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ANUTEC BRAZIL 2018 will gather together the world's largest exhibitors in technology and equipment for the meat and animal protein industry



The event, taking place in Curitiba which is the Brazilian hub of the meat industry, will present the best and latest in technology for the sector.

Between 7th and 9th August of 2018, the city of Curitiba (PR) holds the third edition of ANUTEC BRAZIL, which is the largest event of the meat and animal protein sector for the next year. The fair is biennial and the main suppliers of machinery and equipment in the sector have already confirmed their presence at the event. The event itself stands out from the crowd by presenting the main solutions in technology for cold-storage and other industries in the sector, as well as attractions and high level lectures from different professionals liked to the industry. The event is organised by Koelnmesse, a world leading events organizer for the food industry, which hosts fairs such as Anuga and Anuga Food Tec.

The fair also promises to attract a highly qualified audience, including purchasing decision makers and directors from the cold-storage industry (mainly from the South) which will greatly increase the chances for the companies to do business and do some quality networking.

The choice of Curitiba as the location for the fair was well thought out. The capital of the Paraná is in a strategic location for meat production, which is very important for the country as it brings the exhibitors closer to their customers. The importance of holding a fair focused on the animal protein industry is explained by the Brazilian production itself, which places the country as one of the main international players in the area. In 2016, export revenue from beef alone amounted to US\$5.3 billion, making Brazil the world's largest exporter. The same status was obtained in the poultry category: the country exported 4,090 tonnes of chicken in 2016, compared to 3,057 in the US, taking second place. Exports of pork should increase by 5% in 2017 compared to the previous event.

"ANUTEC BRAZIL will bring the most modern tech and information in terms of technology in automation, processes, packaging and ingredients, to the industry, collaborating decisively to increase productivity and product quality in the coming years", says Cassiano Facchinetti, CEO of Koelnmesse Brazil . The executive also emphasizes the strengthening of the fair in the market. "In terms of numbers of exhibitors, the growth was 40% if we compare the 2016 edition with that of 2014. In

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terms of the number of visitors, we increased by 16%, " adds the executive, who is expecting to receive more than 150 exhibiting brands and more than 4,000 buyers from all over Brazil and neighbouring countries next year.

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In addition to the exhibition space, the event will also open doors for visitors to broaden their knowledge regarding the challenges and technological innovations of the Meat Industry in Brazil (and worldwide) and to learn about the trends of consumption of animal protein products, through the congress organized exclusively in partnership with ITAL (Food Technology Institute), as well as associations and universities specializing in the subject, which will bring academics, researchers and representatives of companies and associations to the event.

Another highlight of the event is the Ingredients Lounge, a space totally dedicated to exhibitors allowing them to show visitors everything they have available in the areas of ingredients and additives. "This is a strategic achievement, since about 75% of ANUTEC BRAZIL's customers are looking for solutions in this sector," points out Cassiano Facchinetti.

Participating companies do not hide their satisfaction of attending the event. "The fair in Curitiba, besides the fact that it already has a good reputation, is improving every year. For Vemag do Brasil, it is very important to participate in ANUTEC BRAZIL, as we receive important visitors coming from big companies in the sector", said Flavia Veiga Floripes, from VEMAG do Brasil.

Alexandre Marvulle, from Klippa, feels similarly.. The professionals emphasize the international credibility of the fair and the fact that the visitors have the opportunity "to see exhibitors with high level technology and innovations in the sector". "We are looking for greater proximity to existing customers and also prospecting for new customers," he added.

The scope of the event is highlighted by Gilmar Fernandes, HP Packaging. "ANUTEC BRAZIL is significantly important because it brings a large number of suppliers for the animal protein segments together. At ANUTEC, we also receive visits from customers who do not visit the fairs in São Paulo (company headquarters)," he said.

According to Marco Magolbo, Handtmann do Brasil, "many visitors are looking for solutions to add value to existing products or to create new products for the market." The exhibitors have the opportunity to present their latest releases or new processing possibilities, creating a win-win environment for both the visitor and the exhibitor".

Marcelo Quina Henriques, Business Manager of Incomaf also highlights the company's strategy when participating in the fair. "Our food manufacturing segment is very restricted, with few events available," he said.

In addition to these companies, other major global industries have already confirmed their presence at the event, such as Ulma Packaging, Linco, SunnyVale, Bettcher, Tecmaes, Bremil, Multivac, Poly-Clip, New Max and Jarvis.

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The location where ANUTEC BRAZIL will be held is also worth highlighting. Expotrade Convention Center is the largest convention and exhibition centre in the Southern Region of Brazil, with a constructed area of 34,000 m² and a strategic location: only 17 km from the Afonso Pena International Airport, 10 km from Curitiba downtown and 2 km from the Bus Terminal in Pinhais. The space also has 3,000 parking spaces, in addition to all the infrastructure of air conditioning and telecoms systems required by an event of this magnitude.

The registration to visit the fair can be made at www.anutecbrazil.com.br. For companies that are interested in exhibiting at the event, please contact (11) 3874-0030.

Service:

ANUTEC BRAZIL 2018

Date: 07th to 09th August 2018

Location: Expo Trade Convention Center

Address: Rodovia Deputado Leopoldo Jacomel, 10454 - Vila Amelia, Pinhais – PR, Brasil

Opening hours: 1pm to 8pm

Visitors can register at: www.anutecbrazil.com.br

Koelnmesse – Global Competence in Food and FoodTec

Koelnmesse is the leading organizer of specialized fairs in the food and beverage industry and related sectors. The specialised fairs Anuga, International Sweets & Biscuits Fair (ISM) and Anuga FoodTec are well established and are recognised worldwide as leading the events industry. Koelnmesse organizes food fairs not only in Cologne, Germany, but also in new and growing markets around the world, such as Brazil, China, Colombia, India, Thailand and the United Arab Emirates. The global activities performed by our company allow us to offer our customers a complete portfolio that includes qualified events in various industries, thus creating a basis for sustainable and stable international business.

For further information go to [http://www.global-competence.net/food/Mais informações](http://www.global-competence.net/food/Mais_informações): <http://www.global-competence.net/food/>

About Koelnmesse Brazil

Currently, Koelnmesse organizes six fairs in Brazil: the FIT 0/16 children's fashion fair, held twice a year in São Paulo; the Pueri Expo, International Trade Fair in Childcare, an event inspired by the largest fair of children's articles in the world, (Kind + Jugend); WellFood Ingredients, an International Functional Ingredients and Nutraceuticals Summit, and the launch of ANUFOOD Brazil, the exclusive International Fair for the Food and Beverage Sector, inspired by Anuga, to be held in 2019. Every two years ANUTECH Brazil takes place in Curitiba, which is a technology fair for the food industry. Koelnmesse Brasil is located in São Paulo and has a team with more than 10 years of experience in the organization of large events for various industries. Under the direction of director Cassiano Facchinetti, the Brazilian subsidiary is responsible for the international events of Koelnmesse, as well as the future development of commercial activities in the country.