

ApexBrasil Drives Global Trade Opportunities for Emerging Enterprises at Anuga Brazil

The highlight of the event is the International Business Roundtables; this year, the national export agency is prioritizing SMEs that are either beginning their international journey or preparing for their first export operation.

ApexBrasil (the Brazilian Trade and Investment Promotion Agency) will have a major presence at **Anuga Select Brazil 2024**, providing a 180-square-meter pavilion with 40 individualized workstations for Brazilian companies to engage with the global market.

"Our participation has evolved annually to ensure higher qualification for these strategic actions. This year, supported companies will benefit from both a dedicated exhibition space and our traditional International Business Roundtables," emphasizes **André Muller**, Agribusiness Manager at ApexBrasil.

Strategic Objectives and Regional Inclusion

The agency's presence is a key lever for promoting Brazilian products and services abroad and attracting **Foreign Direct Investment (FDI)** into vital economic sectors. A core focus of this edition is the inclusion of small-scale enterprises and the implementation of regional quotas, ensuring that exporters from all parts of Brazil have direct access to international buyers.

High-Impact Matchmaking

The Business Roundtables will run simultaneously with the trade show's general sessions, featuring **12 major international buyers** curated by ApexBrasil from key markets:

- **Europe:** Portugal, France, and Poland.
- **Asia & Middle East:** China, India, UAE, and Israel.
- **Americas & Africa:** Canada, Russia, and South Africa.

Commercial Projections:

- **Meetings:** 300 business sessions coordinated by specialized matchmaking teams.
- **Economic Impact:** Estimated **US\$ 9 million** (approx. R\$ 44.7 million) in total business volume generated during the event and over the subsequent 12 months.

The "Brazil Trade Lounge" and Global Readiness

ApexBrasil has selected **35 companies** for direct exhibition and participation in the roundtables. Additionally, five prominent **trading companies** will operate within the *Brazil Trade Lounge*, representing a broader portfolio of 37 additional enterprises.

To further ensure market readiness, the agency is hosting the “**Apex by PEIEX**” **Workshop**. This program offers exclusive educational content designed to clarify the export process, helping brands plan their global presence with a focus on risk mitigation and long-term sustainability.

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