

Bulletin 1

“The world recognises the strength and quality of our food,” says the Director of the Department of Trade Promotion and Investment at the Secretariat of Trade and International Relations, Ângela Pérez



The 6th edition of Anuga Select Brazil began this Tuesday (8/4) at 10am, with the opening ceremony at the Anhembi District in São Paulo. The General Director of Koelnmesse in Brazil, Beni Piatetzky, opened the ceremony by highlighting the strength of the sector in the Brazilian economy. “Brazil begins this year with remarkable optimism, driven by the estimated investment of approximately R\$120 billion by 2026, according to data from the Brazilian Food Industry Association (ABIA).”

“The fair is consolidating itself as the most comprehensive showcase for retail, food service chains, the growing out-of-home dining market, and the hospitality sector,” Piatetzky added.

Also present at the opening, Nils-Holger Glomme, Global Brand Manager at Koelnmesse, emphasised that “the event will serve as a first-class platform for innovation, collaboration, and business opportunities in the food and beverage sector in the Brazilian market. 2025 presents new challenges for our industry. Economic changes, regulatory developments, and climate uncertainties require us to be more agile than ever. However, as history has shown, the food and beverage sector remains a pillar of resilience and growth, and here at Anuga Select Brazil, we are not just adapting to changes, we are leading them.

The fair brings together launches, news, and innovation from sectors that drive the country’s economy. More than 510 exhibiting brands are expected, from 38 countries, occupying 14,000 square metres, including 17 international pavilions and 20 national ones. This year, Anuga brings even more attractions, networking, and innovation, with over 192 hours of content presented by industry experts. The organisation expects to surpass 16,000 visitors over the three-day event.

Authorities presentes

The Director of the Department of Trade Promotion and Investment at the Secretariat of Trade and International Relations of the Ministry of Agriculture and Livestock, Ângela Pérez, highlighted Anuga’s strategic role in strengthening the agri-food sector and internationally promoting Brazilian products. “The world recognises the strength and quality of our food. We are a benchmark in food security, sustainability, innovation, and competitiveness. In 2024, the value of Brazilian agribusiness exports

exceeded 165 billion dollars, representing around 50% of our country's total exports. The agri-food sector employs millions of Brazilians directly and indirectly and is a fundamental pillar of our trade balance, essential for the country's macroeconomic stability.”

Alderí Emídio de Araújo, Executive Director of Governance and Information at the Brazilian Agricultural Research Corporation (Embrapa), addressed the importance of public-private partnerships in accelerating the development of healthy foods. “Thanks to the work of public and private institutions focused on science, technology, and information, and certainly due to the efforts of Brazilian producers, we are transitioning from a situation of fresh food production to the industrial sector, also committed to producing quality food. So, this fair is essential for us to effectively direct our efforts towards producing quality food. The alliance with the private sector, which is more agile, enables us to build agility, to build pathways that can make our technologies more accessible to the population.”

“The Government of the State of São Paulo conducts research to support the food and beverage production sector in our state. We have made continuous efforts to increasingly have better structures and conditions to support this important and rapidly growing sector. Our work consists of ensuring a prosperous, healthy, and competitive environment for the food sector. One way to achieve this is by supporting fairs related to the sector and creating environments to showcase our field producers, industry producers, traders, buyers, importers, and exporters to both the domestic and international markets,” said Edson Alves Fernandes, Executive Secretary of Agriculture and Supply of the State of São Paulo.

Closing the opening ceremony, Colonel Marcos Rocha, Governor of Rondônia, praised the growth of the local agribusiness. “Later this year, the state of Rondônia will have the largest beef slaughterhouse in Latin America. The agribusiness sector is made up of 80% small producers, but there is nothing small about them, because they produce wonderful things, such as coffee that has already received international awards, and our cocoa nut which is competing among the best in Brazil. Not to mention, of course, the best fish in the world - tambaqui.”

Embrapa and CEAGESP present their innovations for agribusiness

The Brazilian Agricultural Research Corporation (Embrapa) is taking part in the 6th edition of Anuga Select Brazil as a strategic partner of the event, which runs until Thursday (10/4) at the Anhembi District. Among the launches is the Purple Gala apple, the first Brazilian cultivar of the Gala group with an entirely red skin, the result of a natural mutation that gives it intense pigmentation and excellent sensory quality. A partnership with the company Jardim dos Clones enables the commercialisation of the fruits and seedlings of this new variety.

