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ANUFOOD Brazil: Koelnmesse trade fair expertise for the food industry in Brazil

Koelnmesse is number one among German trade fair companies in South America

"Powered by Anuga" is the slogan of the Brazilian trade fair premiere ANUFOOD Brazil. The new trade fair benefits from the concentrated expertise of the leading Cologne event and at the same time creates positive effects for Cologne as a business location. With its winning combination of domestic and international events, Koelnmesse is in close contact with the relevant industries throughout the year and around the world.

More than 20 Koelnmesse events with almost 18,000 exhibitors and around 650,000 visitors are part of "Global Competence in Food and FoodTec", Koelnmesse's global network in the food segment. These include Anuga in Cologne (5 - 9 October 2019) and the trade fair premiere ANUFOOD Brazil in São Paulo (12 - 14 March 2019), which is one of several satellite events. "Organising a trade fair abroad based on a theme of a leading trade fair in Cologne is by no means rivalry, but perfectly complements and ensures the sustainability of the German market," explains Gerald Böse, CEO of Koelnmesse GmbH. If a new event is established abroad, participation of these countries in Germany will grow in return, both among exhibitors and visitors.

The potential of the Brazilian market

This is exactly what Koelnmesse has observed in Brazil in recent years. The company most recently counted around 6,000 visitors and 200 exhibitors from Brazil at its events on the Rhine – an increase of 31 percent over the comparable year 2015. "As a globally active German trade fair organiser, we see great potential in Brazil. We believe this strong export nation and important sales market will regain its position as a strategic hub," explains Böse. After the end of the recession, it was exactly the right time to expand the local commitment with ANUFOOD Brazil: "Within the Brazilian food industry, there is a great need for independent food trade." This was confirmed by a successful Anutec Brazil in 2018 with over 100 exhibitors and 4,000 visitors as well as the results of the WellFood Ingredients Summit in 2018 with almost 2,500 visitors. Koelnmesse organizes a total of nine events in South America, five of which are in Brazil, making it the number one German trade fair company in South America.

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Premiere of ANUFOOD Brazil

ANUFOOD Brazil also had an impressive premiere. Around 200 exhibitors did good business with more than 7,000 trade visitors. "In light of Brazil's economic situation in recent years and the political situation with the change of government, we are very pleased with this result," says Denis Steker. As Head of the International Division, he knows how important it is to accompany German customers into international markets. According to the Association of the German Trade Fair Industry (AUUMA), around 28 per cent of exhibiting medium-sized companies were active at trade fairs abroad in the year 2000 and this figure has now risen to 43 per cent. "The potential is tremendous," says Steker. "In the future, we will therefore also consider exporting other trade fair topics to Brazil."

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Success with foreign subsidiaries

For this reason Koelnmesse has been operating its own Brazilian subsidiary since 2014. Koelnmesse Ltda. has its headquarters in São Paulo. "We have established twelve subsidiaries worldwide, which are embedded in our international strategy of offering trade fair solutions for specific industries around the world," says Böse. "This creates industry connections, new contacts for joint ventures and other economic activities, which in turn benefit Cologne as a business location." In recent years, Cologne has become an attractive location for Brazilian companies. In 2011, the city signed a partnership agreement with Rio de Janeiro. Two years later, the Brazil Business Center Cologne (BBCC) was founded. A concerted effort is being made to steadily expand the connections to the Brazilian economy.

CCXP Cologne: Brazilian flair in Cologne

For the first time this year, a trade fair theme will also be brought from Brazil to Cologne. From 27 to 30 June 2019, CCXP Cologne - Comic Con Experience, an event for all comic, sci-fi and superhero fans, will be the first German-Brazilian trade fair and event joint venture in Germany to take place at the Cologne trade fair site. The Omelete Group, Latin America's most important media group in the fields of pop culture, film, TV series and comics, is based in São Paulo, where the successful concept recently attracted 262,000 visitors.