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Brazilian food industry is relying on ANUTEC BRAZIL as a leading regional trade fair

- 40 percent more exhibitors, stable attendance figures
- Exhibitors praise first-class visitor and event quality
- Strong demand for high-quality technology
- Trade fair success in spite of difficult economic situation

The leading supplier trade fair for the food industry on the Brazilian market, ANUTEC BRAZIL (2 to 4 August), came to a close with a top result: At the Expo Unimed fair grounds in Curitiba, 113 Brazilian and international suppliers (2014: 81) presented their innovations and solutions for food producers from Brazil and neighbouring states. Contrary to the macroeconomic trend, the organiser Koelnmesse has not only announced a growth in the number of exhibitors (+40 percent) and increased space (+15 percent), but also a stable number of visitors: about 3,000 customers attended the event. "The strong support for the trade fair from leading international technology suppliers underpins the position of ANUTEC BRAZIL as the leading trade fair for the regional, in particular the Brazilian, food industry," commented Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH, on the last day of the trade fair. "Our strategy to develop the trade fair format in close partnership with the local industry has paid off, as the growing number of exhibitors, but also the stable number of visitors and the first-class quality of visitors demonstrate. The ANUTEC BRAZIL proves that trade fairs with a strong concept also act as a catalyst towards the success of all participants in an economically difficult environment." International top brands such as Bettcher, Bizerba, Equindo, Handtmann, Linco, Multivac, Poly-Clip, Ulma and many more exhibited at ANUTEC BRAZIL 2016. The decision-makers of the Brazilian food industry were also on-site, including representatives of the companies Altez Alimenteos/Novilho Nobre, Mafrig, and Frimesa, which are significant for the market.

"The trade fair is of great significance for us," stated Michael Teschner of the Brazilian subsidiary of Multivac. "Due to its immense professionalism, Koelnmesse has organised a very well-arranged trade fair in Curitiba, the birthplace of the meat industry. The result



ANUTEC BRAZIL
02.08.-04.08.2016
www.anutecbrazil.com

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is high-quality trade visitors and customers, thanks to whom we are able to draw a positive balance for the trade fair."

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Strong need for high-quality machines

The elaborate trade fair presence of many exhibitors underlines the fact that the majority of the exhibitors see ANUTEC BRAZIL as the leading trade fair in Brazil. The trade fair excels with its high-quality stand constructions across the board. In some cases companies invested in the presentation of complete production lines. The trade audience showed great interest in high-quality machines and accessories for the optimisation of the production processes. Exhibitors reported about concrete sales and incoming orders on all days of the trade fair.

One must view the strong demand for the latest technical solutions above all against the background of the current economic situation in Brazil: The industry is increasingly focusing on exports due to the stagnating domestic market. Competitiveness and thus more cost and resource efficient production processes are correspondingly key themes for the regional manufacturers and drive the need for innovative technology.

Praise for the quality of the event, location and supporting programme

In addition to the top-class visitor and high event quality, the exhibitors also praised the modern Expo Unimed fair grounds in Curitiba as the ideal location for the industry platform. The supporting programme met with great interest among the visitors: Branch representatives were given the chance to inform themselves on location about current developments and trends of the food industry.

Respected institutions from the research, science and industry sectors presented themes of relevance to the industry, like food safety and logistics, Brazil's role in the global food industry and branch trends from vegetable proteins to innovative packaging for fresh meat, to a trade public. Experts from the Fraunhofer Institute Brazil, the business academy Getúlio Vargas Foundation, the institute for food technology ITAL, the technical institute for food technology and health itt Nutrifor, the company for industrial automation Rockwell Automation, as well as the National Service for Industrial Training Senai held lectures.

Facts and figures

Exhibitors: 113 (81), +40%

International exhibitors: 41 (33), +36%

Trade visitors: about 3,000 (2,586), +16%
Exhibition space: 7,600 (6,600), +15 percent
Top brands from the following 17 countries were represented:
Austria, Brazil, Canada, Czech Republic, Denmark, Germany, France,
India, Iceland, Japan, Liechtenstein, the Netherlands, New Zealand,
Spain, Switzerland, Turkey and the USA.

The next ANUTEC BRAZIL will take place from 7 to 9 August 2018 in Curitiba.

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Koelnmesse - Global Competence in Food: Koelnmesse is the leading trade fair organizer in the food industry and related sectors. Trade fairs such as the Anuga, the ISM and Anuga Food Tec are established world leaders. Koelnmesse not only organizes food trade fairs in Cologne, Germany, but also in further growth markets around the globe, in Brazil, in China, Colombia, in India, in Japan, in Thailand, in Turkey, in the United States and in the United Arab Emirates. These global activities enable us to offer our customers a network of events, which in turn grant access to

different markets and thus create a basis for sustainable and stable international business.

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<http://www.global-competence.net/food/>

Next dates:

**Annapoorna - World of food India
22.-24.09.2016, Mumbai, India**

**ANUTEK - International FoodTec India
22.-24.09.2016, Mumbai, India**

**veganfach
04.-05.11.2016, Cologne, Germany**

**yummex Middle East
07.-09.11.2016, Dubai, UAE**