

Anuga Select Brazil Inaugurates 7th Edition with a Strategic Focus on Internationalization

The opening day of Anuga Select Brazil—the premier hub for the Latin American food and beverage industry—was defined by high-level strategic networking and a robust presence of international stakeholders seeking partnership opportunities with Brazilian enterprises.

"Anuga is more than a traditional trade fair; it is a global business platform. We are an ecosystem connected to the world's largest international F&B network. Our mission is clear: to facilitate market expansion, strengthen export capabilities, and drive the sustainable growth of the entire value chain," stated **Beni Piatetzky**, Managing Director of **Koelnmesse Brazil**.

Export Powerhouse and Institutional Synergy

A key partner of the event, **ApexBrasil**, reported that companies supported by the agency generated over **\$50 billion in exports** in the first half of 2025 alone. **Juarez Leal**, Head of Digital Platforms, emphasized the importance of fostering global awareness for domestic brands to capitalize on international opportunities.

The official opening ceremony gathered top-tier leadership from major industry entities, including:

- **Embrapa** (President Silvia Massruhá)
- **ABRASEL-SP** (President Luizinho Hirata)
- **FAMBRAS** (President Mohamed Hussein)
- **Private Label Brazil** (CEO Giulio Rossi)

A Global Marketplace: Case Studies in Expansion

Held at Distrito Anhembi (April 7–9), Anuga hosts over **550 brands**, representing exhibitors from **65 countries** and attendees from over 70.

- **Tunisian Olive Oil:** *Fen Al Kimya* debuted three premium olive oil brands from Tunisia. Director Rita Bassi highlighted that Brazil is currently one of the fastest-growing olive oil markets globally, making it a "top-tier" destination for Tunisian exports.
- **Patagonian Innovation:** *Fruch*, an Argentine brand of 100% natural apple chips, returned to the event after successfully entering the Brazilian market following the 2025 edition. Partner Gaston Arcucci noted the immense **market potential**, stating:

*"The population of São Paulo alone rivals that of Argentina. We project that Brazil will represent **50% of our total global revenue** within the next two years."*

About Anuga Select Brazil

Anuga Select Brazil is the primary strategic meeting point for the F&B industry in Latin America. It facilitates high-level networking between global brands, buyers, and experts to drive **business development** and identify trends.

Key Performance Indicators (2025 Cycle):

- **Exhibitors:** 38 countries.
- **Attendees:** 65+ nations.
- **Business Rounds:** 2,650 meetings.
- **Economic Impact:** **R\$ 89 million** in commercial opportunities generated.