

International Pavilions Showcase Dehydrated Innovations and Heritage Brands

The India, Malaysia, and Italy pavilions at Anuga Select Brazil 2024 highlight a strategic blend of functional ingredients and premium confectionery, targeting a more sophisticated Brazilian consumer base.

India and Malaysia: Innovation in Dehydrated Goods

Exhibitors from Malaysia and India are leveraging the trade fair to introduce high-quality dehydrated products, aiming to outperform existing market alternatives through superior processing and variety.

- **Badjate Export (Malaysia):** Debuting in the Brazilian market, the company offers an extensive portfolio of raisins, including Round, Long, and Golden varieties. Having already established a presence in Europe, Managing Director Samyak Badjate aims to secure high-value partnerships within the domestic retail and industrial sectors.
- **Aura Foods (India):** Specializing in dehydrated aromatics, Aura Foods is showcasing onion and garlic in flakes, strips, and powder formats. Director Jay Patel emphasizes that the goal is to build long-term relationships with key importers and distributors to solidify their regional footprint.

Italy Pavilion: Premium Confectionery and Heritage Brands

The Italian Pavilion represents a fusion of traditional craftsmanship and market expansion strategies, featuring world-renowned sauces, pastas, and premium seasonal items.

- **Novi Chocolates:** Celebrating 120 years of heritage, the brand is scaling its recently launched Brazilian operation. "Our objective is brand visibility and high-level networking," states Fabiana Leme, Export Manager. The brand's **Pistacchio Ripieno**—a milk chocolate with caramelized pistachio cream—has emerged as a top-tier attraction for Brazilian buyers seeking "affordable luxury" in the chocolate segment.
- **Fraccaro Panettone:** A veteran exhibitor now in its fifth edition, Fraccaro continues to utilize Anuga as a strategic platform for **customer retention** and identifying new distributors. CEO Paolo Pietrobon highlights that the event is essential for brands committed to increasing the quality standards offered to the end consumer.

Event & Organizer Overview

Service Details:

- **Event:** Anuga Select Brazil 2024
- **Dates:** April 9–11, 2024
- **Location:** Distrito Anhembi, São Paulo – Brazil
- **Strategic Partners:** ABIA, ABIR, ABRASEL, APEX-BRASIL, EMBRAPA, and EXPO SUPERMERCADOS.

About Anuga Select Brazil Organized by **Koelnmesse Brazil**, Anuga Select Brazil is the premier B2B platform for the Latin American food and beverage industry. It facilitates high-level networking between global brands and professional buyers, providing a centralized hub for **business development**, trend exploration, and international trade.

About Koelnmesse – Global Competence in Food and FoodTec Koelnmesse is a global leader in organizing trade fairs for the F&B industry. Its portfolio includes absolute market leaders 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.

Digital Channels:

- **Official Website:** anuga-brazil.com.br
- **LinkedIn:** [anuga-brazil](https://www.linkedin.com/company/anuga-brazil)