



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Required Report - public distribution

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GAIN Report #BR0007

## **Brazil**

# **Promotion Opportunities Report**

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**Report Highlights:**

Trade shows for agricultural, fishery and forest products in Brazil.

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Includes PSD changes:no

Includes Trade Matrix:no

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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

Title of Activity: APRAS - Supermarket Association Show -  
Mercosuper 2000  
Dates: Apr. 9-11  
Venue: Centro de Convenções - Foz do Iguacu, Paraná  
Organizer Contact Information: APRAS - Tel: (55-41) 362-1212  
E-mail: apras@uol.com.br  
Brief Narrative: State of Paraná Supermarket Association Show.

Title of Activity: EXPOFOOD Food Industry - Show Feira de Produtos e  
Serviços da Cadeia da Industria Alimentícia  
Dates: Apr. 12-14  
Venue: CECOM - Recife, Pernambuco  
Organizer Contact Information: IMAM Feiras e Promoções - Tel: (55-11) 575-1400  
E-mail: iman@iman.com.br - www.imam.com.br  
Brief Narrative: Show that promotes products and services for the food  
chain in the northeast of the country.

Title of Activity: Hotel Travel Show 2000  
Dates: Apr. 12-16  
Venue: Expo Center Norte - São Paulo, São Paulo  
Organizer Contact Information: Equipotel - Feiras Edições e Promoções  
Brief Narrative: Hotel suppliers and final consumer show. Nearly 380  
exhibitors.

Title of Activity: Fipan2000 - Feira Internacional da Industria de Panificação  
Dates: Apr. 26-29  
Venue: Martcenter - São Paulo, São Paulo  
Organizer Contact Information: SEVEN - Tel: (55-11) 3105-5101  
E-mail: seven@seven.com.br  
Brief Narrative: Bakery Show

Title of Activity: 3a HiperNordeste - Convenção de Supermercados do Nordeste  
Dates: May 1-3  
Venue: Teresina, Piauí  
Organizer Contact Information: APISU - Tel:(55-86)221-2278  
E-mail: apisu@mnet.com.br  
Brief Narrative: Northeast Supermarket Association Convention

Title of Activity: 7a Agrishow  
Dates: May 01-06  
Venue: Instituto Agronomico de Campinas - Ribeirão Preto, São Paulo  
Organizer Contact Information: ABIMAQ -Tel: (55-11) 5582-6397  
E-mail: abimaq.org.br/agrishow - agrishow@abimaq.org.br  
Brief Narrative: Ribeirão Preto's Agriculture Show

Title of Activity: Boa Mesa Gourmet Food Show  
Dates: May 3-7  
Venue: Centro Textil - Sao Paulo, São Paulo  
Organizer Contact Information: RJF Promocoos - Tel: (55-11) 852-6922  
Brief Narrative: Gourmet Show

Title of Activity: APAS (São Paulo) Supermarket Show  
Dates: May 15-18  
Venue: ExpoCenterNorte - São Paulo, São Paulo  
Organizer Contact Information: APAS - Tel: (55-11) 3022-2350

Brief Narrative: E-mail: apasnet@uol.com.br  
 São Paulo State Supermarket Association Show

Title of Activity: HFF America Latina  
 Dates: May 22-24  
 Venue: ExpoCenterNorte - São Paulo - São Paulo  
 Organizer Contact Information: Royal Dutch Jaarbeurs Utrecht - Tel: (55-15) 262-3133  
 Fax: (55-15) 262-3575  
 E-mail: hffamericalatina@jaarbeurbrasil.com.br  
 Brief Narrative Horticulture, Fruit, Flowers Show (new show)

Title of Activity: EXPONOR Supermarket Show  
 Dates: Jun. 5-7  
 Venue: Centro de Conv. Edson Queirós - Fortaleza, Ceará  
 Organizer Contact Information: ACESU - Tel: (55-81) 421-3612  
 E-mail: acats@acats.com.br  
 Brief Narrative North/Northeast Supermarket Association Show

Title of Activity: FISPAL Int'l Food Show - Feira Internacional da Alimentação  
 Dates: Jun. 13-16  
 Venue: Anhembi - São Paulo, São Paulo  
 Organizer Contact Information: Brasil Rio - Tel: (55-11) 3758-0996  
 www.grupobrasilrio.com.br  
 E-mail: fispal@grupobrasilrio.com.br  
 Brief Narrative: Food and equipments, beverage, coffee, accessories and services show.

