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#anugabrazil

Atmosfera Orgânica Pavilion increases the number of exhibiting brands by 50% at Anuga Brazil 2024

Partnership with Organix attracts interest from more companies in the sector to take part in the event, which is expected to welcome 16,000 visitors.

The Atmosfera Orgânica Pavilion, with the participation of nine companies in a 54m² space, is one of the confirmed attractions at Anuga Brazil 2024, which takes place between 9 and 11 April at the Anhembi District in São Paulo. The renewal of the partnership with Organix allows the space to be realised for the third time in five editions of the trade fair.

"Of the six companies that took part in 2023, four renewed for this year (75 per cent). Five new companies have joined this year and every week we receive contacts from new members wanting to take part. Last year's union was excellent, and we really enjoyed the results. Everyone left very satisfied," says Cobi Cruz, executive director of Organix.

The event, which is expected to welcome 16,000 visitors in 2024, brings together five hundred exhibiting brands from twenty-five countries and promotes business roundtables. "This undoubtedly helps to attract more companies. The audience is also of high quality. The rapprochement with visitors was excellent. We are already planning to expand our space even further for 2025," he adds.

For the organisers of Anuga Select Brazil, the participation of a market with a turnover of around US\$ 150 billion worldwide in 2023 helps to increase the fair's relevance. Together with Organix, the company hopes to help increase national revenue, which was estimated by Organix at R\$7 billion last year, a share that corresponds to just 4.65% of the global scenario.

Our exhibition is constantly aware of market trends. We have noticed that customers are interested in buying sustainable items linked to principles such as valuing nature, environmental conservation and commitment to the community. The collaboration with Organix is a valuable addition and will undoubtedly be a significant attraction for all participants," says Beni Piatetzky, Managing Director of Koelnmesse Brasil, organiser of the event.



Organic label

For Cruz, one of the advantages of organic products is the certification conducted by certifiers accredited by the Ministry of Agriculture, Livestock and Supply (MAPA) and the National Institute of Metrology, Standardisation and Industrial Quality (Inmetro). The seal is a guarantee that the product has received optimal monitoring and inspection.

"If we just look at a snapshot, we can see a difficult scenario, due to various factors such as climate adversity, wars, inflation... But the market has grown. A transformation is taking place with the arrival of new players in Brazil. Organic is an extraordinarily strong agenda, impossible to compare with others, because it is the only one that has a law defending organic products. It is a very strong brand for producers. We know that those who put the label on sell more," says the director of Organis.

The presence at Anuga Select Brazil 2024, through the Organic Atmospherics Pavilion, will also reinforce the idea of expanding the penetration of these items in the market.

"Anuga is a trade fair that has surprised our members. The name change, carrying the German brand name, indicates that the fair is on the right track. We had a large number of visitors in 2023. What is more, we have noticed a diversity in the public that is of great interest to us. The event managed to bring together academics, institutions, industry and retail in one place," Cruz concludes.

Service:

Anuga Select Brazil

Date: 9 to 11 April 2024

Horário: 10am to 07pm

Venue: Distrito Anhembi

Address: Av. Olavo Fontoura, 1209 - Santana, São Paulo - SP.

Strategic Partners: ABIA, ABIR, ABRASEL, APEX-BRASIL, EMBRAPA e EXPO SUPERMERCADOS.

About Anuga Select Brazil - It is organised by Koelnmesse Brasil, which, through the trade fair, gives due space to all the diverse activities related to agribusiness and the food and beverage industry. In this way, national and international buyers will have the opportunity to meet in the same place to do business, as well as get to know the industry's innovations. The event takes place from 9 to 11 April 2024 in the Anhembi District in São Paulo.

About Koelnmesse - Global Competence in Food and FoodTec:

Koelnmesse is an international leader in the implementation of food fairs and services and products related to food and beverage processing. Trade fairs such as Anuga, ISM - International Sweets and Biscuits Fair and Anuga FoodTec are recognised throughout the world as absolute leaders in their sectors.

Koelnmesse also organises leading trade 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 clients a complete portfolio of qualified events in different markets that guarantee a sustainable and international business network.

More information: <https://anuga-brazil.com.br/>

Anuga Select Brazil on social media:

Facebook: facebook.com/anugabrazil

Instagram: anugabrazil

LinkedIn:<https://www.linkedin.com/company/anuga-brazil/>

Youtube:https://www.youtube.com/channel/UCebO5_epuMPam5T6hBHVOjQ

Photos from the 2023 edition and the Anuga Brazil 2024 launch event go to **click here:** [Retrospectiva 2023 - Anuga Select Brazil \(anuga-brazil.com.br\)](https://anuga-brazil.com.br/Retrospectiva-2023-Anuga-Select-Brazil)

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