



All About Food

International Trade Show Exclusively for the Food and Beverage Sector

Post Show Report

2024



The 5th edition of **Anuga Select Brazil** saw a 30% increase in the number of exhibitors and consolidated as the global innovation and business platform the food and beverage sector.

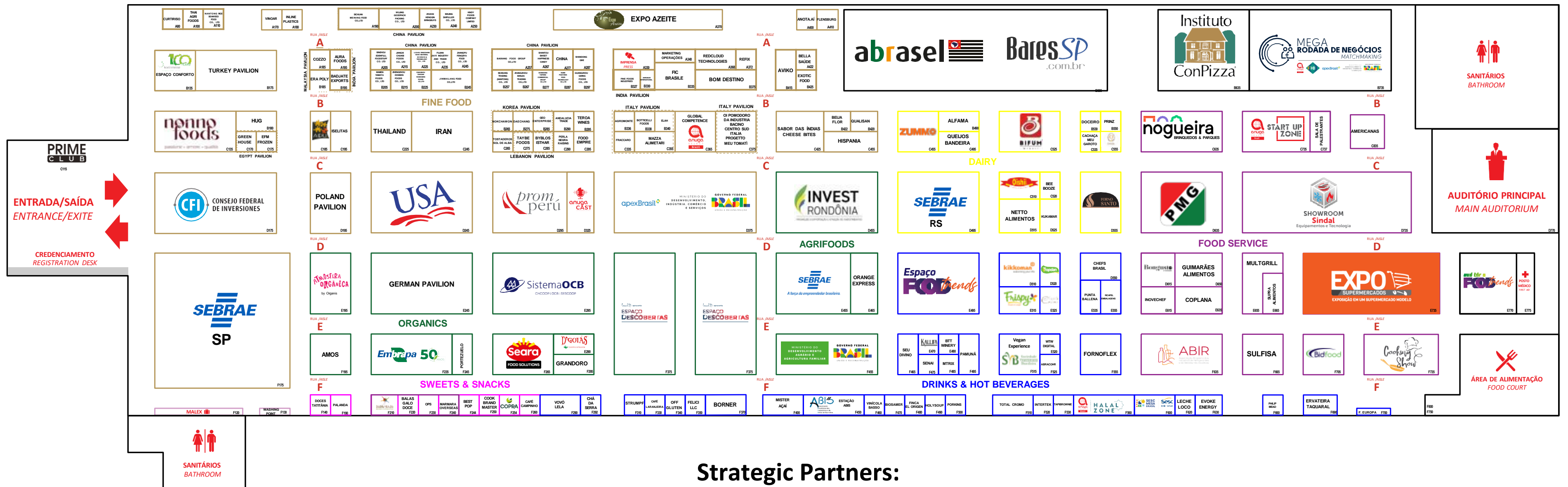


Anuga Select Brazil – is the main business generating channel and the most comprehensive showcase for national and international product launches for retail, food service network, food away from home and hospitality. In one place, entrepreneurs and F&B professionals can evaluate new suppliers, participate in attractions, attend presentations by specialists and learn about the latest major global trends in the sector to grow and increase the competitiveness of their business.





All About Food



Strategic Partners:



Numbers from 2024 Anuga Select Brazil



+23 exhibiting
countries from...



...4 continents
And all Brazilian States



+ 33
visitors
countries



+15.000
visitors

+145
hours 
of specialized
content...

