



Foreign Agricultural Service

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Brazil

Promotion Opportunities Report

2000

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Report Highlights: ATO/SP provides U.S. companies this trade show guide for agricultural, fishery and forest products to ensure effective results to exporters who are willing to establish trade with the Brazilian market.

Includes P.D. changes:no

Includes Trade Matrix:no

Executive Summary

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As the largest country, economy, population and market in Latin America, Brazil presents many challenges and opportunities for U.S. producers and exporters of agricultural, fishery, food and livestock products. The domestic events promotion sector is large, active and spread throughout the country, with Sao Paulo and Rio de Janeiro being the dominant locations for major trade events. Other cities, however, are increasing in importance as the domestic economy becomes increasingly diversified out into other areas. The U.S. Agricultural Trade Office (ATO) for Brazil, located in Sao Paulo, provides the following partial list of relevant trade events understanding that it is not all encompassing and it will be updated/revised as information on trade events and promotional opportunities are identified.

Events involving agricultural inputs - such as chemicals and fertilizers - and equipment for agriculture and food processing fall under the auspices of the U.S. Commercial Service (USCS). For information on the events covered by USCS and associated services, visit the Brazil website at "www.focusbrazil.org.br".

" The promotional activities listed 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."

Section I. Trade Shows

1. Title of Activity/Event: EXPONOR Supermarket Show
Dates: June 5-7, 2000
Venue: Centro de Convencoes Edson Queiros - Fortaleza - Ceara
Organizer Contact Information: ACESU - Associacao Cearense de Supermercados
Avenida Barao de Studart, 2500 - Cobertura - Edificio Cenicenter
60120-002 Fortaleza - Ceara
Phone: (55 81) 421-3612
Phone/Fax: (55 85) 246-4411/246-5632
E-mail: acesu@secrel.com.br
Brief Narrative: North and Northeast Supermarket Association trade show promoted by the various state supermarket associations of these two regions.
2. Title of Activity/Event: FEICORTE 2000 - Feira Nacional da Cadeia Produtiva da Carne
Dates: June 06-11, 2000
Venue: Centro de Exposicoes Imigrantes - Sao Paulo - Sao Paulo
Organizer Contact Information: Feiras de Negocios Alcantara Machado
Rua Funchal, 538 14°andar cj.141 - Vila Olimpia
04551-060 Sao Paulo -Sao Paulo
Phone: (55 11) 3845-0828
Fax: (55 11) 3845-3763
E-mail: teobr@attglobal.net
Home Page: www.feicorte2000.com.br

Brief Narrative: This show represents all meat industry sectors. Exhibitors include cattle breeders, equipment, supplier manufacturers and trade services.

3. Title of Activity/Event: FISPAL 2000 - Feira Internacional da Alimentacao e Tecnologia

Dates: June 13-16, 2000

Venue: Anhembi - Sao Paulo - Sao Paulo

Organizer Contact Information: Brasil Rio

Rua Ministro Nelson Hungria, 239 - cj. 12

05690-050 Sao Paulo - Sao Paulo

Phone: (55 11) 3758-0996 - extension: 267/258/230

Fax: (55 11) 3758-0996 - extension: 288

Home Page: www.grupobrasilrio.com.br

E-mail: fispal@grupobrasilrio.com.br

Home Page: www.fispal.com.br

Brief Narrative: This is the food industry and technology show. Target audience is mainly formed by food industry sector plus retailers, hotels and restaurants.

4. Title of Activity/Event: 14° Convencao Catarinense de Supermercados

Dates: June 18-20, 2000

Venue: Controsul - Florianopolis - Santa Catarina

Organizer Contact Information: ACATS - Associacao Catarinense de Supermercados

Rua Joao Pinto, 30 - 10° andar, cj.1003

88010-420 Florianopolis - Santa Catarina

Phone: (55 48) 223-0174

Fax: (55 48) 223-0396

E-mail: acats@acats.com.br

Brief Narrative: This is the regional show of Santa Catarina State Supermarket Association.

