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#anutecbrazil

ANUTEC BRAZIL has grown up - with new quality standards for the entire country

- **2,912 professional trade visitors from different regions of Brazil and 12 countries**
- **Greater international presence: participation of 18 exhibiting countries**
- **Business Rounds: match-making with large buying slaughterhouses**
- **New venue “Expotrade Convention Center”:** basis for a sustainable event growth

From 7 to 9 August 2018, Curitiba (PR) held the third edition of the biennial ANUTEC BRAZIL, International supplier fair for the meat and animal protein industries. The show took place as part of the Global Competence event portfolio of Koelnmesse in the FoodTec sector, to which events such as Anuga FoodTec in Cologne/Germany also belong. The major players in the packaging and processing sectors of the industry attended the fair and presented the latest news in technology to 2,912 visitors, including slaughterhouses and food and beverage industries from Brazil and countries such as Paraguay, Denmark, Venezuela, Chile, U.S, Netherlands, Peru, Colombia, Mexico, Germany, Uruguay and Nicaragua. Despite the current economic situation in Brazil, the fair showed good results on the high level of recent editions, which indicates a recovery in business. Exhibitors reported direct sales of machineries during the three days of the trade fair. In total, exhibitors were satisfied with the results of their participation. The animal protein industry is one of the most important sectors of the Brazilian economy and has a great potential for growth: the country represents 30% of meat exports in the world.

At ANUTEC BRAZIL 2018, exhibitors presented the products, services and innovations of 116 brands from 18 countries, whereas companies from England, Japan, Switzerland and Ireland participated for the first time. "As the only trade fair for high level machinery and technical innovations for the industry in the region, we have reached the end of this year's event with a sense of 'mission accomplished'. We successfully moved into a new venue and implemented new types of high level presentations, business rounds, debates and networking between key players in the Brazilian and international market. We are now already preparing for the next edition that will take place in two years", said Cassiano Facchinetti, Managing Director of Koelnmesse in Brazil. The Vice President International of Koelnmesse GmbH, Denis Steker, added the high quality of the visitors: "Our focus is on high level decision makers and purchasers from the related industries. This makes Anutec Brazil efficient for the exhibitors which so can focus on relevant contacts. This



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philosophy paid off. The move into the new venue sets the basis for the next gear and continuous growth of the event in the future."

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Business Rounds

In an appropriate environment for quality networking, buyers from slaughterhouses Castrolanda and Pif Paf Alimentos met with ANUTEC BRAZIL exhibitors over the three days of the event in the Business Round programme, which was organised in partnership with CIEE - Council on International Educational Exchange. As a special service, the fair offered to the exhibitors an unique opportunity to attend pre-scheduled meetings to present their products and do business. Several meeting sessions were carried out for quality services, products and solution demonstrations with the generation of future business opportunities.

Innovative event and supporting programme of ANUTEC BRAZIL

In partnership with ITAL - Food Technology Institute, ANUTEC BRAZIL organised the conference "Brazil Protein Outlook 2018 - The Future of Animal Protein" which gave the participants strategic information on the animal protein and agribusiness segment as a whole, highlighting the challenges and prospects for the development and growth of industry in Brazil. The forum gathered the most important associations of the sector and experts from the animal protein production chain, as they are fundamental for the Brazilian economy. The event also made room for the exhibitors to present their overviews and market studies.

The fair featured two unprecedented attractions. The first attraction was the Meat Showcase, in which the professional trade visitors had the opportunity to learn cutting techniques with the specialist Marcelo Bolinha and taste the product at the end of the presentations. The second one was the Animal Protein and Dairy Packaging Workshop, held in partnership with the renowned Instituto de Embalagens, which presented the latest news of the sector. In addition, during the workshops, the visitors were able to see the innovations that were presented at the last Anuga FoodTec in Cologne/Germany.

Highlights of ANUTEC BRAZIL 2018

„It is a very good fair, with the presence of the largest companies of the industry. It was so worthy taking part in this edition and the event surely has a great potential for growth as Brazil recovers from the crisis. Organising a conference alongside with the fair is also very good, as clients seek knowledge. We will be here for the next edition.“

Michael Teschner, Director, Multivac Brasil

„The audience is highly qualified and interested in doing business. We've received visitors not only from the South of Brazil, but also from the North, from Minas Gerais and from São Paulo. I am looking forward to attending the next edition.“

Alessandro Paixão, Sales Manager, Sunnyvale

„We have received many visitors. ANUTEC BRAZIL has the potential to be the largest animal protein trade show in Brazil. The fair is well organised, as well as the fairs in Europe.“

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Fábio Aragão, Sales Director, NewMax Industrial

„We received well-qualified visitors at the fair. We have already made good contacts with prospects for closing deals in the coming months.“

Eduardo Lourenço, Regional Sales Manager, Vemag

„The fair was very well organised, in addition to qualified visitors and purchasing decision makers.“

Edson Bittencourt, Superintendent Director, Bettcher

„This year's edition was better than the previous ones. The visitors exceeded our expectations as they were well-qualified, including buyers.“

Jair Reisner, Projects Supervisor, Linco

„We've taken part in every ANUTEC and we support the event, since its very first edition. We believe that is a great decision to organise this fair in Curitiba because it is a strategic location. We were visited by many decision makers.“

André Luiz Frederico, Commercial Supervisor, Tecmaes

„We have participated since the first edition of the event. We thought that we possibly wouldn't have a large number of visitors due to the current political issues in Brazil, but actually we were surprised. We have received highly qualified visitors. We have plans to participate in the next edition.“

Erika Werneck, Administrative and Sales Manager, Poly-clip System

„We have already participated in all three editions. The audience of the event is well-qualified, including purchasing decision makers. We will probably be back for the next edition.“

Marcos Guimarães, Account Manager, Handtmann

The next ANUTEC BRAZIL will take place from 11 to 13 August 2020.

Koelnmesse - Global Competence in Food and FoodTec:

Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. 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.

Further Information is available at: <http://www.global-competence.net/food/>

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The next events:

Anutec - International FoodTec India - International supplier fair for the food and drink industry, Mumbai 27.09. - 29.09.2018

ProSweets Cologne - The international supplier trade fair for the sweets and snacks industry, Cologne 27.01. - 30.01.2019

IIDE - India International Dairy Expo, International trade fair for dairy farming, - processing, -packing and -products, Mumbai 12.03. - 14.03.2019

Note for editorial offices:

ANUTECH BRAZIL photos are available in our image database on the Internet at <http://www.anutecbrazil.com.br/en/>

If you reprint this document, please send us a sample copy.

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