...in the
6 auditoriums
of the trade show



+500
exhibitors

Exhibiting Countries

23 exhibiting
countries



Germany



Argentina



Brazil



Chile



China



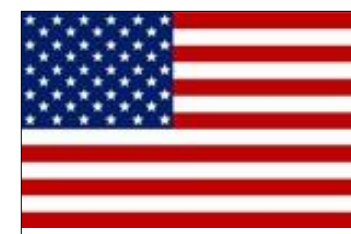
South Korea



Egypt



Spain



United States



Netherlands



India



Iran



Italy



Lebanon



Malaysia



Mexico



Peru



Poland



Singapore



Thailand



Turkey



Uruguay



Venezuela

Visitor profile

+ 15,000 visitors from 33 countries

- | | | |
|--|---|---|
|  Germany |  Arab Emirates |  Nigeria |
|  Angola |  Espanha |  Panama |
|  Saudi Arabia |  United States |  Paraguay |
|  Argentina |  Guatemala |  Peru |
|  Armenia |  Holland |  Poland |
|  Belarus |  India |  Portugal |
|  Bolivia |  England |  Russia |
|  Chile |  Iraq |  Switzerland |
|  China |  Italy |  Thailand |
|  Colombia |  Macedonia |  Turkey |
|  Egypt |  Mexico |  Uruguay |

TOP 3 – Objectives when visiting the trade fair

1

Get to know new products
and suppliers

2

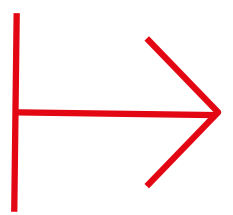
Learn about market trends

3

Do business and improve
suppliers relations

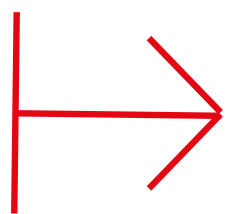
Official Pavilions




16
national
pavilions



 apexBrasil	 MINISTÉRIO DO DESENVOLVIMENTO, INDÚSTRIA, COMÉRCIO E SERVIÇOS	 GOVERNO FEDERAL	 SEBRAE	 SEBRAE SP	 SEBRAE RS	 Atmosfera Orgânica by Organis	 Espaço Descobertas	 Vegan Experience SVB	 Espaço Food Trends
 SHOWROOM Sindal			 Halal Zone	 Espaço Food PMG	 Embrapa	 Rondonia	 OCB	 Estação Sorvete - ABIS	 Start-Up Zone

