

<https://anuga-brazil.com.br/release/campanha-de-descarte-consciente-de-embalagens-sera-lancada-durante-a-anuga-select-brazil-2024/>

Aqui está a tradução para o inglês corporativo, com foco em **sustentabilidade (ESG)**, **economia circular** e **responsabilidade social corporativa**.

Conscious Packaging Disposal Campaign to be Launched at Anuga Select Brazil 2024

The 'Crie Esse Hábito' (Make It a Habit) initiative encourages the proper sorting and disposal of packaging consumed away from home. Themes such as healthy nutrition, ESG, and sustainable production will also lead the discussions at the premier food and beverage trade show in the Americas.

Sustainability will be a central pillar of **Anuga Select Brazil 2024**. Spearheaded by **ABIR** (Brazilian Association of Soft Drinks and Non-Alcoholic Beverage Industries) in partnership with **ANCAT** (National Association of Recyclable Material Collectors) and the **Ministry of the Environment**, the event will highlight the critical importance of conscious disposal for post-consumption packaging.

During the trade show, organized by **Koelnmesse Brazil**, the second phase of the *Crie Esse Hábito* campaign will be officially unveiled. The campaign aims to educate the public on the correct separation of various materials, including paperboard, aluminum cans, and glass bottles. An educational feature will also address Brazil's annual production of over **80 million tons of solid urban waste**, of which 33% consists of recyclable packaging.

"This campaign is vital for raising awareness across the entire value chain and represents a significant step toward a more sustainable global landscape. We are proud to serve as environmental partners of Anuga Brazil," stated **Victor Bicca**, President of ABIR.

Circular Economy and Infrastructure Innovation

Reflecting its commitment to the **circular economy**, ABIR's exhibition space will be **100% sustainable**, constructed with OSB wood and eco-friendly carpeting manufactured from recycled PET bottles.

The industry at large has been intensifying efforts to reduce post-use waste by optimizing the volume of paper, plastic, and metals. Key trends include:

- **Advanced Materials R&D:** Developing biodegradable packaging to accelerate degradation.

- **Recycling and Reuse:** Implementing robust systems for material recovery.
- **ESG Integration:** The increasing presence of organic, functional, and plant-based exhibitors underscores the shift toward socially and environmentally responsible production.

Beni Piatetzky, Managing Director of Koelnmesse Brazil, highlighted specialized spaces such as the **Embrapa Pavilion**, focused on innovation and technology, and the **Sindal Showroom**, which showcases sustainable industrial equipment.

Strategic Programming

In addition to the campaign launch, ABIR will host a dedicated congress on April 9th featuring **Adalberto Maluf** (Secretary at the Ministry of the Environment) and health expert **Márcio Atalla**, to discuss pivotal issues for the non-alcoholic beverage sector.

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 hub 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