

Aqui está a tradução para o inglês corporativo, com um tom focado em **reconhecimento setorial, valor de marca e compromisso com ESG**.

Anuga Select Brazil 2024 Honors Top Exhibitors for Excellence and Innovation

The closing day of **Anuga Select Brazil 2024** featured a high-profile awards ceremony recognizing exhibitors who demonstrated exceptional performance across key categories. The honors were awarded to **Sebrae** (Most Innovative Stand), **ABIR** (Most Sustainable Stand), and **Brinquedos Nogueira** (Most Interactive Stand).

Category Winners & Leadership Insights

- **Most Interactive Stand: Brinquedos Nogueira** The company was recognized for its high engagement with the hospitality sector.
"With the bar and restaurant segment representing 30% to 40% of our revenue, this award validates the success of our interactive strategies for this industry," stated **Percila Paloma**, Sales and Project Director.
 - **Most Innovative Stand: Sebrae** Sebrae's "The Future is Traditional" project earned the top innovation spot by blending heritage with modern business needs.
"Our goal was to translate the cultural richness of Brazilian SMEs—from organic certifications to geographical indications—through a modern lens that respects and values history," explained **Luiz Rebelatto** from Sebrae.
 - **Most Sustainable Stand: ABIR** The Brazilian Association of Soft Drinks and Non-Alcoholic Beverages achieved a **100% sustainable infrastructure**.
"We prioritized circular economy principles, utilizing carpets made from recycled PET bottles and upcycled flooring. Our focus this year was absolute innovation in sustainability," noted **Aline Sanromã** of ABIR.
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Event & Organization Overview

Service Details:

- **Event:** Anuga Select Brazil
- **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**, the event is the premier strategic meeting point for the Latin American food and beverage industry. It facilitates high-level networking between global brands and professional buyers, providing a centralized platform for **business development** and technological discovery.

About Koelnmesse – Global Competence in Food and FoodTec Koelnmesse is the 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 Presence:

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