

## 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.”

**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/>

**Anuga Brazil on social media:**

**Facebook:** facebook.com/anugabrazil

**Instagram:** anugabrazil

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

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

**Photos** [here](#)

**Information for the press:**

**2PRÓ Comunicação - Koelnmesse Brazil**

Teresa Silva - teresa.silva@2pro.com.br | 11-99228-7836

Myrian Vallone - myrian.vallone@2pro.com.br

(11) 3030-9463 | 3030-9404

[www.2pro.com.br](http://www.2pro.com.br)

If published, we would appreciate a copy