

Anuga Brazil 2024 Debuts with Immersive Industry Experiences and Exclusive Global Insights

Preparations for Anuga Select Brazil 2024 are in full swing. The trade fair will take place from April 9–11 at Distrito Anhembi, São Paulo.

Beni Piatetzky, Managing Director of Koelnmesse Brazil, emphasizes that the transition to the global "Anuga" brand—aligning the event with its German parent, the world's largest food and beverage exhibition—strengthens commercial ties across nearly 130 countries.

"The rebranding to Anuga Select Brazil (formerly ANUFOOD Brazil) carries significant weight, coinciding with the 100th anniversary of Koelnmesse worldwide," notes Piatetzky.

Strategic Growth and Market Modernization

For Polliana Claudino, Manager of Anuga Brazil, the country's status as a leading global producer ensures the sector remains a focus of sustained growth.

"The industry is undergoing rapid diversification. We are seeing a surge in trends such as organic, functional, plant-based, Halal, and gourmet products—all of which are central themes of this edition," she stated.

The fair has already secured approximately **90% of its exhibition floor**, projecting a **30% growth** in scale over the previous edition. It will host **500 brands from 25 countries**, with an expected attendance of **16,000 professional visitors**.

Featured Hubs: Business, Content, and Innovation

● Specialized Technical Content

- **Retail & Food Service Strategy:** Highlights include the **3rd National Congress for Neighborhood Supermarkets** and the **2nd "Açougue de Primeira" Workshop** for meat department optimization.
- **Industry Perspectives:** The **Anuga Cast** podcast and the **V ABRASEL – ESBRE Meeting** will offer expert-led debates on the future of bars and restaurants.
- **Sustainability & Innovation:** Dedicated sessions by **ABIR** (non-alcoholic beverages) and the **APEX by PEIEX** workshop for exporting brands.

● Business Facilitation & Trade

- **Mega Business Roundtables:** A tripartite matchmaking program involving hosted buyers, international buyers curated by **Apex-Brasil**, and hotel chains represented by **FOHB**.

- **Regional & Global Pavilions:** Featuring the **Anuga Partner State (Rondônia)** and international clusters from over 25 countries.
- **Innovation Showcases:** The **Startup Zone**, **Discovery Space**, and **Food Trends Pavilion** will highlight disruptors and emerging domestic brands.
- **Halal Zone:** A dedicated space for Halal-certified F&B in partnership with **Fambras Halal**.

● Technological Immersion

- **Sindal Showroom:** A 225 m² landmark for **food service technology**, showcasing smart, sustainable, and customized equipment solutions.
- **Agrotech & Organic:** Specialized pavilions hosted by **EMBRAPA** and **Organis** focusing on traceability, technology, and organic integrity.

● Sensory & Professional Experiences

Attendees can participate in the **Pizza Workshop**, the **2nd National Pizzaiolo Championship**, the **Anuga Brazil Cooking Show**, and the **Model Supermarket**—a live training environment for retail best practices.

Event & Organization Overview

Service Details:

- **Event:** Anuga Select Brazil 2024
- **Dates:** April 9–11, 2024
- **Hours:** 10:00 AM to 7:00 PM
- **Venue:** Distrito Anhembi, São Paulo – Brazil
- **Strategic Partners:** ABIA, ABIR, ABRASEL, APEX-BRASIL, EMBRAPA, and EXPO SUPERMERCADOS.

About Koelnmesse – Global Competence in Food and FoodTec Koelnmesse is a global leader in organizing trade fairs for the food and beverage sectors. Its portfolio includes absolute market leaders such as **Anuga**, **ISM**, and **Anuga FoodTec**. By operating in key emerging markets, the group ensures a sustainable and influential international business network for its global clientele.

For more information: anuga-brazil.com.br