



Foreign Agricultural Service

**GAIN Report**

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## **Brazil**

# **Promotion Opportunities**

## **Annual**

## **2003**

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### **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 several marketing activities to promote U.S. food and beverages.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Annual Report  
Sao Paulo [BR3], BR



## Section I. Trade Shows

Information on the following trade shows is 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.

### MAY

#### APAS Show 2003

##### São Paulo State Supermarket Association Show

Dates: May 26-29, 2003  
Venue: Expo Center Norte - SÃO PAULO  
Organizer: São Paulo State Supermarkets Association - APAS  
Rua Pio XI, 1200  
05060-001 - SÃO PAULO - SP  
Tel: (55-11) 3647-5000  
Fax: (55-11) 3647-5017  
E-mail: comercial@apas.com.br  
Web site: www.apas.com.br

Summary: In 2003, the 19th edition of this trade show is expected to draw approximately 400 exhibiting companies and 50,000 visitors. 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. ATO Brazil will sponsor a U.S. Pavilion in this show to promote new trends such as organic, all natural and health food products. ATO will invite all current U.S. food product importers to participate in the U.S. Pavilion to promote their products. This will be a unique opportunity for U.S. companies to exhibit alongside importers promoting their products to the retail sector.

### JUNE

#### FEICORTE 2003

Dates: June 3-7, 2003  
Venue: Centro de Exposições Imigrantes - SÃO PAULO  
Organizer: Agro Centro  
Rodovia dos Imigrantes, Km 1.5  
04329-900 - SÃO PAULO - SP  
Tel: (55-11) 5073-7799  
Fax: (55-11) 5058-9400  
E-mail: info@feicorte.com.br  
Web site: www.feicorte.com.br

Summary: In its 4th edition, with approximately 180 exhibitors, this international annual trade show

features products related to animal nutrition and genetics, veterinary products, agricultural supplies, manures and fertilizers, related technology, etc. It will be opened only to sector professionals.

### **ABF FRANCHISING EXPO & CONFERENCE 2003**

Dates: June 4-7, 2003  
Venue: International Trade Mart - SÃO PAULO  
Organizer: Guazzelli Feiras Messe Frankfurt Ltda.  
Alameda Rio Negro, 433 - 2º andar - Prédio 1  
06454-904 - BARUERI - SP  
Tel: (55-11) 4688-6018  
Fax: (55-11) 4688-6050  
E-mail: tita@guazzelli.com.br  
Web site: www.guazzelli.com.br

Summary: In its 12th edition, with approximately 150 exhibitors, this is an international annual trade show for franchisers, featuring products related to food and food service, decoration, etc. It will be opened to the general public.

### **FISPAL 2003**

Dates: June 23-26, 2003  
Venue: Expo Center Norte - SÃO PAULO  
Organizer: Grupo Brasil Rio  
Rua Ministro Nelson Hungria, 239 - conj. 04  
05690-050 - SÃO PAULO - SP  
Tel: (55-11) 3759-7170  
Fax: (55-11) 3758-1676  
E-mail: alimentos@fispal.com.br  
Web site: www.fispal.com.br

Summary: In this 19th edition, with approximately 2,500 exhibitors, the show is separated into 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 entire food market. The first exhibition is dedicated to food and beverage products and food service, including restaurant/hotel equipment and tools. The second exhibition is dedicated to machinery, equipment, wrapping materials and services related to the food industry. It will be opened only to sector professionals.

## **AUGUST**

### **EXPO ABAD 2003**

#### **Brazilian Wholesalers Association Show**

Dates: August 12-15, 2003  
Venue: Expo Brasilia - BRASILIA  
Organizer: Brazilian Wholesalers Association - ABAD

Av. Nove de Julho, 3147, 11 andar  
01451-900 - SÃO PAULO - SP  
Tel/Fax: (55-11) 3056-7500  
E-mail: abad@abad.com.br  
Web site: www.abad.com.br

**Summary:** In the last edition, 190 food, beverage and equipment companies participated and approximately 20,000 visitors attended this international annual convention and trade show dedicated to the wholesale sector. Organizers are expecting 200 exhibitors this coming year. It will be opened only to sector professionals.

