



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Required Report - public distribution

Date: 4/8/2002

GAIN Report #BR2006

Brazil

Promotion Opportunities

Annual

2002

Approved by:

Marcus E. Lower, Director

U.S. Agricultural Trade Office, São Paulo

Prepared by:

Marcos R. Hirata, Agricultural Marketing Assistant

Report Highlights:

The U.S. Agricultural Trade Office - Brazil (ATO), located in São Paulo, provides a partial list of relevant Brazilian trade events for agricultural, fishery and forest products to U.S. exporters interested in establishing trade contact with Brazilian importers. ATO is also sponsoring two upcoming marketing activities to promote U.S. food and beverages.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
São Paulo [BR3], BR

Section I. Trade Shows

The following trade shows are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the organizer. Please contact the organizer directly for further information.

Event: **ABIA FOOD SERVICE 2002**
Dates: April 2-5, 2002
Venue: Expo Center Norte - SÃO PAULO
Organizer: Francal Feiras e Empreendimentos Ltda.
Alameda Mamoré, 503 - 1º andar - Alphaville
06454-040 - BARUERI - BRAZIL
Tel.: 55 (11) 4191-8188
Fax: 55 (11) 4191-0200
Email: feiras@francal.com.br
Site: www.francal.com.br/abia_frame.shtml

Summary: In its 4th edition, this international annual trade show is designed by the Brazilian Food Industry Association (ABIA) to present information, solutions and new products to the food service sector. It will be opened only to sector professionals.

Event: **AGRISHOW 2002**
Dates: April 29 -May 4, 2002
Venue: Núcleo de Agronomia de Alta Mogiana - RIBEIRÃO PRETO
Organizer: Brazilian Machines and Equipment Industry Association - ABIMAQ
Av. Jabaquara, 2925
04045-902 - SÃO PAULO - BRAZIL
Tel.: 55 (11) 5582-6428 / 5582-6421
Fax: 55 (11) 5582-6429
Email: abimaq@abimaq.org.br
Site: www.agrishow.com.br

Summary: This annual international farm show is considered one of the three largest farm exhibition in the world. Focusing on farm equipment and inputs, the event will promote a round business table during the show with one-on-one meetings.

Event: **BOA MESA EXPOGOURMET 2002**
Dates: May 2-6, 2002
Venue: International Trade Mart - SÃO PAULO
Organizer: Jatobá Eventos S.A.
Av. Brigadeiro Faria Lima, 1461, cj. 54
01451-900 - SÃO PAULO - BRAZIL
Tel.: 55 (11) 3019-7955
Fax: 55 (11) 3097-0565

Email: apvitali@boamesa.com.br
Site: www.boamesa.com.br
Summary: In its 7th edition with approximately 150 exhibitors, this is an annual trade show for high-end food, beverages, equipment and services for HRI sector. It will be opened to the general public.

Event: **FRUTFEIRA BRAZILIAN FRUIT**
Dates: May 13-16, 2002
Venue: Centro de Exposições Imigrantes - SÃO PAULO
Organizer: Placam Feiras e Eventos Ltda.
Rua Polônia, 478 - Jardim América
01447-000 - SÃO PAULO - BRAZIL
Tel.: 55 (11) 6221-3633
Email: placam@frutfeira.com.br
Site: www.frutfeira.com.br

Summary: In this second edition, organizers are expecting 350 exhibitors and more than 10,000 attendees. This international trade show has the official support of the Brazilian Fruit Institute (IBRAF) and is designed to present novelties in the fresh fruit sector, such as supplies, products and services. It will be opened only to sector professionals.

Event: **FIPAN 2002**
International Bakery and Confectionary Trade Show
Dates: May 14-17, 2002
Venue: International Trade Mart - SÃO PAULO
Organizer: Auction Comercial Promotora Ltda.
Rua Santo Amaro, 313 - Centro
01315-001 - SÃO PAULO - BRAZIL
Tel.: 55 (11) 3105-6766
Fax: 55 (11) 3101-4852
Email: fipan@fipan.com.br
Site: www.fipan.com.br

Summary: This international trade show, with approximately 150 exhibitors, is dedicated to the bakery, confectionary, ice cream and pizza sectors. It includes food ingredients, equipment, tools, services and operational systems. This show has the official support of the São Paulo State Syndicate of the Bakery and Confectionery Industry (SINDIPAN) and the São Paulo State Association of the Bakery and Confectionery Industry (AIPESP). It will be opened only to sector professionals.

