
Dedicated Ice Cream Hub at Anuga Brazil 2024 to Target SMEs and Consumer Engagement

The "Estação Sorvetes" (Ice Cream Station), a joint initiative with ABIS, will feature a specialized space showcasing manufacturing processes, live tastings, and comprehensive market intelligence for a sector generating R\$ 14 billion annually.

Ice cream is a high-performance segment in the Brazilian food industry, currently generating approximately **R\$ 14 billion in annual revenue**, according to **ABIS** (Brazilian Association of Ice Cream Industry). Recognizing this impact, **Anuga Select Brazil 2024** has prioritized the dessert category through the "**Estação Sorvetes by ABIS**"—a collaboration between the association and the event promoter, **Koelnmesse Brazil**.

The dedicated pavilion, held from April 9–11 at Distrito Anhembi, will serve as a hub for both consumer engagement and B2B technical exchange.

"This marks our inaugural large-scale action with Anuga. By 2025, we plan to scale this into the 'ABIS Plaza'—a comprehensive island within the fair designed to optimize the entire productive chain of the ice cream market," explains **Eduardo Weisberg**, President of ABIS.

Strategic Goals: Empowerment of SMEs

The partnership aims to leverage Anuga's sectoral concept to benefit the entire ecosystem, including manufacturers, importers, and food service providers. A primary objective is the **economic stimulation of micro and small enterprises**, which constitute over 90% of the industry's participants.

Polliana Claudino, Project Manager at Koelnmesse, emphasizes that the strategy for 2024 focuses on delivering high-value **technical content** alongside physical brand presence, a key demand identified in previous attendee surveys. This includes the launch of **CLASH 2025** (Latin American Ice Cream and Gelato Congress) during the event.

Brazilian Ice Cream Market: Key Metrics

The sector serves as a vital economic engine, supported by a network of **11,000 companies** (industrial and artisanal) responsible for **300,000 direct and indirect jobs**.

- **Growth Potential:** Brazil's per capita consumption is currently **5 liters per year**, indicating significant upside when compared to global leaders such as New Zealand (28.3L), the U.S. (20.8L), and Australia (18.1L).
- **Regional Consumption Breakdown:**
 - **Southeast:** 52%

- **Northeast:** 19%
 - **South:** 15%
 - **Central-West:** 9%
 - **North:** 5%
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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, EXPO SUPERMERCADOS, and FGV EUROPE.

About Anuga Select Brazil Organized by **Koelnmesse Brazil**, the event is the primary B2B meeting point 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 food and beverage sectors. Its portfolio includes world-leading events such as **Anuga**, **ISM**, and **Anuga FoodTec**. Operating in key emerging markets including Brazil, China, India, and the UAE, the group ensures a sustainable and influential international business network for its global clientele.

For more information: anuga-brazil.com.br