## SEPTEMBER

### FOOD INGREDIENTS SOUTH AMERICA 2003

**Dates:** September 2-4, 2003  
**Venue:** Transamérica Expo - SÃO PAULO  
**Organizer:** VNU Business Media  
Rua Wanderley, 848  
05011-001 - SÃO PAULO - SP  
Tel: (55-11) 3873-0081  
Fax: (55-11) 3873-1912  
E-mail: fisa@vnu.com.br  
Web site: www.fisa.com.br

**Summary:** Approximately 280 exhibitors and 13,200 visitors attended the last edition of this international annual trade show dedicated to food ingredients, food additives and semi-processed food. The show is open only to sector professionals.

### VINO BRASIL 2003

The international Show of Vitiviniculture

**Dates:** September 9-13, 2003  
**Venue:** FundaParque Expo - Bento Gonçalves - RS  
**Organizer:** L & M Comunicações Ltda.  
Rua Arthur de Almeida, 73  
04011-080 - SÃO PAULO - SP  
Tel: (55-11) 5572-1221  
Fax: (55-11) 5572-5335  
E-mail: comercial@newtrade.com.br  
Web site: www.vinobrasil.com.br

**Summary:** This international annual show dedicated to the wine sector, will bring together the newest technical and equipment innovations in the sector. The show, held in the wine region of Brazil, is divided into three showcases: Vino Brasil, Vinotech, Vino Gourmet and FEAVIN. The first and the second showcases are specially designed for the suppliers, professionals, grape growers and winemakers. The Vino Gourmet Showcase will present wines and related accessories to restaurant and hotel professionals, chefs, retailers and wholesalers. FEAVIN is the International Forum on Viticulture and Oenology.

**EXPO ABRAS 2003**  
**Brazilian Supermarket Association Show**

Dates: September 15-18, 2003  
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 - SP  
Tel: (55-11) 3838-4500  
Fax: (55-11) 3887-9933  
E-mail: info@abrasnet.com.br  
Web 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 visitors 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.

**SIAL MERCOSUR 2003**

Dates: September 15-18, 2003  
Venue: Pavilhão de Exposições do Riocentro - RIO DE JANEIRO  
Organizer: SIAL / Expositum North America  
c/o IMEX Management, Inc.  
505 East Boulevard, Suite 200  
Charlotte, NC 28203 USA  
Tel: (704) 365-0041  
Fax: (704) 365-8426  
E-mail: kellyw@imexmgt.com

Summary: This is the third edition of the most recognized South American food and beverage show. In the last edition, 613 food, beverage and equipment companies (155 were international exhibitors from 21 different countries) participated and around 46,500 visitors 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 open only to sector professionals.

**EQUIPOTEL 2003**

Dates: September 23-26, 2003  
Venue: Pavilhão de Exposições do Parque Anhembi - SÃO PAULO  
Organizer: EQUIPOTEL - Feiras, Edições e Promoções Ltda.  
Rua Afonso Celso, 797  
04119-060 - SÃO PAULO - SP  
Tel: (55-11) 5574-5166  
Fax: (55-11) 5549-5043

E-mail: equipotel@equipotel.com.br

Web site: www.equipotel.com.br

Summary: This international trade show is dedicated to the hotel, restaurant and institutional sector. Last year, 1,000 exhibitors (109 of them international) participated and more than 54,800 visitors attended the show. It will be open only to sector professionals.

### **BOA MESA EXPOGOURMET 2003**

Dates: September 24-28, 2003

Venue: International Trade Mart - SÃO PAULO

Organizer: Jatobá Eventos S.A.

