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#anugabrazil

Rondônia is the first Partner State of Anuga Select Brazil 2024

Known for its economic activities linked to livestock farming and plant extraction in the northern region of Brazil, the state will take fifteen exhibiting companies to the biggest event in the food and beverage sector in Latin America.

Rondônia is once again a partner of Anuga Select Brazil, the largest trade fair for the food and beverage sector in Latin America, which brings together the main updates and major innovations that move the entire production chain. The state has been participating as an exhibitor since 2020, increasing its participation each year and, in this fifth edition, it will be the first state invited under the "Partner State" programme.

This project is the brainchild of Koelnmesse Brazil, the event's organiser, where each edition showcases the products, novelties and trends of a particular state in Brazil. "Visibility for the state ranges from digital actions with advance exposure and communication to various activations during the fair, such as the kitchen show, content, actions at the Prime Club and also at the Business Rounds, adding even more to regional brands and their products," explains Polliana Claudino, manager of Anuga Select Brazil.

In this context, each edition of the project brings more business potential to the participating Brazilian states, increased exposure and activations for visibility with the fair's buyers, making it a unique showcase. This programme model is already applied at trade fairs abroad, where a partner country is invited.

The organisers of the event, scheduled to take place between 9 and 11 April in the Anhembi District, expect to welcome five hundred exhibiting brands from twenty-five countries. "Brazil is so big, not only in terms of size and number of states, but also in terms of production and innovation in the food and beverage sector, so there's nothing fairer than each edition bringing out the potential and regional products of the Brazilian states," says Polliana. She adds: "It's an excellent showcase for Brazil to the world". The third largest state in the North, behind Amazonas and Pará, Rondônia ended 2023 with 18.2 million head of cattle grazing, making it the state with the largest herd in areas internationally recognised as free of foot-and-mouth disease without the need for vaccination, according to the Institute for Agrosilvopastoral Defence of the State of Rondônia (IDARON). In Brazil, the state capital, Porto Velho, is fourth in terms of the number of cattle.



There are currently more than 110,000 rural properties dedicated to cattle farming and, in addition to this, Rondônia has diversified its crops with soya, coffee, corn and meat.

"Anuga 2024 marks the fourth consecutive year that the state of Rondônia has taken part in the event. Invest Rondônia aims to present companies based on the differentials found in the Rondonian Amazon that other companies do not have. For this edition, we will be presenting a mix of products with internationally recognised quality, some of which are the best coffee, the best chocolate and the best fish in Brazil," says Sérgio Gonçalves da Silva, Secretary of State for Economic Development and Vice-Governor of Rondônia.

Sérgio also emphasises the enthusiasm and opportunities that Anuga offers. "We're excited to be taking part in Anuga again and to present the excellence of Rondônia's products to the world. Our presence at this fair is a unique chance to demonstrate the quality and diversity of our products to the international market, while at the same time strengthening partnerships and opening up new markets."

According to the [Institute for Applied Economic Policy \(IPEA\)](#), Rondônia has the lowest vulnerability index in the North and one of the lowest in the country.

Service

Anuga Select Brazil

Date: 9 to 11 Abril 2024

Hours: 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 Brazil, 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. 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 customers 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](https://instagram.com/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 can be found here: [Retrospectiva 2023 - Anuga Select Brazil \(anuga-brazil.com.br\)](https://anuga-brazil.com.br/retrospectiva-2023)

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