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[#anugabrazil](#)

## ABAD drives digital transformation to benefit wholesalers, distributors and consumers

*Sector, which grew by 8.7% in 2024, gathers in the organisation's exclusive lounge at Anuga Select Brazil to explore new technologies and establish strategic partnerships*



With a permanent Committee for Technology and Innovation, the Brazilian Association of Wholesalers and Distributors (ABAD) is taking part in the 6th edition of Anuga Select Brazil precisely to discover new technologies and establish strategic partnerships for the players in this supply chain. The organisation will have an exclusive lounge at the trade fair, which takes place from 8 to 10 April at the Anhembi District in São Paulo, bringing together the country's leading wholesalers and distributors, as well as five key buyers taking part in a Mega Business Roundtable.

“ABAD’s participation, alongside its associates, in these events strengthens the sector’s position in the market, drives business, and encourages the adoption of innovative practices. We have observed a growing awareness of the importance of digitalisation and innovation. While the sector is gradually adapting, it requires time and investment, but resistance has been minimal, with companies becoming increasingly engaged in this movement,” says Leonardo Miguel Severini, President of ABAD.

This shift is reflected in the 8.7% increase in revenue in the wholesale distribution sector in 2024 compared to 2023, according to the ABAD NielsenIQ Thermometer. Over the past year, national retail grew by 9.4%, with Cash & Carry and Pharma achieving the best performances in the period, both recording double-digit growth (+12.9% and +12.1%, respectively).

### **Competitive advantages**

New technologies provide a better experience for the end consumer, who gains access to fresher, more affordable products in a quicker and more efficient manner. According to experts, while artificial intelligence (AI) enhances demand forecasting, optimises logistics routes, and efficiently manages inventories, automation facilitates supply chain integration, resulting in more efficient operations and reduced human error.

“These technologies are revolutionising the wholesale and distribution supply chain. AI-driven management systems analyse consumption patterns and seasonality, allowing for proactive stock adjustments and waste reduction. Furthermore, automating ordering and delivery processes ensures that products reach consumers more quickly while maintaining their natural qualities” says Severini.

Another key point highlighted by ABAD’s president is that automation contributes to reducing operational costs, leading to more competitive prices for consumers. “A digitalisation system with intensive data use, focusing on transforming the role of the sales representative, can improve average ticket values, expand the customer base, and simplify customer service,” he states.

The organisation notes that adoption rates have been high, yet challenges remain, such as cultural resistance to change, the need for significant investment in technological infrastructure, and employee training to use new tools effectively. Additionally, system integration across different supply chain links requires standardisation and collaboration between companies.

“The use of data and predictive analytics enables more precise planning, anticipating demand and adjusting stock levels accordingly. For small and medium-sized distributors, digitalisation presents opportunities to compete on an equal footing with larger players by optimising processes, cutting costs, and expanding market reach. Digital tools facilitate order management, stock control and customer relationship management.

### **Event details:**

**Anuga Select Brazil**

**Date:** 8 to 10 April 2025

**Time:** 10 am to 7 pm

**Location:** Anhembi District - Pavilion 1

**Address:** Av. Olavo Fontoura, 1209 - Santana, São Paulo - SP

**Strategic Partners:** ABIR, ABIS, ABRASEL, APEX-BRASIL, EMBRAPA, and EXPO SUPERMERCADOS.

**About Anuga Select Brazil** - It is organised by Koelnmesse Brazil, which, through the trade fair, provides proper visibility to the diverse activities related to agribusiness and the food and beverage industry. This allows national and international buyers to meet in the same place to do business and discover the industry's latest innovations. The event will take place from 8th to 10th April 2025 at the Anhembi District, São Paulo.

**About Koelnmesse** - Global Competence in Food and FoodTec: Koelnmesse is an international leader in organising food trade fairs and providing services and products related to food and beverage processing. Trade fairs such as Anuga, ISM - the International Sweets and Biscuits Fair, and Anuga FoodTec are recognised worldwide as undisputed leaders in their sectors. Koelnmesse also organises leading food and beverage trade fairs in key global markets, including Brazil, China, India, Italy, Japan, Thailand, the United States, and the United Arab Emirates. Through these global activities, Koelnmesse provides its customers with a comprehensive portfolio of high-quality events across different markets, ensuring a sustainable and international business network.

More information: <https://anuga-brazil.com.br/en/>

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**Youtube:**

[https://www.youtube.com/channel/UCebO5\\_epuMPam5T6hBHVOjQ](https://www.youtube.com/channel/UCebO5_epuMPam5T6hBHVOjQ)

**Photos** [here](#)

**Information for the press:**

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