In addition to the Purple Gala, Embrapa is showcasing plant-based products such as vatapá made from cashew fibre, a vegan option formulated with cashew apple fibre and other ingredients, with a shelf life of up to 80 days when frozen, and kibbeh made with cashew fibre and seaweed protein, which retains flavour and texture similar to the traditional version.

The stand also features lentil and chickpea protein concentrates, with protein contents of 80% and 73%, respectively, as well as carioca bean concentrate with 80% protein, aimed at enriching plant-based foods such as burgers and plant milks.

At the stand of the São Paulo General Warehousing and Centres Company (CEAGESP), Campal Frutas e Legumes, from Valinhos (SP), highlights its production of purple figs, recognised nationally and exported to several European countries. Cristiane Fabiano, co-owner of the company, points out: “Our production of purple figs is one of the largest in the state, and now we are exporting to Europe, as well as distributing throughout Brazil.”

Meanwhile, Frutas Luma is presenting a diverse portfolio of products from the Amazon, such as maná-cubiu, jenipapo, cupuaçu, and cacao. Airton Bruno, co-owner of the company, emphasises: “The Amazon exotics market is growing exponentially. Taking part in a fair like Anuga is an excellent opportunity to promote these products and reach a global audience.”

Cachaça gains exclusive pavilion at Anuga Brazil and highlights Brazilian cultural heritage

The Brazilian Institute of Cachaça (IBRAC) is participating for the first time in Anuga Select Brazil with a pavilion entirely dedicated to the internationally renowned spirit. The initiative aims to offer the public a complete sensory experience, allowing for moderate and responsible tasting of Cachaça, as well as the presentation of its aromas, flavours, and diversity.

The pavilion seeks to provide an immersive experience in Cachaça culture, promoting direct contact with producers and nationally renowned labels. In total, brands from five states are participating: Famigerada (MG), Gogó da Ema (AL), Pitú (PE), Weber Haus (RS), and Ypióca (CE). The regional presence reinforces the plurality of Brazilian production and allows visitors to discover different styles, ageing methods, and raw materials used.

Henrique Tenório, owner of the Alagoas-based Gogó da Ema, highlights the launch of two new products at the event: “We are presenting the launch of a premium Cachaça aged in French oak for 4 years and another aged for 8 years, which goes through two Brazilian woods - jequitibá and bálsamo - and finishes with over 2 years in French oak, totalling 8 years.”

Meanwhile, Ceará-based Ypióca is showcasing *Mestre Ouro* as its standout product. According to Ana Carolina Corrêa, the brand’s master distiller, “it was launched in June last year and is a Cachaça stored in amburana, chestnut, and bálsamo casks, offering a smoother, sweeter profile with floral and woody notes.”

With a focus on valuing national identity and strengthening the production chain, Cachaça’s presence at Anuga Select Brazil signals a growing movement of recognition of the spirit not only as cultural heritage but also as a competitive product in the global market.

EU debuts at Anuga Brazil, while the Arab-Brazilian Chamber of Commerce returns to the event

The **6th edition of Anuga Select Brazil**, which began this Tuesday (8/4) at 10am, set a record for the number of international exhibitors. In total, there are 17 pavilions with countries from four continents: the USA, Argentina, Peru, Italy, Germany, Turkey, China, India, European Union, Arab Chamber of Commerce (two countries), Malaysia, Vietnam, and Egypt.

After a few years away from the event, the Arab-Brazilian Chamber of Commerce returns to Anuga with the mission of connecting Brazilian producers with producers from the Arab League countries. “To connect Brazilian and Arab businesses, one of the most important tools is participation in trade fairs. The food and beverage segment is one of the most important in this trade balance between Brazil and Arab countries. So, to create opportunities for Arab companies in Brazil, this sector is a priority,” said Estevão Carvalho.

This time, two stands were set up, the first consisting of four companies from Saudi Arabia and the second with five Palestinian companies, nine in total. “The Saudi companies specialise in dates and date-based products. In the Palestinian pavilion, the companies have dates in their portfolio and also olive oil. They produce high-quality olive oil, in addition to za’atar, a traditional seasoning from the region,” Carvalho added.

