

<https://anuga-brazil.com.br/release/espaco-descobertas-reune-pequenas-empresas-e-muita-inovacao/>

Aqui está a tradução para o inglês corporativo, com foco em **fomento ao empreendedorismo, estratégia de varejo e produtos de nicho (health & wellness)**.

"Discovery Space" Highlights Innovation and High-Growth Potential of SMEs

Now in its fourth consecutive year at **Anuga Select Brazil**, the **Espaço Descobertas** (Discovery Space) continues its mission to empower micro, small, and medium-sized enterprises (SMEs). Curated by the firm **Local.e**, the 325-square-meter pavilion showcases **44 disruptive brands**, positioning them as key drivers of innovation in the modern food and beverage market.

The initiative is designed to bridge the gap between local entrepreneurs and major retail chains, providing the tools necessary to scale sales in the competitive supermarket sector.

Fostering Local Industry and Market Integration

The space features a diverse portfolio of brands from across Brazil, focusing on contemporary consumer demands such as **clean label, gluten-free, lactose-free, and sustainable agroforestry products**.

"These are local brands led by entrepreneurs who bring original and high-value propositions. Our role at Local.e is to foster this small-scale industry and educate entrepreneurs on the complex dynamics of the retail market," explains **Leila Okumura**, Founder of Local.e.

Success Stories and Market Scaling

The "Discovery Space" has proven to be a launchpad for brand maturity. Okumura highlighted several success stories:

- **Mexidona:** Brazil's pioneer in dehydrated soups.
- **Leatt:** A rising player in the plant-based milk segment.
- **Graduation to Solo Stands:** Brands like **Off Gluten** and **Strumpf**, which debuted in the Discovery Space in previous years, have scaled sufficiently to host their own independent stands in this edition of Anuga Select Brazil.

Event & Organizer Overview

Service Details:

- **Event:** Anuga Select Brazil
- **Dates:** April 9–11, 2024
- **Venue:** Distrito Anhembi, São Paulo – SP
- **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** and explore the latest industry innovations.

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 international business network for its clients.

Digital Channels:

- **Website:** anuga-brazil.com.br