

## Discovery Space" Showcases 52 Emerging Brazilian Brands at Anuga Brazil 2024

The healthy products category will lead the exhibition, featuring specialized stands for functional beverages, plant-based snacks, and gluten-free/lactose-free innovations.

For the fourth consecutive year, **Local.e**—a consultancy specialized in scaling Brazilian SMEs within the national retail sector—is responsible for coordinating the **Espaço Descobertas** (Discovery Space). A premier attraction of **Anuga Select Brazil 2024**, the space highlights the innovation and agility of small-scale domestic producers.

The pavilion spans 325 m<sup>2</sup> and hosts **52 national small businesses**. A primary focus for these brands is participation in the **strategic business roundtables** promoted during Anuga, aimed at accelerating deal-making both during and after the trade show.

### Economic Impact of SMEs

According to the **Brazilian Food Industry Association (ABIA)**, small and micro-enterprises represent **93.5% of all industries** in the sector. Data from the **National Confederation of Industry (CNI)** further indicates that these two categories combined account for 20% of formal employment within the industry.

*"The partnership with Anuga provides vital visibility and support for local brands. The Discovery Space offers visitors and professional buyers direct access to emerging brands that bring truly disruptive products to the market,"* highlights **Leila Okumura**, Co-founder of Local.e.

### Proven Success and Market Scaling

The pavilion has seen exponential growth, expanding from 75 m<sup>2</sup> and 15 brands in 2020 to its current 325 m<sup>2</sup> scale. Previous participants, such as **BEG Destilaria**, report transformative results:

- **Matchmaking Results:** Successful negotiations with major national retailers and international hotel chains.
- **Customer Retention:** Consolidation of a strategic and recurring client base.
- **Strategic Growth:** Transitioning from niche discovery to established market presence.

### Health and Plant-Based Trends

While the Discovery Space covers diverse categories, **Health & Wellness** remains the dominant trend for 2024. Key highlights include:

- **Functional Beverages:** Plant-based milks, enhanced waters, and functional drinks.
- **Clean Label Snacks:** Plant-based, gluten-free, and lactose-free options.

This alignment mirrors shifting consumer behavior in Brazil. According to the "Brazilian Consumer and the Plant-Based Market 2022" study, **two out of three Brazilian consumers** now integrate plant-based alternatives into their diet at least once a week, a significant increase from 59% in 2020.

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## Event & Organizer 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**, Anuga Select Brazil is the premier B2B platform for the Latin American food and beverage industry. It facilitates high-level 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 F&B industry. Its portfolio includes absolute market leaders 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.

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### Digital Presence:

- **Official Website:** [anuga-brazil.com.br](https://anuga-brazil.com.br)
- **LinkedIn:** [anuga-brazil](https://www.linkedin.com/company/anuga-brazil)