Av. Brigadeiro Faria Lima, 1461, cj. 54

01407-000 - SÃO PAULO - SP

Tel: (55-11) 3056-7500

Fax: (55-11) 3097-0565

E-mail: apvitali@boamesa.com.br

Web site: www.boamesa.com.br

Summary: This is an annual trade show for high-end food and beverages, equipment and services for the HRI sector. Although this is a small show (with around 150 exhibitors and 40,000 visitors), it is an opinion-maker trade show because it gathers the top chiefs in Brazil and presents new trends, products and cooking techniques through classes, tasting, and exhibitions. Also, it is opened to the general public. The show was conceived and is still coordinated by Josimar Melo, food editor of Folha de Sao Paulo, Brazil's third most widely read newspaper.

## **OCTOBER**

### **PRONATURA 2003**

Dates: October 8-12, 2003

Venue: Expo Center Norte - SÃO PAULO

Organizer: Francal Feiras e Empreedimentos Ltda.

Alameda Mamoré, 503 - 1º andar - Alphaville

06454-040 - BARUERI - SP

Tel: (55-11) 4191-8188

Fax: (55-11) 4191-0200

E-mail: feiras@francal.com.br

Web site: www.feirapronatura.com.br

Summary: In its 6th edition, this international annual trade show is dedicated to organic foods and macrobiotic foods, food supplements, natural foods, diet foods and related products. In its last edition, 170 exhibitors participated and more than 14,000 visitors attended the show. It will be opened to the general public.

### **EXPOMILK 2003**

#### **National Dairy Livestock Show**

Dates: October 21-25, 2003

Venue: Centro de Exposições Imigrantes - SÃO PAULO

Organizer: Alcântara Machado Feiras de Negócios Ltda.

Rua São Paulo, 252 - Alphaville

06465-130 - BARUERI - SP

Tel: (55-11) 3845-0828

E-mail: info@expomilk.com.br

Web site: www.expomilk.com.br

Summary: In its 12th edition, with approximately 250 exhibitors, this international annual trade show is dedicated to the dairy sector, and features livestock, equipment, genetics, agricultural and veterinary products, animal feed, etc. It will be opened to the general public.

### **PET SOUTH AMERICA 2003**

Dates: October 23-25, 2003

Venue: Expo Center Norte - SÃO PAULO

Organizer: VNU Business Media

Rua Wanderley, 848

05011-001 - SÃO PAULO - SP

Tel: (55-11) 3873-0081

Fax: (55-11) 3873-1912

E-mail: pet@vnu.com.br

Web site: www.vnu.com.br

Summary: This annual international trade show is dedicated to the pet shop sector, and will feature animal feed, veterinary products and accessories. It will be opened to the general public.

## **Section II. Retail In-Store Promotions**

The ATO, is developing 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. The 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**

Brazilian chefs have a strong European influence. Therefore, they are more familiar with European cuisine and related products, which leads U.S. products to occupy a secondary place. In order to extract this misconception among HRI sector and consumers regarding the quality and sophistication of U.S. products, ATO Brazil will conduct the "U.S. Cuisine Festival" with one major restaurant chain. During the promotion, the restaurant chain will offer three specials in their top 10 restaurants. Those dishes will be served together. Consumers will "vote" for one to be incorporated in the menu. Five U.S. products will be tied to recipes. Promotional material will be developed to support the activity. Post will provide an opening event for media.

### **Section IV. Other Promotional Activities**

U.S. Pavilion  
São Paulo State Supermarket Association (APAS) Show  
May 26-29, 2003 - São Paulo

ATO will sponsor a U.S. Pavilion to promote a vast range of U.S. consumer-ready food and beverage products with a special emphasis on the organic, all natural and health processed food trends.

The growth of the of organic, all natural and health processed food segments has recently been further stimulated by 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.

Costs: the investment in this activity by U.S. companies consist just of 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 is covering 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.

## 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](mailto:atobrazil@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](mailto:agbrasil@fas.usda.gov)

USDA Brazil Home Page:

[www.usdabrazil.org.br](http://www.usdabrazil.org.br)

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](mailto:AGXDIV@fas.usda.gov)

Home Page: [www.fas.usda.gov](http://www.fas.usda.gov)