
National Congress for Neighborhood Supermarkets to Showcase Trends and Success Stories at Anuga Brazil

Convenience, capillarity, and new technologies are driving the sector, which grew 10% in 2023 and is projected for even higher growth in 2024. Anuga Brazil remains the premier food and beverage trade fair in the Americas.

While large retail chains often dominate headlines, small and medium-sized markets serve the vast majority of the Brazilian population—particularly in cities with fewer than 500,000 inhabitants. Recognizing this strategic importance, **Anuga Select Brazil** will host the **National Congress for Neighborhood Supermarkets**, featuring leading industry experts.

Now in its third edition, the 2024 Congress focuses on **innovation and competitiveness**. The comprehensive program includes:

- **Specialized Keynotes:** Panels on retail trends and consumer behavior.
- **Technical Visits:** Guided tours of benchmark supermarkets.
- **"Açougue de Primeira" Workshop:** Targeted training to enhance quality and profitability in meat departments.
- **Model Supermarket:** A dedicated exhibition and training hub showcasing the latest best practices and retail solutions.

*"This event provides participants with rapid learning, high-level networking, and the discovery of new business solutions," states **Fabiano Polese**, Director of Expo Supermercados and Congress organizer. "The timing is ideal: the neighborhood and convenience retail sector saw a 10.5% surge in 2023, with a 12% growth forecast for 2024."*

Strategic Drivers for Growth

According to Polese, three core factors are propelling this expansion:

1. **Capillarity:** The physical proximity of neighborhood markets to the consumer's home.
2. **E-commerce Integration:** Small retailers are successfully adopting online delivery and "click-and-collect" services.
3. **Consumer Shift:** A growing preference for economical, convenient purchases that reduce travel time and costs.

Global Branding and Trade Impact

The transition of the event's name to **Anuga Select Brazil** aligns the fair with its German parent brand, the world's largest food and beverage exhibition. **Beni Piatetzky**, Managing

Director of **Koelnmesse Brazil**, emphasizes that this global branding will further stimulate trade across the 130 countries where the brand maintains a presence.

Event & Organization Overview

Service Details:

- **Event:** Anuga Select Brazil 2024
- **Dates:** April 9–11, 2024
- **Venue:** Distrito Anhembi, São Paulo – Brazil
- **Strategic Partners:** ABIA, ABIR, ABRASEL, APEX-BRASIL, EMBRAPA, and EXPO SUPERMERCADOS.

About Anuga Select Brazil Organized by **Koelnmesse Brazil**, the event is the primary B2B hub for the Latin American food and beverage industry. It facilitates networking between global brands and professional buyers, providing a centralized platform for **business development**, innovation, and international trade.

About Koelnmesse – Global Competence in Food and FoodTec Koelnmesse is a global leader in organizing trade fairs for the food and beverage sectors. Its portfolio includes world-leading events such as **Anuga**, **ISM**, and **Anuga FoodTec**. Operating in key emerging markets, the group ensures a sustainable and influential international business network for its global clientele.

For more information: anuga-brazil.com.br