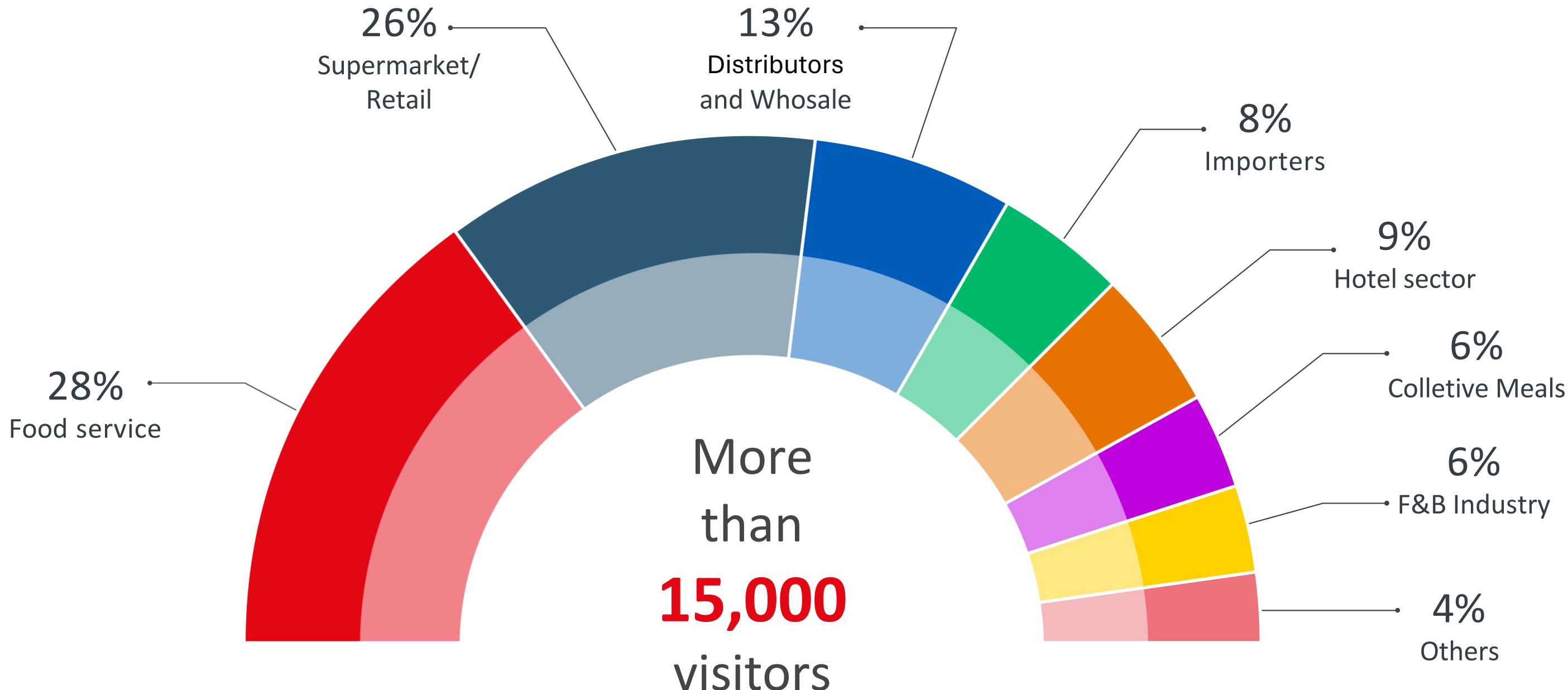
16
International
pavilions



 Germany	 Andaluzia	 Argentina	 China	 South Korea	 Egypt	 United States	 India
 Italy	 Iran	 Lebanon	 Malaysia	 Peru	 Poland	 Thailand	 Turkey



Visitor profile



Presence of the main supermarkets in the country

85%
Participate in the purchasing process

96%
Intent to return for the next edition

97%
Were satisfied and recommend the event

Qualified Buyers

85%

Stated "Getting to know new products and suppliers" as the main reason for visiting the trade fair



Attractions

Anuga Select Brazil offered a comprehensive agenda focused on knowledge, innovation, relations and generating business.

- 2nd FIRST CLASS BUTCHERS WORKSHOP
- 3rd NATIONAL CONGRESS FOR NEIGHBOURHOOD SUPERMARKETS
- ANUGA CAST
- ANUGA STARTUP ZONE BY MANGO VENTURES
- MAIN AUDITORIUM AND FOOD TRENDS AUDITORIUM
- ABIR CONGRESS WITH INNOVATION PANEL
- HALAL ZONE
- 5th ABRASEL – ESBRE Meeting
- WORKSHOP “APEX BY PEIEX”



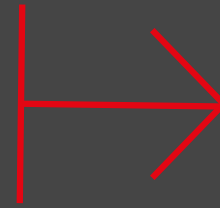
- 100 YEARS OF KOELNMESSE
- 2nd PIZZA MAKER CHAMPIONSHIP
- ANUGA RECIPES
- 2024 ANUGA BRAZIL MOBILE APP
- COOKING SHOW ANUGA BRAZIL
- PIZZA WORKSHOP
- 2024 ABS AWARD
- SESC MESA BRAZIL
- CONCEPT SUPERMARKET



- ANUGA PARTNER STATE
- NETWORKING COCKTAIL FOR EXHIBITORS AND BUYERS
- DISCOVERY PAVILION
- FOOD TRENDS PAVILION
- ICE CREAM PAVILION
- EXPO OLIVE OIL
- MEGA BUSINESS MATCHMAKING
- MY FIRST ANUGA
- APEX BRAZIL PAVILION
- THE ORGANIC ATMOSPHERE PAVILION
- EMBRAPA PAVILION
- VEGAN EXPERIENCE PAVILION BY SVB
- INTERNATIONAL PAVILIONS
- PRIME CLUB
- 'WE TAKE CARE' PROGRAM
- VIP PREMIUM BUYERS PROGRAMME
- SINDAL EQUIPAMENT AND TECHNOLOGY SHOWROOM



