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#anugabrazil

Global quality standard increases participation of foreign companies and visitors at Anuga Brazil

With 13 confirmed international pavilions, the national event follows the German source to bring the latest market trends and innovations

The **6th edition of Anuga Select Brazil**, taking place at the Anhembi District from 8 to 10 April, already has 13 international pavilions and more than 25 confirmed countries. The national event follows the same quality standard as the global brand and aims to bring the latest trends and innovations showcased at its German headquarters, which has been organising the fair in the city of Cologne for over a century.

“It serves as a guiding beacon for us. Anuga Cologne hosts more than 8,000 exhibitors from 150 countries and visitors from 200 nations. There, we discover the most cutting-edge developments in the sector. This exchange is incredibly valuable and is reinforced by our collaboration with the company's 120 offices worldwide, aiming to attract companies to Brazil,” says Beni Piatetzky, Managing Director of Koelnmesse Brazil.

Among the international pavilions, the major highlight is the presence of the European Union, which will be coming to Brazil for the first time. According to Piatetzky, this space brings the national supermarket network and food service sector closer to unique products that can be successfully introduced to the local market.

“The strength of the global brand underscores the importance and relevance of the fair. Companies recognise that our country is a showcase to the world, and Anuga Brazil is the ideal venue for lucrative business transactions. We have major food and beverage producers, offering innovations and representing a significant and powerful market within the sector,” highlights Polliana Claudino, Project Manager at Koelnmesse Brazil.

Since its first edition in 2019, the Brazilian event has seen organic growth in international interest. Beyond the brand's prestige, the increasing effectiveness in generating business opportunities with each edition has also caught the attention of foreign investors.

“We work to attract both companies that already export and international buyers, aiming to increase the diversity of exhibiting brands from different countries. In other words, the fair is expanding with brands that set trends, its attractions enable more business opportunities, and its content enhances its impact on the sector. We



participate in trade fairs across the globe to spark interest from various countries and attract new exhibiting brands. We are always keeping up with global trends to ensure our visitors have the widest range of possibilities,” Claudino adds.

Brazil currently exports to more than 190 countries and is the world's largest exporter of processed foods by volume, generating \$66.3 billion (R\$ 383 billion) in exports. The food industry also contributes 77.1% to Brazil's total trade balance surplus. The data comes from ABIA (Brazilian Association of Food Industries).

Mega Business Roundtable

The event's internationalisation also benefits Brazilian companies looking to export. Beyond the opportunities emerging within the pavilion, they come face-to-face with international buyers at the **Mega Business Roundtable**. As exhibiting brands at the Brazilian fair, they gain access to all Koelnmesse events worldwide.

“Anuga Brazil is the right place to expand your network of buyer countries, as the visitor profile is highly qualified to ensure real business deals take place. The world is becoming increasingly globalised and is in constant search of innovative and trend-setting food and beverages,” concludes Claudino.

The Mega Business Roundtable will have three phases: the first cycle with hosted buyers, the second organised by Apex-Brasil (Brazilian Trade and Investment Promotion Agency) with international buyers, and the third by FOHB (Brazilian Hotel Operators Forum), establishing connections with Brazil's leading hotel chains.

Service

Anuga Select Brazil

Date: 8 to 10 April 2025

Time: 10am to 7pm

Venue: 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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Facebook: facebook.com/anugabrazil

Instagram: [anugabrazil](https://instagram.com/anugabrazil)

LinkedIn: <https://www.linkedin.com/company/anuga-brazil/>

Youtube: https://www.youtube.com/channel/UCebO5_epuMPam5T6hBHVOjQ

Photos [here](#)

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