5. Title of Activity/Event: Brasilpan & Sorveteria - Feira Internacional de Sorveteria

Dates: July 5-7, 2000

Venue: ExpoCenterNorte - Sao Paulo - Sao Paulo

Organizer Contact Information: MillerFreeman

Rua Vanderlei, 848 - Sumare

05011-001 Sao Paulo - Sao Paulo

Phone: (55 11) 3873-0081

Fax: (55 11) 3873-1912

E-mail: expomfb@ibm.net

Home Page: www.mfbr.com.br

Brief Narrative: The baking and ice-cream industry trade show involves exhibitors from various segments, such as equipment, supplies, ingredients and final product. The attending public is formed by food industry, retailers, bakery and pastry shop professionals.

6. Title of Activity/Event: 14° Convencao Capixaba de Supermercados

Dates: July 16-19, 2000

Venue: Vitoria - Espirito Santo

Organizer Contact Information: ACAPS - Associacao Capixaba de Supermercados

Rua Mizael Pedreira da Silva, 138 - Ed. Casa do Comercio - 4° and.
sl.401 - Santa Lucia

29052-270 Vitoria - Espirito Santo

Phone/Fax: (55 27) 324-3599

E-mail: acaps@acaps.com.br

Brief Narrative: This is the regional show of the State of Espirito Santo Supermarket Association.

7. Title of Activity/Event: FI South America

Dates: August 2-4, 2000

Venue: ExpoCenterNorte - Sao Paulo - Sao Paulo

Organizer Contact Information: Miller Freeman

Rua Vanderlei, 848 - Sumare

05011-001 Sao Paulo - Sao Paulo

Phone: (55 11) 3873-0081

Fax: (55 11) 3873-1912

E-mail: expomfb@ibm.com.br

Home Page: www.mfbr.com.br

Brief Narrative: The Food Ingredient South America trade show is mainly attended by the food industry. Higher concentration of attendance are between small and medium size companies.

8. Title of Activity/Event: Expo AGAS 2000 - 19ª Convencao Gaucha de Supermercados

Dates: August 22-24, 2000

Venue: FENAC - Novo Hamburgo - Rio Grande do Sul

Organizer Contact Information: AGAS - Associacao Gaucha de Supermercados

Rua Dna. Margarida, 320

90240-610 - Porto Alegre - Rio Grande do Sul

Phone: (51-11) 337-3300

E-mail: agas@vanet.com.br

Home Page: www.agas.com.br

Brief Narrative: Regional show of Rio Grande do Sul State Supermarket Association.

9. Title of Activity/Event: EXPODRINK

Dates: August 30 - September 1, 2000

Venue: ExpoCenterNorte - Sao Paulo - Sao Paulo

Organizer Contact Information: SP Feiras Comerciais

Rua Oscar Freire, 379 - 19° andar

01426-001 - Sao Paulo - Sao Paulo

Phone: (55 11) 3063-2911

Fax: (55 11) 280-3140

Home Page: www.expodrink.com.br

Brief Narrative: This is the only trade in the show in the calendar focused on the beverage industry. The audience of this show is composed by beverage industry, retailers, importers, bars and restaurants. This is a first time show.

10. Title of Activity/Event: EXPO ABRAS 2000/34^a Convencao Nacional de Supermercados e Feiras Internacional de Produtos e Servicos

Dates: September 18-21, 2000

Venue: Rio Centro - Rio de Janeiro - Rio de Janeiro

Organizer Contact Information: ABRAS - Associacao Brasileira dos Supermercados

Av. Diogenes Ribeiro de Lima, 2872

05083-010 Sao Paulo - Sao Paulo

Phone: (55 11) 838-4500

Fax: (55 11) 837-9933

E-mail: info@ABRASnet.com.br

Brief Narrative: The Brazilian Supermarket Association show is the largest sector show of the calendar. It is supported by all supermarket state associations and promoted to the domestic and international market. It is a big size company kind of show.