Mega Matchmaking Program



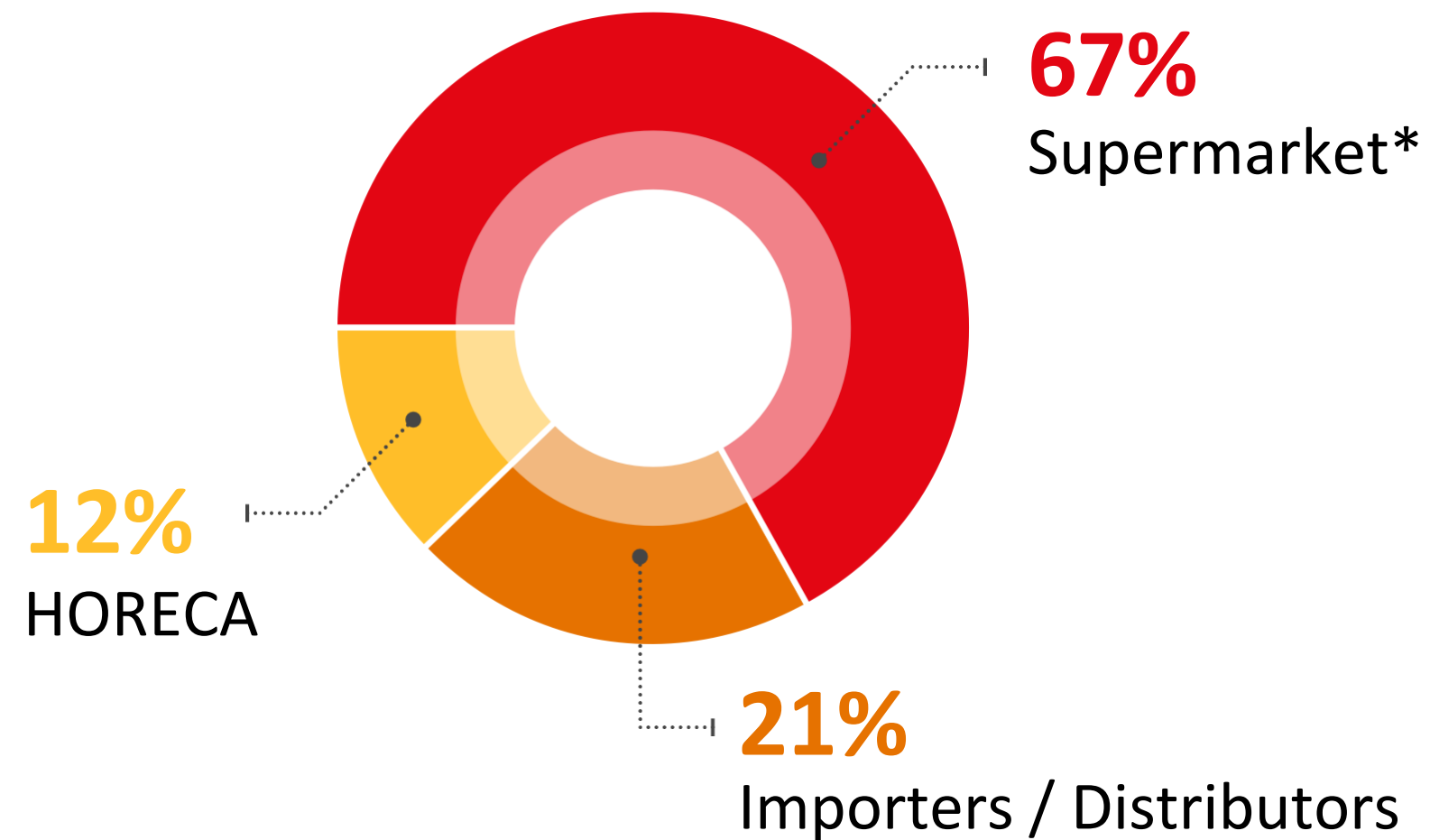
Bringing together national and international buyers at 2024 Anuga Select Brazil

