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# Spain

## Promotion Opportunities

### Report

### 2001

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#### **Report Highlights:**

**This report provides information on three food shows that will take place in Spain during 2002: Alimentaria 2002, CONXEMAR and BioCultura,**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Annual Report  
Madrid [SP1], SP

## Executive Summary

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### I. Trade Shows

"ALIMENTARIA 2002"  
March 4 - 8, 2002  
Barcelona, Spain

Alimentaria is the largest food exposition held biennially in Spain and Portugal; it is the second largest such event held in Europe. This important food show features bulk as well as consumer oriented and intermediate products. U.S. exporters have always participated in this show in one form or another. Once again there will be a United States pavilion in which U.S. participants will exhibit their products.

The show is divided in nine product sectors plus the International and Regional pavilions areas, as follows: **Expobebidas**: mineral waters, soft drinks, beers and ciders; **Intercarn**: Meat products; **Interlact**: Dairy products; **Interpesca**: Seafood Products (fresh, canned and frozen); **Intervin**: wines & spirits; **Mundidulce**: pastries, biscuits and confectionery; **Multiproducto**: Foodstuffs; **Restaurama**: food services & catering; **Vegefruit**: Fruit & Vegetables (fresh, canned and frozen); **Internacional**: International delegations in official pavilions; **Autonomias y Regional**: Delegations from Autonomous regions of Spain; **Novelties Area**: New products. The USA pavilion will be in the International area, located in Palacio 1.

### Profile of Visitors

Admission is restricted to accredited professionals for the first four days of the fair. About 117,000 professionals from 98 countries visited Alimentaria in 2000, which were attracted by the quality and number of exhibitors. The large majority of these professional visitors held an executive or decision-making position in their companies. About 49% were from purchasing departments, or represented distribution companies and retailers. There foreign visitors represented 16% of total attendance.

Initial surveys taken after the end of the show indicated that 50% of all visitors had made immediate purchases. Most of these visitors had been to Alimentaria previously, and had also visited other European fairs such as Anuga or Sial.

Visitors to Alimentaria represent a wide spectrum of food and beverage industry representatives and operators, and include retailers, brokers, importers and wholesalers, among others. According to the survey, the main objective of visitors to Alimentaria was to gather information on new products and companies, and to visit suppliers already knew. They also considered Alimentaria to be an excellent venue for locating new suppliers.

A total of 3,200 firms exhibited in Alimentaria 2000, 12% higher than in Alimentaria'98. Two thirds were Spanish companies and one third foreign. All EU countries participated at the show which is considered by many foreign firms to be an ideal launching pad for reaching the European market.

The exhibitors are generally Manufacturers, Producers, Distributors and Import/Export companies,

The following products have excellent sales potential in the Spanish market:

- Edible pulses
- Processed fruits & Vegetables
- Table sauces
- Beer and bourbon
- Fruit Juices and non-alcoholic beverages
- Seafood (lobster, hake, salmon, whiting, frozen seafood, squid and octopus)
- Nuts, including confectionery sunflowerseed
- Frozen vegetables, including french fries and sweet corn
- Prunes and raisins
- Snack foods
- All kind of low calorie products, including cheese, snack foods
- Microwavable food products
- Ethnic products
- Kosher products
- Organic food products

Participation in Alimentaria 2002 will increase and enhance the image of U.S. high-value and consumer ready food products in the Spanish market, helping to increase contacts between U.S. exporters and Spanish importers of these products, with a long term view of expanding U.S. exports of high-value and consumer-oriented food products to Spain and other European countries.

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**"CONXEMAR 2002"**

October 1 - 3, 2001

Vigo (Pontevedra), Spain

CONXEMAR is a seafood show held annually in Spain, which features mainly frozen seafood products as well as some value added frozen products. Vigo, in the northwest of Spain, is the main port for frozen seafood product imports.

The firms exhibiting are producers, importers, exporters and distributors of seafood products - frozen and precooked. The show is organized by the Spanish association of wholesalers, importers and exporters of seafood products.

Participation in Conxemar 2002 will increase the awareness of the Spanish importers of the large availability of U.S. high quality seafood products. It will help U.S. seafood exporters to meet with the key players of the Spanish and other European countries seafood business.

Conxemar is a show open only to professional visitors; about 14,000 people from the seafood sector visit this show.

The Office of Agricultural Affairs will organize a United States pavilion, where U.S. seafood exporters are welcome to participate. Previous U.S. participants in other editions of this show were very pleased with the results obtained.

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**BIOCULTURA 2002**

May 3-6, 2002 - Barcelona

October 31 - November 3, 2002 - Madrid

BIOCULTURA is an organic products show that is organized every year in two different locations and dates: Barcelona (May) and Madrid (November).

The show is organized by Asociacion Vida Sana. This association was created in 1974 to fill a need for an entity that could set the basis for organic agriculture. This association has taken part in the regulation and standardization of organic products in Spain through the Ministry of Agriculture since 1983. They also organize courses to promote organic agriculture. In 1985, the association organized the first BIOCULTURA show in Madrid and extended it to Barcelona in 1993.

BIOCULTURA 2002 in Madrid will take place 31 October - 3 November, and in Barcelona 3 - 6 May 2002.

The Madrid show attracts about 500 exhibitors and around 140,000 visitors (of which 30 percent are professionals). The show in Barcelona has some 450 exhibitors and 75,000 visitors (20 percent professionals).

Contact: BioCultura - Clot, 39 - 08018 Barcelona; phone: (011-34) 93 265 2505, fax: (011-34) 93 265 2454, E-Mail - Web Page: [www.biocultura.org](http://www.biocultura.org)

## **II. Menu Promotion**

January 2002

Madrid/Barcelona, Spain

The Office of Agricultural Affairs plans to organize a Menu Promotion/Seminar in a Culinary school to promote frozen seafood products. Post will invite a U.S. chef to demonstrate how to prepare several U.S. frozen fish species in an effort to educate the future Spanish chefs.