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Voluntary - Public

Date:

GAIN Report Number:

Peru

Post: Lima

Trade Show Report

Report Categories:

Trade Show Evaluation

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Report Highlights:

The Expoalimentaria Peru 2009 trade show was held at Ministry of Defense facilities in Lima September 9-11, joining the most important agroindustrial and fish producers and exporters.

General Information:

Peru's economy has shown a strong and consist growth during the last years. The export sector has taken advantage of this and through its association with Corferias del Pacifico, the Ministry of Agriculture and Promperu, organized a trade show after many years of absence of this kind of events.

The Expoalimentaria Peru 2009 trade show was held at Ministry of Defense facilities in Lima September 9-11, joining the most important agroindustrial and fish producers and exporters. Many importers interested in local products also attended. Expoalimentaria Peru was an excellent showcase for the exhibition of fresh and

processed food, machinery, and equipment for food processing, packaging, and services to foreign trade.

The event brought together over 6000 buyers between local (80%) and international (20%) companies. The number of exhibitors was 205 and the site was over 6000 sq meters in size.

After the roundtables that were held during the show, it is expected a trade rate over \$20 million.

The show focused on four sectors, including,

- **Food and Beverage:** Fresh Fruits and Vegetables, Processed , Frozen, Dehydrated , Prepared and Diet Food, Juices and Fruit Concentrates, Beverage and Liquor, Gourmet Products, Dairy, Meat, Oil and Fat products, Pasta, Flour, Bakery Products, Patisserie, Snacks and others;
- **Fishery:** Frozen, Canned and other Fish Products;
- **Exhibition for Machinery and Equipment for Food Processing and Industrialization Machinery and Equipment for Food Processing and Industrialization:** Bakery, Canning, Dehydrating, Frozen and Refrigerating Equipment, Processing Equipment for Dairy and Dairy By-Products, Measuring, Calibration and Quality Control Equipment; and
- **Packing, Packaging and Services for the Food Industry and Foreign Trade:** Packaging for Food Industry, Air, Sea and Road Transportation, Logistics Operators and Customs Agents, Finance Companies, Insurance, Brokers, Supervisors and Surveillance Companies, Software, Communications and other Services.

FAS Lima participated in the show with the purpose of promoting U.S. agriculture and meeting potential U.S. agricultural importers.. During the three day event, FAS Lima met with over 150 people looking for assistance in importing and exporting products to the United States. Important contacts were made in both the private and public sectors. Although this is the first show after a while it showed the interest of local companies to receive more information about American products. It was confirmed that ADEX will organized the same show next year.