Event: **APAS 2002**
São Paulo State Supermarket Association Show
Dates: May 20-23, 2002
Venue: Expo Center Norte - SÃO PAULO
Organizer: São Paulo State Supermarkets Association - APAS
Rua Pio XI, 1200

05060-001 - SÃO PAULO - BRAZIL

Tel.: 55 (11) 3647-5000

Fax: 55 (11) 3647-5017

Email: apasnet@uol.com.br

Site: www.apas.com.br

Summary: In 2002, its 18th edition, with approximately 500 companies exhibiting, in the country's largest consumer market, this international annual trade show, well known for its business orientation, is considered the third largest supermarket trade event in the world. It will be opened only to the sector professionals, with 42,000 businessmen expected to attend. ATO Brazil will sponsor a U.S. Pavilion in this show. For details, please check Section IV below.

Event: **ABF FRANCHISING EXPO & CONFERENCE 2002**

Dates: June 5-8, 2002

Venue: International Trade Mart - SÃO PAULO

Organizer: Guazzelli Feiras Messe Frankfurt Ltda.

Al. Rio Negro, 433 - 2º andar - Prédio 1

06454-904 - BARUERI - BRAZIL

Tel.: 55 (11) 7291-0440

Fax: 55 (11) 7291-0660

Email: guafair@guazzelli.com.br

Site: <http://www.guazzelli.com.br>

Summary: In its 11th edition, with approximately 150 exhibitors, this is an international annual trade show for franchising, including food and food service, decoration, services, etc. It will be opened to the general public.

Event: **FEICORTE 2002**

Dates: June 5-9, 2002

Venue: Centro de Exposições Imigrantes - SÃO PAULO

Organizer: Alcântara Machado Feiras de Negócios Ltda.

Rua São Paulo, 252 - Alphaville

06465-130 - BARUERI - BRAZIL

Tel.: 55 (11) 5073-7799

Email: info@feicorte.com.br

Site: www.feicorte.com.br

Summary: In its 3rd edition, with approximately 220 exhibitors, this is an international annual trade show for nutrition and animal feeding, genetics, veterinary products, agricultural supplies, manures and fertilizers, technology, etc. It will be opened only to sector professionals.

Event: **FISPAL 2002**

Dates: June 17-21, 2002

Venue: Expo Center Norte - SÃO PAULO

Organizer: Grupo Brasil Rio

Rua Ministro Nelson Hungria, 239 - conj. 04 - Real Parque
05690-050 - SÃO PAULO - BRAZIL
Tel.: 55 (11) 3759-7170
Fax: 55 (11) 3758-1676
Email: alimentos@fispal.com.br
Site: www.fispal.com.br

Summary: In this 18th edition, with approximately 2,500 exhibitors, the show is going to be split in two exhibitions, FISPAL Food and FISPAL Technology. Both Exhibitions will be held simultaneously in two different locations 5 km apart. The two events complement each other and assure the representation of the whole food market. The first exhibition is dedicated to food and beverage products, food service including restaurant/hotel equipment and tools. The second exhibition is dedicated to machinery, equipment, wrapping material and services related to the food industry. It will be opened only to sector professionals.

Event: **EXPO ABAD 2002**
Brazilian Wholesalers Association Show

Dates: August 13-16, 2002

Venue: Expo Trade - CURITIBA

Organizer: Brazilian wholesalers Association - ABAD
Av. Nove de Julho, 3147, 11 andar
01407-000 - SÃO PAULO - BRAZIL
Tel.: 55 (11) 3885-9616
Fax: 55 (11) 3885-6840
Email: abad@abad.com.br
Site: www.abad.com.br

Summary: In the last edition, 127 food, beverage and equipment companies participated and around 15,000 visitor attended this international annual convention and trade show dedicated to the wholesale sector. Organizers are expecting 160 exhibitors this year. The Sweet Brazil 2002 trade show will be held together with ABAD trade show. It will be opened only to sector professionals.

