the guest state.

FIT 0/16 & Pueri Expo: Consolidating Market Leadership

To be held at Expo Center Norte, the co-located baby and childcare fairs are set for a "landmark edition." **Patrícia Oliveira**, Project Manager with 20 years of experience in project and product development, reports a high level of industry engagement.

"We have secured all major sector leaders, including Dorel, Chicco, and Philips. Notably, we have facilitated the return of legacy brands like Burigotto," says Oliveira.

Her strategic focus is to align exhibitor objectives with high-value content delivery and an expanded **Hosted Buyer Program**.

Marketing Strategy: "Brazilianizing" a Global Brand

Andras Szarukán, the new Marketing Manager, brings 25 years of experience from major organizations like Unibanco and Reed Exhibitions. His core challenge is to adapt the global German brand to the local Brazilian context while facilitating knowledge exchange across Koelnmesse's 11 international offices.

Szarukán highlights the significant opportunity within the expanding Food & Beverage and Childcare sectors:

"Following the pandemic, there is a strong demand for in-person business rounds and trade fairs as companies seek insight-driven partnerships and revenue growth."

Event Overviews

Anuga Select Brazil 2024

- **Dates:** April 9–11
- **Venue:** Distrito Anhembi, São Paulo
- **Focus:** The premier strategic hub for the F&B industry, from Agribusiness to Food Service.

FIT 0/16 & Pueri Expo 2024

- **Dates:** April 23–25
- **Venue:** Expo Center Norte (Red Pavilion), São Paulo
- **FIT 0/16:** Latin America's leading trade fair for children's and teen fashion (up to age 16).
- **Pueri Expo:** Brazil's exclusive B2B event for the childcare sector, focusing on well-being, safety (car seats, strollers), and infant care.

About Koelnmesse – Global Competence in Food and FoodTec: Koelnmesse is a world leader in organizing food and beverage processing trade fairs, including flagship events such as **Anuga**, **ISM**, and **Anuga FoodTec**. Its global network ensures a sustainable and qualified business environment across major international markets.