

<https://anuga-brazil.com.br/release/estado-parceiro-da-anuga-rondonia-destaca-tambaqui-e-cafe/>

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Aqui está a tradução para o inglês corporativo, com foco em **posicionamento regional**, **vantagem competitiva sustentável** e **promoção de exportações**.

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## Rondônia Debuts as Anuga's First "Partner State," Showcasing Tambaqui and Amazonian Coffee

Rondônia has been an active exhibitor at Anuga Select Brazil since 2020. For the 2024 edition, the state significantly expanded its footprint as the inaugural participant in the newly launched "Partner State" program.

Developed by **Koelnmesse Brazil**, the "Partner State" initiative is designed to spotlight the unique products, trends, and commercial potential of specific Brazilian regions. The program offers comprehensive visibility, ranging from early-stage digital marketing and strategic communications to prime exhibition placement and priority access to **Business Roundtables**.

### Premium Portfolio: Amazonian Excellence

**Sérgio Gonçalves da Silva**, Secretary of Economic Development and Vice-Governor of Rondônia, noted that the state's selection was driven by international quality standards and biodiversity.

*"We are presenting a product mix with recognized international excellence. We boast the finest coffee and the best freshwater fish in Brazil,"* Silva stated, emphasizing that the state's proximity to the Amazon rainforest provides a **competitive differentiator** unique to the region.

### Market Traction and Innovation

According to **Filipe Magdiel**, New Business Manager at *Invest Rondônia*, two categories have dominated the interest of international buyers and professional visitors:

- **Tambaqui Fish:** A regional flagship that consistently draws high engagement due to its unique flavor profile and culinary versatility.
- **Amazonian Robusta Coffee:** A prestigious, award-winning specialty coffee that stands out in the global market. To enhance the experience, the state pavilion features professional chefs and baristas conducting live technical demonstrations and tastings.

### Sustainable Productivity

During the opening ceremony, Governor **Marcos Rocha** expressed pride in the alliance with Anuga, highlighting Rondônia's strategic position as a rising powerhouse in food and energy production. He underscored the state's commitment to the **green economy**, maintaining 60% of its territory under environmental preservation while scaling its agricultural output.

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## 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 serves as a strategic meeting point for global brands and professional buyers to engage in **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.

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### Digital Channels:

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