



With a Strong Export-Oriented Agribusiness Sector, Brands Target International Buyers

Agribusiness is one of the main drivers of Brazil's trade balance. In January alone, the sector accounted for 43% of the country's exports, totaling US\$ 10.8 billion, according to data from Brazil's Ministry of Agriculture and Livestock (MAPA). However, the growth in foreign sales is not limited to commodities. Companies engaged in processing and adding value to agricultural products have been increasingly seeking international buyers and strengthening their export strategies.

Coffee is an emblematic example. As the world's largest exporter, Brazil accounts for more than one-third of the global market. With this scenario in mind, TRIO COFFEE, a specialty coffee producer from Serra da Mantiqueira (MG), is investing in closer relationships with foreign buyers to expand its presence abroad.

A similar movement can be seen in the functional foods and health-oriented products segment. Açaí Fresh, which already operates in countries such as the United States, Canada, Portugal, and Australia, sees the current landscape as an opportunity to expand its international presence, especially with higher value-added products. Açaí, recently recognized as a national symbol, has been gaining increasing visibility overseas and reinforcing Brazil's positioning as a supplier of distinctive ingredients and food products.

The impact of this momentum is reflected in the sector's business agenda. Events focused on the food and beverage industry have seen growing participation from brands directly linked to agribusiness and focused on international expansion.

Anuga Select Brazil is one such example. Taking place from April 7 to 9 at Distrito Anhembi in São Paulo, the event is expected to bring together companies interested in expanding commercial partnerships both domestically and internationally. It is projected to host the largest business matchmaking round ever held at a trade fair. The initiative is supported by the Brazilian Trade and Investment Promotion Agency (APEX), reinforcing its focus on internationalization. The goal is to connect Brazilian companies with decision-makers from both the national and international markets, facilitating negotiations and expanding market reach.

This is why TRIO COFFEE has decided to participate for the second consecutive year. "We aim to increase our business volume, expand our consumer base, and enhance the brand's reach," says the company's commercial representative, César Pereira.



Also exhibiting, Açai Fresh has chosen the event, considered the leading food and beverage industry trade show in Latin America, to launch Brazil's first açai cream with 15 grams of protein and collagen, zero lactose, zero gluten, and no preservatives. "Participating in Anuga is an opportunity to expand qualified networking, prospect international buyers, and increase the brand's presence in new distribution channels," says Commercial Director Jean Ferraz.

"With Brazil consolidated as an agri-food powerhouse, integration between the field and industry becomes essential for retail companies, food service networks, out-of-home dining, and hospitality. It is precisely this connection that will guide the debates and business opportunities at the 2026 event, positioning Brazil's food industry at the center of economic expansion opportunities," explains Polliana Claudino, the fair's project manager.

Service Information

ANUGA SELECT BRAZIL

- Dates: April 7, 8, and 9, 2026
- Time: 10 a.m. to 7 p.m.
- Venue: Distrito Anhembi
- Address: Av. Olavo Fontoura, 1209 - Santana, São Paulo - SP, 02001-900
- More information: anuga-brazil.com.br
- [Register here](#)

About Anuga Select Brazil

Anuga Select Brazil is the leading meeting point for the food and beverage industry in Latin America. It is a space where national and international brands, buyers, and experts connect to generate business, explore trends, discover innovations, and strengthen strategic relationships. With qualified business matchmaking sessions, relevant content, and global visibility, the event transforms opportunities into tangible results, positioning brands at the center of the market and the future of the sector.

In 2025, Anuga Select Brazil, now in its 7th edition, featured exhibitors from 38 countries, visitors from more than 65 nations, and approximately 2,650 business meetings, generating R\$ 89 million in commercial opportunities.