11. Title of Activity/Event: Equipotel-Feira Internacional de Equipamentos Produtos e Servicos para Hoteis, Bares, Restaurantes e Similares

Dates: September 25-28, 2000

Venue: Anhembi - Sao Paulo - Sao Paulo

Organizer Contact Information: Equipotel - Feiras, Edicoes e Promocoos

Rua Afonso Celso, 797

04119-060 Sao Paulo - Sao Paulo

Phone: (55 11) 574-5166

Fax: (55 11) 549-5043

E-mail: internacional@post.equipotel.com.br

Home Page: www.equipotel.com.br

Brief Narrative: In the Equipotel Show the range of participant companies are very wide, such as equipment, restaurant associations, hotels, food&beverage, supplies, furniture, tourism chambers, etc.

12. Title of Activity/Event: VIV/AFIA FEED America Latina 2000 - Feira Internacional de Producao Animal

Dates: September 27-29, 2000

Venue: Expo Center Norte - Sao Paulo - Sao Paulo

Organizer Contact Information: Royal Dutch Jaarbeurs Brasil

Pca Sergipe, 154

18540-000 Porto Feliz - Sao Paulo

Phone: (55 15) 262-3133

Fax: (55 15) 262-3575

E-mail: rdjbr@uol.com.br

Home Page: www.viv.net

Brief Information: The 2nd International exhibition for animal feed and production technology is the only event of its kind in South America. VIV/AFIA. Feed will be held at the same time as IFA 2000 (aquaculture) and VIV America Latina. VIV/AFIA Feed 2000 is a joint venture between the American Feed Industry Association and Royal Dutch Jaarbeurs.

13. Title of Activity/Event: Horti Fruti 2000 - Feira Internacional do Agronegocio das Cadeias Produtivas de Frutas e Hortalicas

Dates: October 4-8, 2000

Venue: Centro de Expositoes Imigrantes - Sao Paulo - Sao Paulo

Organizer Contact Information: Horti-Fruti 2000

Rua Funchal, 538 14^o andar cj.141 - Vila Olimpia

04551-060 Sao Paulo - Sao Paulo

Phone: (55 11) 3845-0828

Fax: (55 11) 3845-3763

E-mail: teobr@attglobal.net

Home Page: www.hortifruti.com.br - www.alcantara.com.br

Brief Narrative: Produce 2000/Int'l Agribusiness Show. Alcantara Machado is one of the major trade show organizers in the country. As the produce sector becomes more organized and getting more importance at retail level many smaller produce trade shows have been introduced in the calendar. Alcantara Machado is willing to become the major horticulture, fruit and flowers show.

14. Title of Activity/ Event: Pronatura - 3^a Feira Internacional de Fitoterapicos, Produtos e Alimentacao Natural

Dates: October 05-08, 2000

Venue: Expo Center Norte - Pavilhao Amarelo - Sao Paulo - Sao Paulo

Organizer Contact Information: Francal Feiras e Empreendimentos

Alameda Mamore, 503/1^o andar

06454-040 Alphaville, Barueri - Sao Paulo

Phone: (55 11) 7291-8188

Fax: (55 11) 7291-0200

E-mail: Icom@francal.com.br

Brief Narrative: 3rd Int'l Alternative Therapy Fair. Due to the present growing concern for health and quality of life, the natural food and supplements this show became an important opportunity to niche market products. Visitors profile includes drugstores, specialized stores, therapists, physicians, nutritionists, restaurants, beauty and health centers, healthy clinics, sport professionals, fitness clubs, etc.

15. Title of Activity/Event: Super Norte 2000 - 4^o Encontro de Supermercadas e Fornecedores do Para e Amapa

Dates: October 9-11, 2000

Venue: Belem - Para

Organizer Contact Information: ASPAS - Associacao Paraense de Supermercados

Avenida Magalhaes Barata, 695, 7^o andar - s. 706/8

66063-240 Belem - Para
Phone/Fax: (55 91) 249-0024/4268
E-mail: secretaria@aspas.com.br

Brief Narrative: State of Para and Amapa Supermarket and Suppliers Show. Regional show for small and medium companies.