MEGA MATCHMAKING PROGRAM

anuga SELECT Brazil | FIB | apexBrasil | MINISTÉRIO DO DESENVOLVIMENTO, INDÚSTRIA, COMÉRCIO E SERVIÇOS | GOVERNO FEDERAL BRASIL | UNIÃO E RECONSTRUÇÃO



2,346
meetings



52 buyers
(national and international)



BRL 62 million
In business

*Supermarkets: Retailers and Wholesales.

903.240
pageviews

70
Visitation
campaigns
sent

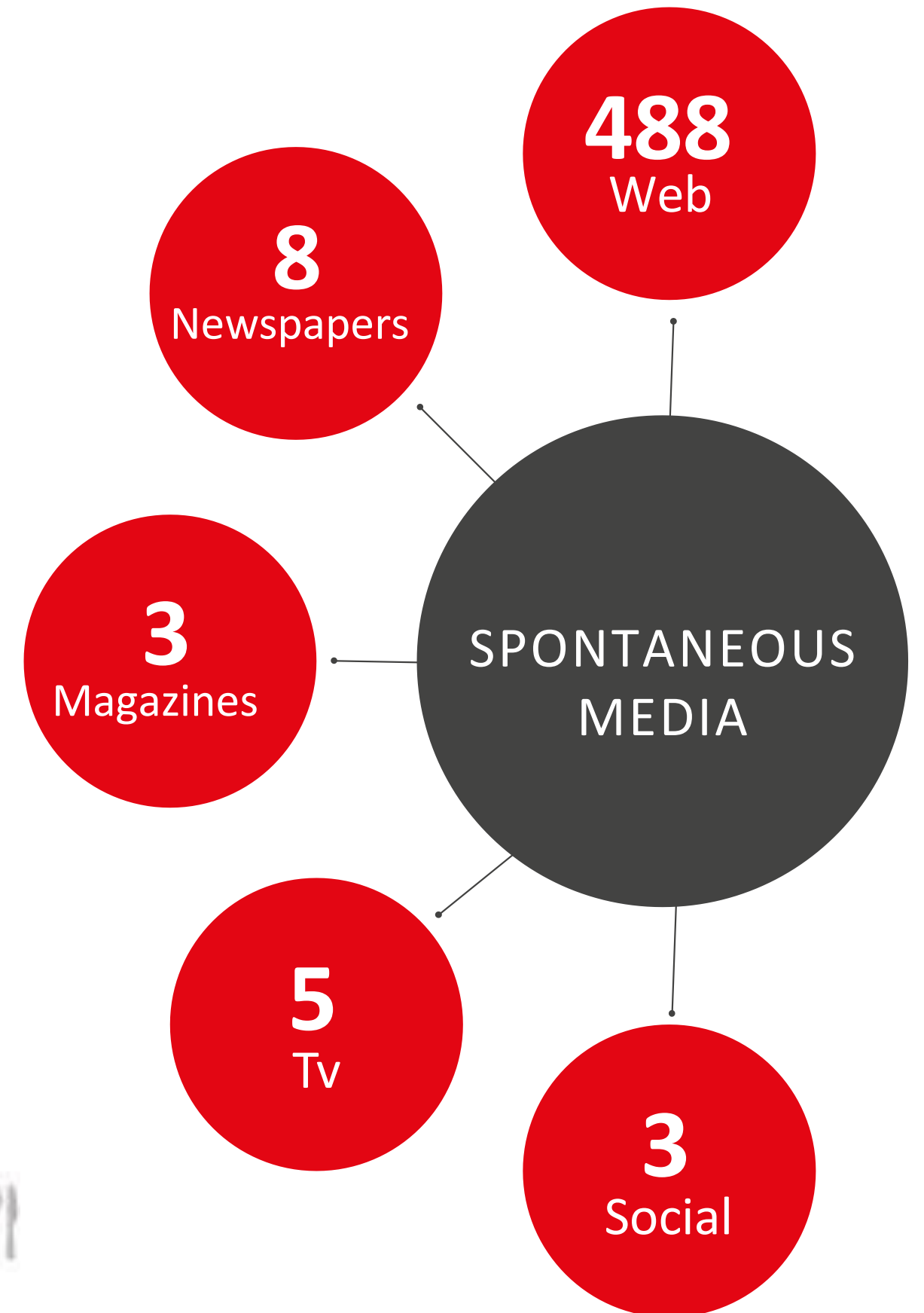
507
articles

Official Midia

+ 33,2 thousand
followers

+ More than 200 thousand
Qualified contacts

+ More than 5.1 thousand
spontaneous media



Prime Club

Exclusive relationship programme created by Anuga Brazil for VIP guests in the Food and Beverage sector.

PRIME
C L U B



+ More than **1.500** → Industry professionals

Business Owners And Managers → From the main Supermarket and Food Service chains in the country.



PRIME
C L U B





Exhibitor Testimonials



"Many visitors are coming to the fair to find new knowledge, new information through the content offered by Anuga because they are starting their own businesses and the fair adds to the future of national foodservice."

João Pedro,
Gastronomy Technician, Alfama Foods Brazil



"Taking part in Anuga Select Brazil is about generating new business and promoting new markets for our co-operatives through the well-selected audience that is visiting the fair, from distributors, suppliers, importers and wholesalers."

Jean Fernandes,
Business Analyst, OCB



"It's been three years of partnership between our state and Anuga. Anuga symbolises this commercial exchange, the possibility of putting Rondonian products on the shelves in Brazil and around the world."

Kívia Vilarim, Investment Attraction Coordinator for the Rondônia State Secretariat for Economic Development.



