

Bulletin 3

First-time exchange between Anuga Brazil and Private Label Brazil surpassed expectations

The 2025 edition marked the beginning of the partnership between **Anuga Select Brazil** and **Private Label Brazil**, marking the first and highly successful strategic exchange between the two events. With exhibition centres located just 4 km apart (Anhembi District and Pro Magno), the two events adopted a cross-visitation model, encouraging the flow of professionals between both fairs through joint registration and free transport.

From the start of the programme, the movement of vans linking the two pavilions has been constant, with regular departures always full, reflecting the strong interest of the public in exploring complementary opportunities. The integration of content also stood out: the lectures and panels of Private Label Brazil took place within the Anuga Brazil space, broadening the reach of discussions on own brands and outsourcing to an even wider audience.

“This first-time collaboration offered retail, industry, and distribution professionals a vibrant networking platform, fostering valuable connections between the food sector and the private label market – a segment experiencing strong growth in Brazil and drawing attention from emerging players,” says Giulio Rossi, General Director of Private Label Brazil.

The expectation is that this union will evolve even further as of 2026, when Private Label Brazil will be held simultaneously in the same space as Anuga Select Brazil, in the Anhembi District. “This full integration will further enhance opportunities for exhibitors and visitors, promoting innovation, competitiveness, and new connections in the Brazilian and international markets,” Rossi emphasises.

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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