Event : **SWEET BRAZIL 2002**

Dates: August 13-16, 2002

Venue: Expo Trade - CURITIBA

Organizer: Brazilian Chocolate, Cacao and Candy Industry Association - ABICAB
Av. Paulista, 1313 - 8º andar - cj. 809
01311-200 - SÃO PAULO - BRAZIL
Tel./Fax: 55 (11) 287-5633
Email: abicab@abicabsweetbrazil.org.br
Site: www.sweetbrazil.org.br

Summary: Brazil is the second world largest producer of candy and confectionery and the 5th producer of chocolate. This international annual trade show is dedicated to candy, confectionery and chocolate sector. It will be opened only to sector professional.

Event: **FOOD INGREDIENTS SOUTH AMERICA**

Dates: September 2-4, 2002
Venue: Transamérica Expo - SÃO PAULO
Organizer: VNU Business Media

Rua Wanderley, 848
05011-001 - SÃO PAULO - BRAZIL
Tel.: 55 (11) 3873-0081
Fax: 55 (11) 3873-1912
Email: fisa@vnu.com.br
Site: www.fisa.com.br

Summary: During the last edition, with approximately 280 exhibitors, around 13,500 visitors attended this international annual trade show dedicated to food ingredients, food additives and semi-processed food. The show is open only to sector professional.

Event: **EXPO ABRAS 2002**
Brazilian Supermarket Association Show

Dates: September 23-26, 2002
Venue: Pavilhão de Exposições do Riocentro - RIO DE JANEIRO
Organizer: Brazilian Supermarkets Association - ABRAS

Av. Diógenes Ribeiro Lima, 2872 - Alto da Lapa
05083-901 - SÃO PAULO - BRAZIL
Tel.: 55 (11) 3838-4500
Fax: 55 (11) 3887-9933
Email: info@abrasnet.com.br
Site: www.abrasnet.com.br

Summary: In the last edition, 613 food, beverage and equipment companies (155 were international exhibitors from 21 different countries) participated and around 46,500 visitor attended this international annual trade show dedicated to the supermarket sector. According to the organizers, this show is considered the most important supermarket trade show in Latin America and the second most important in the world. It will be opened only to sector professionals.

Event: **EQUIPOTEL 2002**

Dates: September 24-27, 2002
Venue: Pavilhão de Exposições do Parque Anhembi - SÃO PAULO
Organizer: EQUIPOTEL - Feiras, Edições e Promoções Ltda.

Rua Afonso Celso, 797
04119-060 - SÃO PAULO - BRAZIL
Tel.: 55 (11) 5574-5166
Fax: 55 (11) 5549-5043
Email: equipotel@equipotel.com.br

Site: www.equipotel.com.br
Summary: This international trade show is dedicated to the hotel, restaurant and institutional sector. Last year, 987 exhibitors (110 were international exhibitors) participated and more than 54,000 visitors attended the show. It will be opened only to sector professionals.

Event: **PRONATURA 2002**
Dates: October 9-13, 2002
Venue: Expo Center Norte - SÃO PAULO
Organizer: Francal Feiras e Empreedimentos Ltda.
Alameda Mamoré, 503 - 1º andar - Alphaville
06454-040 - BARUERI - BRAZIL
Tel.: 55 (11) 4191-8188
Fax: 55 (11) 4191-0200
Email: feiras@francal.com.br
Site: www.francal.com.br/pronatura_frame.shtml

Summary: In its 5th edition, this international annual trade show is dedicated to organic foods, macrobiotic food, food supplement, natural food, diet food and related items. Last edition, 170 exhibitor participated and 13,600 visitors attended the show. It will be opened to the general public.

Event: **EXPOMILK**
National Dairy Livestock Show
Dates: October 22-26, 2002
Venue: Centro de Exposições Imigrantes - SÃO PAULO
Organizer: Alcântara Machado Feiras de Negócios Ltda.
Rua São Paulo, 252 - Alphaville
06465-130 - BARUERI - BRAZIL
Tel.: 55 (11) 3845-0828
Email: info@expomilk.com.br
Site: www.expomilk.com.br

Summary: In its 11th edition, with approximately 250 exhibitors, this annual international trade show is dedicated to the dairy sector, which includes livestock, genetics, equipment, agricultural products, veterinarian products, animal feed, etc. It will be opened to the general public.

