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Aqui está a tradução para o inglês corporativo, com foco em **estratégia de entrada no mercado, parcerias transfronteiriças e fomento ao comércio internacional**.

Brazil Becomes a Strategic Target for Global Brands: From German Confectionery to Egyptian Frozen Goods

With over 25 countries represented at Anuga Select Brazil, international brands are leveraging the event to deepen their market penetration within the Brazilian F&B sector.

A prime example of this global interest is the Egyptian brand **Green House**, a specialist in frozen fruits and vegetables.

"Our frozen strawberries, for instance, offer a naturally sweeter profile that aligns perfectly with Brazilian consumer preferences. By combining competitive pricing with high product acceptance, our presence at the fair is focused on scaling our brand awareness and distribution," explains **Lucas Reis**, representative for Green House.

Government Initiatives and International Cooperation

The trend is further supported by government-backed initiatives, such as those from **Germany**, designed to facilitate market entry for European enterprises.

"We provide the necessary strategic support and incentives for these companies to explore the Brazilian market," says **Sandra Buchholz**, manager of the German pavilion.

The German delegation features prominent global players, including **König Pilsener** (Beverages), **Lambertz** (Confectionery), and **Teekanne** (Tea), all seeking to establish long-term commercial footprints in the region.

Event & Organization Overview

Service Details:

- **Event:** Anuga Select Brazil
- **Dates:** April 9–11, 2024
- **Venue:** 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** and market innovation.

About Koelnmesse – Global Competence in Food and FoodTec Koelnmesse is a global leader in organizing trade fairs for the food and beverage processing sectors. Its portfolio includes world-leading events such as **Anuga**, **ISM**, and **Anuga FoodTec**. By operating in key emerging markets including Brazil, China, India, and the UAE, the group ensures a robust and sustainable international business network for its global clients.

Digital Presence:

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