

Voluntary Report – Voluntary - Public Distribution

Date: November 27,2019

Report Number: BR2019-0058

Report Name: ATO Sao Paulo to Support US Companies at ANUFOOD 2020

Country: Brazil

Post: Sao Paulo ATO

Report Category: Agricultural Trade Office Activities

Prepared By: Alexandre Vendemiatti Junior

Approved By: Nicolas Rubio

Report Highlights:

ANUFOOD will have its second edition in Sao Paulo on March 9-11, 2020. Due to the success of the show's first edition, the Agricultural Trade Office (ATO) in Sao Paulo will have a booth at the event. The booth will serve as a platform to support American companies participating in the show and to strengthen business relationships with importers and distributors. The show is inspired by ANUGA, the world's leading business platform in food and beverage. The fair's target audience are buyers from the food processing industry, retail, and food service sector. Brazil presents various opportunities for U.S. exporters and although its economy is still recovering from one of the most severe economic crises in its history, the country's prospects for the economy are positive for the upcoming years.

ANUFOOD Brazil 2nd Edition in March 2020

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF
AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

ANUFOOD will have its second edition in Sao Paulo on March 9-11, 2020 at the Sao Paulo Expo. The show is inspired by ANUGA, the world's leading business platform in food and beverage. The fair's target audience are buyers from the food processing industry, retail, and food service sector. The previous edition had 7,395 visitors from more than 35 countries. In addition, the first edition accounted for 122 exhibitors, with products and brands from several Latin American countries.

For the second edition of ANUFOOD Brazil, the organizers are expecting more than 10,000 visitors and approximately 200 exhibitors. The exhibitors are companies from all players in the food production chain, such as fresh and natural food producers, organic food producers, importers, distributors, producers of fresh convenience foods and fish products, and food and beverage manufactures in general. Moreover, the event will offer high-quality conferences with industry players and government authorities on the latest market trends in the food and beverage sector. According to a research conducted by the event organizers last year, 87 percent of the participants were looking for new products and suppliers. Therefore, ANUFOOD Brazil 2nd edition promises a unique opportunity for American companies to expand its client base within the high-potential Brazilian market.

Foreign Agricultural Service's (FAS) Participation

Due to the success of the show's first edition, the FAS' Agricultural Trade Office (ATO) in Sao Paulo will have a booth at the event. The booth will serve as a platform to support American companies participating in the show and to strengthen business relationships with importers and distributors. If you have questions about this opportunity, please contact the ATO.

Brazil Economic Overview

Brazil is an upper middle-income country of continental proportions. Brazil's Gross Domestic Product (GDP) closed out in 2018 with an accumulated growth of 1.1 percent compared to the previous year. This is the second consecutive increase in the GDP, which amounted to R\$ 6.6 trillion (US\$1.8 trillion), positioning the country as the largest economy in Latin America. The Brazil food and beverage sector reached \$170 billion in 2018, an increase of two percent compared to the previous year. Although Brazil is still recovering from one of the most severe economic crises in its history, the country's prospects for the economy are positive for the upcoming years. Moreover, Brazil just approved the pension reform, considered the first of several structural reforms needed for its sustainable economic growth. Therefore, despite the economic challenges, Brazil continues to present opportunities for U.S exporters of food and beverage products.

ANUFOOD Brazil Images



Attachments:

No Attachments.