

<https://anuga-brazil.com.br/release/expo-supermercados-aponta-tendencias-para-vender-e-lucrar-mais/>

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Aqui está a tradução para o inglês corporativo, com foco em **eficiência operacional**, **estratégias de varejo (Retail Media)** e **geração de receita**.

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## Expo Supermercados Outlines Trends to Drive Sales and Profitability

In its third consecutive year as a key component of **Anuga Select Brazil 2024**, the **Expo Supermercados** segment saw a **35% increase in attendance** compared to the previous edition. The event attracted retail executives from across Brazil and Argentina, cementing its role as a cross-border hub for innovation.

*"This partnership is vital; Anuga delivers the new products and opportunities that fuel the retail sector nationwide,"* noted **Fabiano Polese**, Director of Expo Supermercados.

### From Loss Prevention to Operational Efficiency

The program addressed a broad spectrum of retail management, from family-owned businesses to global industry leaders. A significant highlight was the focus on **Loss Prevention**, with specialized workshops aimed at protecting margins and optimizing inventory.

### Strategic Partnerships and Cost Reduction

Exhibitors and sponsors introduced high-impact solutions for modern supermarkets:

- **Energy Optimization:** Through a partnership with **(re)energisa**, retailers explored the "Free Energy Market" (*Mercado Livre de Energia*), which offers up to **30% savings** on electrical consumption.
- **Merchandising Excellence:** **Ambev** utilized a "Model Supermarket" layout to demonstrate advanced shelving strategies and how optimized product placement directly correlates with increased sales volume.

### Retail Media and Omnichannel Integration

**Americanas** played a prominent role, not only through brand activation but also by leading the discussion on **Retail Media**.

- **Monetization Strategies:** The keynote focused on how Retail Media has evolved from a trend into a core business reality, allowing supermarkets to leverage their own platforms to drive sales and generate **ancillary revenue streams**.
- **Omnichannel Journey:** Insights were shared on creating seamless consumer connections across physical and digital touchpoints.

*"We offer a 360-degree ecosystem, featuring everything from shelf manufacturers to refrigerated displays—essentially everything a retailer needs to build and scale a store," Polese concluded.*

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## 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, 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, serving as a vital hub for **business development** and technological industry breakthroughs.

**About Koelnmesse – Global Competence in Food and FoodTec** Koelnmesse is a global leader in organizing trade fairs for the food and beverage processing sectors. With a portfolio of world-leading events such as **Anuga**, **ISM**, and **Anuga FoodTec**, the organization maintains a strong presence in key emerging markets—including Brazil, China, India, and the UAE—to ensure a sustainable and influential international business network.

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### Digital Channels:

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