Among the South American countries, the Peru Pavilion has been present since the first edition. The Peruvian companies aim to introduce their products, mainly, to the Brazilian market.

“Our goal is to diversify the export offering of Peruvian companies and enable our products to enter Brazil. Some products and companies are already exporting, such as Limaterra, with olive oils and olives, and Peruvian Food Group, which also exports dried mango and frozen avocado. Other companies wish to enter this market, such as Industria del Río, which has candied fruits and jams,” highlighted Carlos Encalada, agribusiness coordinator of the Peru Pavilion.

“Anuga Brazil is certainly a business opportunity for companies from Peru. I think it is a fair that is consolidating very well, especially in relation to Peruvian products. And, more than anything, they have strong support, which is the partnership with Anuga in Germany, in which we also participate,” he added.

Meanwhile, in Europe, Germany marked its presence with the stand of the Federal Ministry of Food and Agriculture, with the purpose of encouraging German companies to enter the Brazilian market. “I’m pleased because the stands were very well visited and everyone loved them,” said Fatma Semiz, from Balland Messe-Service, responsible for the German Pavilion.

The space includes companies from various food segments, such as Bitburger, Teekanne, Kunella Feinkost, RiftValley, and Ludwig Schokolade.

APEX Brasil provides opportunities for small companies to export at Anuga

The Brazilian Trade and Investment Promotion Agency (Apex Brasil), a strategic partner of Anuga, decided to change the format of its participation in this year’s edition. “Apex brought some companies only with products in the showcase. We decided to adopt an exhibition model for smaller companies, which normally do not have much visibility and the opportunity to exhibit and take part in an event as grand as Anuga. Among the criteria used to select companies, we considered the manufacture of products of natural and Amazonian origin,” said Janaina Melo, Apex Brasil analyst.

One of the companies at the Apex stand is Co.cook, a gourmet spice brand with flavours from various regions of the world, such as Syria, India, Malaysia, and Turkey.

“Our products used to be sold in partnership with a French company, but we decided to end that to launch under our own brand. To resume exporting, we approached Apex to help us achieve that goal. So we came to Anuga looking for an investor to enable sustainable growth for the company,” said Sonivan Cunha, CEO of Co.cook.

For the first time at the event, AMZ Tropical, specialised in the sustainable production of spirits, decided to participate in Anuga after its Tropical Dry Gin received an award in London. “We came second in the gin category. That motivated us to also explore the export market. So today we’re showcasing our award-winning Jambu Dry Gin. Additionally, we hope to network and make contacts with other companies, both for export and domestic distribution. People have shown curiosity, they’re trying the product, they’re really willing to get to know our brand and our drinks. It’s great to be able to show this part of the Amazon to the world,” said Nathally Vieira, AMZ Tropical promoter.

Strategic use of Artificial Intelligence in business

During Anuga Select Brazil, at the Food Trends Auditorium, Douglas Martins, CMO of Alfama Foods, shared insights on “How to use Artificial Intelligence as a tool to generate better results”. The speaker emphasised that the simple use of commands, known as prompts, represents only 10% of Artificial Intelligence (AI)’s potential. He also explained that, to achieve effective results, it is essential to provide AI with clear and contextual instructions.

“For example, when requesting the creation of a sales funnel, one should specify the business context, target audience, desired format, and any constraints, such as avoiding theory and focusing on practical applications,” stated Martins.

According to the consultancy [Mordor Intelligence](#), the global Artificial Intelligence market in the food and beverage sector was valued at over R\$3 billion in 2020, with expectations of growing nearly tenfold by 2026. In Brazil, the growth of the AI market within companies in the sector is considered moderate compared to other regions.

The professional also differentiated between the concepts of automation and AI, highlighting that “automation does, and AI thinks.” While automation performs repetitive tasks based on pre-defined rules without the ability to learn or make autonomous decisions, AI is capable of processing information, learning from data, and making more complex decisions.

The speaker also identified specific areas where the integration of AI can bring significant benefits, such as in the upskilling of sales teams, linking CRM systems for sales personalisation, and supporting design teams. The strategic implementation of AI in these areas can lead to more efficient and personalised processes, boosting companies’ performance and competitiveness in the market.

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: ABIA, ABIR, ABRASEL, APEX-BRASIL, EMBRAPA e 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

Photos [here](#)

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