Event: **PET SOUTH AMERICA**
Dates: October 24-26, 2002
Venue: Expo Center Norte - SÃO PAULO
Organizer: VNU Business Media
Rua Wanderley, 848
05011-001 - SÃO PAULO - BRAZIL
Tel.: 55 (11) 3873-0081
Fax: 55 (11) 3873-1912

- Email: pet@vnu.com.br
Site: www.vnu.com.br
- Summary: This annual international trade show is dedicated to the pet shop sector, which includes animal feed, veterinarian products and accessories. The U.S. Commercial Service in Brazil, with USDA support, is promoting a U.S. Pavilion. It will be opened to the general public.
- Event : **SWEET BRAZIL 2003**
Dates: March 11-14, 2003
Venue: International Trade Mart - SÃO PAULO
Organizer: Brazilian Chocolate, Cacao and Candy Industry Association - ABICAB
Av. Paulista, 1313 - 8º andar - cj. 809
01311-200 - SÃO PAULO - BRAZIL
Tel./Fax: 55 (11) 287-5633
Email: abicab@abicabsweetbrazil.org.br
Site: www.sweetbrazil.org.br
- Summary: Brazil is the second world largest producer of candy and confectionery and the 5th producer of chocolate. This 5th edition with approximately 60 exhibitors, this international annual trade show is dedicated to candy, confectionery and chocolate sector. It will be opened to the general public.

Section II. Retail In-Store Promotions

In-Store Promotion

The ATO, in partnership with 3 major retail chains, will develop In-Store Promotion activities throughout the year to introduce new-to-market U.S. products in Brazil. The major role of the ATO is to create a predisposition among top retailers and local importers to introduce new U.S. food and beverage products.

U.S. exporters interested in participating in this project should send product catalogues to the ATO. ATO will brief Brazilian retailers on new product availability and facilitate the establishment of contact with U.S. suppliers.

For further information interested companies should contact the ATO BRAZIL.

U.S. suppliers not already listed should seek inclusion in the USDA's "U.S. Suppliers List" which serves as the first source of U.S. suppliers by ATO BRAZIL. See Section V for the address of the Agricultural Export Service Division and make contact for more information.

Section III. Hotel, Restaurant, Institutional (HRI) Promotions

Not applicable at this time.

Section IV. Other Promotional Activities

U.S. Pavilion

São Paulo State Supermarket Association (APAS) Show

May 20-23, 2002 - São Paulo

ATO will sponsor a **U.S. Pavilion** to promote U.S. food and beverage products and to highlight the organic, all natural and health processed food trends.

Encouraged by the considerable growth of the organic sector in Brazil in recent years, **ATO** will present U.S. organic food and beverage products to the emerging Brazilian market. The growth of the of organic, all natural and health processed food segments has recently been further stimulated by the supermarket demand. According to retail sources, in the last eight years the number of supermarkets carrying organic items increased over 200 percent. The health foods segment has followed the same path. In the last decade, health food sales increased 10 times.

Eligible companies: all U.S. companies that manufactures or distributes U.S. food and beverage products especially organic, all natural and health processed foods.

Costs: the investment in this activity by U.S. companies will be the costs of shipping and clearing samples, packaging and product catalogues.

Personnel: the presence of your personnel is not be mandatory but they are welcomed to participate in the show. In this case, personnel travel expenses would be included in the participant's costs.

ATO will cover the other show expenses such as booth rental, construction and USDA decoration, public relations, opening reception for authorities and importers.

How to participate: U.S. companies interested should contact the **ATO** for further information.

Products: all products must arrive in Brazil for clearance by April 20th (by sea) or 29th (by air). For further information and clearances costs companies should contact one of the following companies:

Armazéns Gerais Columbia S.A.

(show official custom agent)
 contact: Sérgio Corredato
 Av. Tamboré, 1440 - Alphaville
 06460-000 Barueri, SP, Brazil
 tel.: (55-11) 4689-9876
 e-mail: sergio.corredato@columbia.com.br
 site: www.colfairs.com.br

Assessoria em Feiras e Eventos S/C Ltda.