16. Title of Activity/Event: Super Minas - Convencao Mineira de Supermercados
Dates: October 17-19, 2000
Venue: CENTUR - Belo Horizonte - Minas Gerais
Organizer Contact Information: AMIS - Associacao Mineira de Supermercados
Rua Platina, 33 - Bairro Prado
30410-430 Belo Horizonte - Minas Gerais
Phone: (55 31) 291-5022
Fax: (55 31) 291-6141
E-mail: amis@amis.org.br
Home Page: www.amis.org.br

Brief Narrative: State of Minas Gerais Supermarket Association show. After Sao Paulo and Rio de Janeiro, Minas Gerais appears as the third major consumption potential.

17. Title of Activity/Event: Feira Internacional de Marcas Proprias
Dates: October 17-19, 2000
Venue: Sao Paulo - Sao Paulo
Organizer Contact Information: Projeto
Cacada das Palmas, 57 - Centro Comercial de Alphaville
06453-000 Barueri - Sao Paulo
Phone/Fax: (55 11) 7295-2011
E-mail: info@marcasproprias.com.br

Brief Narrative: International Private Label Show for general products.

18. Title of Activity/Event: Encontro de Supermercadistas de Mato Grosso
Dates: November 12, 2000
Venue: Cuiaba - Mato Grosso
Organizer Contact Information: ASMATE - Associacao de Supermercados de Mato Grosso
Avenida Beira Rio s/n - Bairro do Porto
78025-600 Cuiaba - Mato Grosso
Phone: (55 65) 637-3364
Fax: (55 65) 637-3364
E-mail: asmat@zaz.com.br

Brief Narrative: State of Mato Grasso do Sul Supermarket Association Show. It's a regional trade show. Mato Grosso has 10 supermarkets classified in the ABRAS ranking.

19. Title of Activity/Event: 18° Convencao Sul-Matogrossense de Supermercados

Dates: November 14, 2000

Venue: Campo Grande - Mato Grosso do Sul

Organizer Contact Information: AMAS - Associacao Sul-Matogrossense de Supermercados

Rua Dr. Arthur Jorge, 2314 - Sao Francisco

79010-210 Campo Grande - Mato Grosso do Sul

Phone: (55 67) 782-7666

Fax: (55 67) 784-1745

E-mail: amas@alanet.com.br

Brief Narrative: State of Mato Grasso do Sul Supermarket Association Show. It's a regional trade show. Mato Grosso has 16 supermarkets classified in the ABRAS rank.

20. Title of Activity/Event: Gas & Shop-Feira e Servicos para Lojas de Conveniencia e Postos de Combustiveis

Dates: November 21-24, 2000

Venue: Sao Paulo - Sao Paulo

Organizer Contact Information: Miller Freeman

Rua Vanderlei, 848 - Sumare

05011-001 Sao Paulo - Sao Paulo

Phone: (55 11) 3783-0081

Fax: (55 11) 3873-1912

E-mail: expomfb@ibm.net

Home Page: www.mfbr.com.br

Brief Narrative: This trade show covers the convenience store and convenience store/gas station segment. It offers general products and equipment for the sector .

21. Title of Activity/Event: ABIA Food Service 2001 / 3° Salao Internacional da Alimentacao Fora do Lar

Dates: February 13-16, 2001

Venue: Expo Center Norte - Sao Paulo - Sao Paulo

Organizer Contact Information: AMM Feiras e Negocios

Av. Nove de Julho, 5966 cj.31

01406-200 Sao Paulo - Sao Paulo

Phone: (55 11) 3063-3205

Fax: (55 11) 3068-9472

E-mail: amm@mtecnetsp.com.br

Brief Narrative: This trade show is organized by the Brazilian Food Industry Association (ABIA). During the trade show the 3rd International Forum of Away-from-Home Food will also take place. This Forum, in conjunction with the main entities of the sector, offers seminars and lectures, such as sanitary legislation, marketing, and cost control, among others.

Section II. Retail In-Store Promotions

Not applicable at this time

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

Not applicable at this time

Section IV. Other Promotional Activities

Not applicable at this time