"Grano is taking part in Anuga for the second year running, and this year we have seen a significant number of exhibitors, visitors and professionals interested in equipment from our product portfolio."

Vera Slomp,
Commercial and Administrative Director, Grano Equipamentos



Visitor Testimonials



"A very productive trade fair and business roundtable, congratulations on the organisation."

Jean Girardi, Buyer VANTAJÃO ATACADO (Grupo Andreazza)



"The importance of taking part in the fair is to see what's new in the market for the hotel segment, meet new suppliers, partners and see the big trends for the future."

Marcelo Lemos, Corporate Purchasing Manager, Rede de Hotéis Pestana no Brazil



"The opportunity to meet new companies that are not part of the normal list of large industries that we are used to dealing with on a day-to-day basis has been a very positive experience."

Pedro Medeiros, Commercial Manager. Supermercado Nordeste

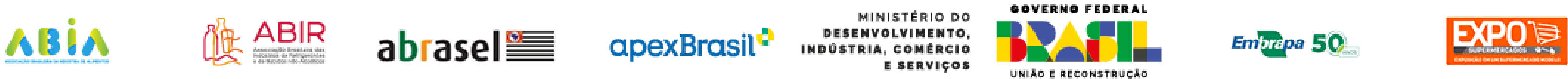


"Anuga Select Brazil is an incredible experience, we are visiting the fair and meeting exhibitors, suppliers with a range of products and varieties that bring innovations and updates to our trade that we will take to the Pará region".

Lucas Ursen, Director, Supermercado Maratá

Supporters and Partners

Strategic Partners:



Institutional Support:



Partner State:



Official Midia:



Digital Ambassador & Official Coffee:



Social Partnership:



Environmental Partner:



Official Travel Agency:



Official Air Carrier:



Venue:



Organization and Promotion:





www.anuga-brazil.com.br
SÃO PAULO, 08.–10.04.2025

6^a
edition
2025

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International Trade Show Exclusively for
the Food and Beverage Sector

Join us at 2025 Anuga Select Brazil

BOOK YOUR BOOTH NOW!!!

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