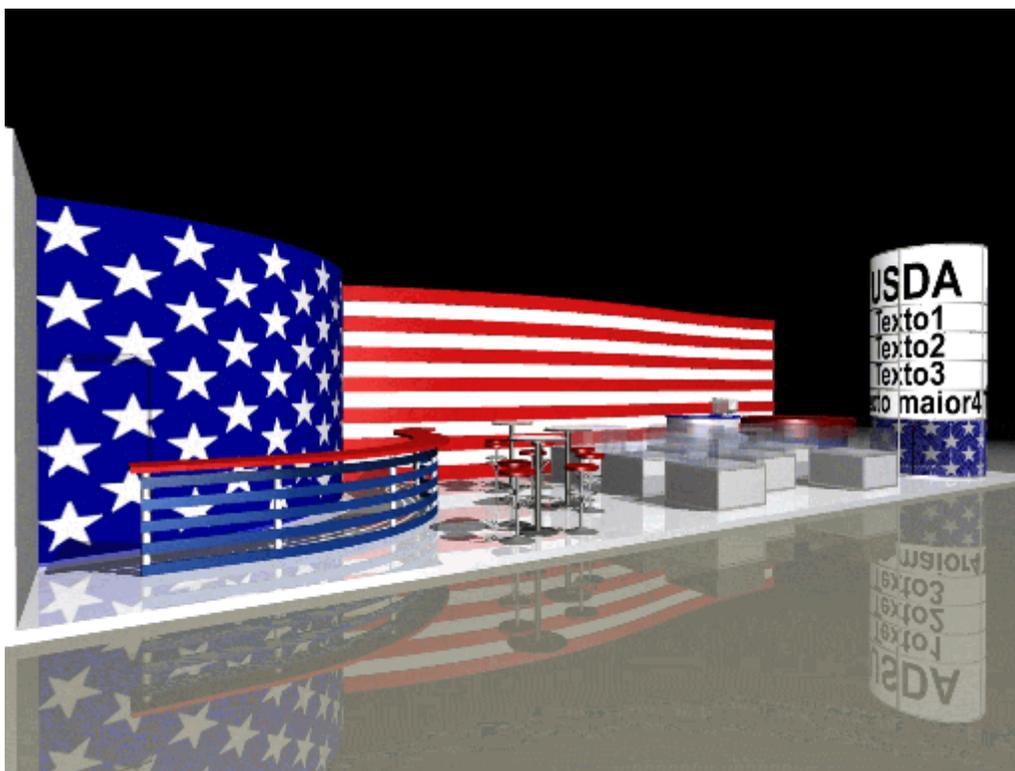
contact: Arthur Benedetti Junior
 Av. Nove de Julho, 3229 - 2º andar - Jd. Paulistano
 01309-000 São Paulo, SP, Brazil
 Tel./Fax: (55-11) 3051-7496
 e-mail: tavolla@zaz.com.br

Contacts Internacional

contact: Sônia Silva
 Av. Lins de Vasconcelos, 3282 - cj.31

0411
 Paul
 Brazi
 tel:
 5084
 fax:
 5571
 e-ma
 conta
 om.b
 Site:
 actsi

**U.S.
 char
 s:
 -
 90
 -**



2-002 Sao
 o, SP,
 l
 (55-11)
 -0820
 (55-11)
 -5053
 il:
 cts@uol.c
 r
 www.cont
 ntl.com

**Pavilion
acteristic**

total area:
 m²
 layout:

Section V. Post contact and Further information

If you have any question or comments regarding this report or need assistance exporting processed food products to Brazil, please do not hesitate to contact the U.S. Agricultural Trade Office in São Paulo or the Office of Agricultural Affairs in Brasilia at the following addresses:

U.S. Agricultural Trade Office

AMCONGEN, São Paulo
Unit 3502
APO AA 34030-3502

Alameda Santos, 2224 - cj.11

São Paulo SP 01418-200

Phone: 55-11-3082-3528

Fax: 55-11-3083-7535

E-mail: atobrazil@usdabrazil.org.br

USDA Brazil Home Page:

www.usdabrazil.org.br

Office of Agricultural Affairs

AMERICAN EMBASSY
Unit 3500
APO AA 34030-3500

Av. das Nações, lote 03

Brasilia DF 70403-900

Phone: 55-61-312-7101

Fax: 55-11-226-6784

E-mail: agbrasil@fas.usda.gov

For information on the U.S. Suppliers List and other USDA services available to U.S. food and beverage exporter, please contact:

**Agricultural Export Services Division
Foreign Agricultural Service**

U.S. Department of Agriculture

1400 Independence Ave., SW

Washington, DC 20250

Phone: (202) 690-3576; Fax: (202) 690-0193

E-mail: AGXDIV@fas.usda.gov

Home Page: www.fas.usda.gov