

Press release

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ANUFOOD Brazil - powered by Anuga: Koelnmesse expands its Brazilian business

Koelnmesse is positioning itself in the Brazilian market with its own food fair: “ANUFOOD Brazil - powered by Anuga” is the name of the new event, which was recently announced to the Brazilian public and will take place for the first time from 12 to 14 March 2019 on the São Paulo Expo grounds.

“As a globally active German trade fair organiser, we are continuing to bank on Brazil, even under the difficult general conditions at present. We believe that this country will bounce back as an export nation and as a sales market.”, says trade fair CEO Gerald Böse. “After all, it is one of the largest food producers and exporters in the world.” The ANUFOOD Brazil will be Koelnmesse’s fifth event in Brazil.

Like the Anuga in Cologne, the ANUFOOD Brazil will cover the entire food and drink segment and offer Brazilian industry and other Latin American countries with an international platform access to the global market. Behind this is the “Global Competence in Food and FoodTec”, Koelnmesse’s global network in the food segment, which already includes 20 trade fairs worldwide today, including market leaders in Asia, the Middle East and Europe. Between them, they reach an impressive scale with almost 18,000 exhibitors and close to 650,000 visitors.

In Brazil, Koelnmesse is already successfully active in the food technology segment with the ANUTEK BRAZIL in Curitiba. In addition, São Paulo plays host to the trade fair for children’s wear FIT 0/16 and the Pueri Expo, which is an international trade fair platform covering all other products and articles for children and babies, as well as the WellFood Ingredients Summit recently announced for the end of October. The second most important pillar in Latin America besides Brazil is Colombia, where Koelnmesse works in cooperation with Corferias, the leading trade fair company in the Andean region and Central America, and is also involved in several events centering on the food segment.

Since 2014, Koelnmesse has operated its own subsidiary - Koelnmesse Ltda. - which is based in São Paulo and already has eight members of staff. In addition, Koelnmesse Ltda. is the first stop for Brazilian companies participating in trade fairs in Cologne and at Koelnmesse events worldwide. This has led to good connections in the Brazilian economy for decades. Around 180 exhibitors and some 6,000 visitors regularly come to Cologne from Brazil. The focus is on the Anuga, Anuga FoodTec and ISM, but also, for instance, the International Dental Show IDS and the leading trade fair for furniture production and interior design interzum.

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With the preparations for the first ANUFOOD Brazil, Koelnmesse is continuing its successful partnership with the most important think tank in Latin America, “Fundação Getulio Vargas” (FGV). In March 2016, FGV established its first international office in the world, FGV Europe, in Cologne, with support from Koelnmesse.

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