Title of Activity: 14a Convenção Catarinense de Supermercados  
 Dates: Jun. 18-20  
 Venue: Controsul - Florianopolis, Santa Catarina  
 Organizer Contact Information: Acats - Tel: (55-48) 223-0174  
 E-mail: acats@acats.com.br  
 Brief Narrative Santa Catarina State Supermaket Show

Title of Activity: BRASILPAN & SORVETERIA - Feira Internacional

de Sorveteria  
 Dates: Jul. 5-7  
 Venue: ExpoCenterNorte - São Paulo, São Paulo  
 Organizer Contact Information: MillerFreeman - Tel: (55-11) 3873-0081  
 E-mail: expomfb@ibm.net - www.mfbr.com.br  
 Brief Narrative : Bakery & Ice Cream Show

Title of Activity: 14a Convencao Capixaba de Supermercados  
 Dates: Jul. 16-19  
 Venue: Vitoria, Espirito Santo  
 Organizer Contact Information: Acaps - Tel: (55-27) 324-3599  
 E-mail: acaps@acaps.com.br  
 Brief Narrative: Espirito Santo State Supermarket Association Show

Title of Activity: FI South America  
 Dates: Aug. 2-4  
 Venue: ExpoCenterNorte - São Paulo, São Paulo  
 Organizer Contact Information: Miller Freeman - Tel: (55-11) 3873-0081  
 E-mail: expomfb@ibm.com.br -  
 www.mfbr.com.br Brief Narrative: Food Ingredient Show

Title of Activity: AGAS - 19a Convenção Gaucha de Supermercados  
 Dates: Aug. 22-24  
 Venue: FENAC - Novo Hamburgo, Rio Grande do Sul  
 Organizer Contact Information: Agas - Tel: (51-11) 337-3300  
 E-mail: agas@vanet.com.br - www.agas.com.br  
 Brief Narrative Rio Grande do Sul State Supermarket Show

Title of Activity: ExpoDrink  
 Dates: Aug. 30-Sep. 1  
 Venue: ExpoCenterNorte - São Paulo, São Paulo  
 Organizer Contact Information: SP Feiras Comercias - Tel: (55-11) 3063-2911  
 Fax: (55-11) 280-3140  
 www.expodrink.com.br

Brief Narrative : Beverage Show (new show)  
 Title of Activity: Expo ABRAS 2000 34a Convenção Nacional de

Supermercados e Feiras Internacional de Produtos e Serviços  
 Dates: Sept. 18-21  
 Venue: Rio Centro - Rio de Janeiro, Rio de Janeiro  
 Organizer Contact Information: ABRAS - Tel: (55-11) 838-4500  
 E-mail: info@ABRASnet.com.br  
 Brief Narrative National Supermarket Association Show

Title of Activity: Equipotel-Feira Internacional de Equipamentos  
 Produtos e Serviços para Hotéis, Bares e Restaurantes e Similares  
 Dates: Sept. 23-25  
 Venue: Anhembi - São Paulo, São Paulo  
 Organizer Contact Information: Equipotel - Tel: (55-11) 574-5166  
 E-mail: internacional@post.equipotel.com.br  
 Brief Narrative: Equipment and supply for hotel, restaurants, bars show

Title of Activity: Super Norte 2000- 4a Encontro de Supermercadistas e Fornecedores do Pará e Amapá  
 Dates: Oct. 9-11  
 Venue: Belém, Pará  
 Organizer Contact Information: Aspas - Tel: (55-91) 249-0024  
 E-mail: secretaria@aspas.com.br  
 Brief Narrative: Pará and Amapá Supermarket and Suppliers show

Title of Activity: Super Minas - Convenção Mineira de Supermercados  
 Dates: Oct. 17-19  
 Venue: CENTUR - Belo Horizonte, Minas Gerais  
 Organizer Contact Information: Amis - Tel: (55-31) 291-5022  
 E-mail: amis@amis.org.br - www.amis.org.br  
 Brief Narrative: Minas Gerais State Supermarket Association Association Show

Title of Activity: Feira Internacional de Marcas Próprias  
 Dates: Oct. 17-19

Venue: São Paulo, São Paulo  
 Organizer Contact Information: Projeto - Tel: (55-11) 7295-2011  
 E-mail: info@marcasproprias.com.br  
 Brief Narrative: Own Brands Show

Title of Activity: Hortifruti-Feira Internacional de Horticultura e Floricultura  
 Dates: Oct. 18-22  
 Venue: São Paulo, São Paulo  
 Organizer Contact Information: Alcantara Machado - Tel: (55-11) 7295-1229  
 E-mail: amfp@alcantara.com/br  
 Brief Narrative: Produce Show

Title of Activity: Encontro de Supermercadistas de Mato Grosso  
 Dates: Nov. 12  
 Venue: Cuiaba, Mato Grosso  
 Organizer Contact Information: Asmate - Tel: (55-65) 637-3364  
 E-mail: asmat@zaz.com.br  
 Brief Narrative: Mato Grasso's State Supermarket Show

Title of Activity: 18a Convenção Sul-Mato Grossense de Supermercados  
 Dates: Nov. 14  
 Venue: Campo Grande, Mato Grosso do Sul  
 Organizer Contact Information: Amas - Tel: (55-67) 782-7666  
 E-mail: amas@msinternet.com.br  
 Brief Narrative: Mato Grasso do Sul State Supermarket Association Show

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



Dates: Nov. 21-24  
Venue: Sao Paulo, São Paulo  
Organizer Contact Information: Miller Freeman - Tel: (55-11) 3783-0081  
E-mail: expomfb@ibm.net - www.mfbr.com.br  
Brief Narrative: Convenience store and gas station show

## **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