



Bulletin 1

Speaker at Anuga Brazil highlights the 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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