

Post Show Report 2024



The Brazil Conference & Expo

8th Produce and Floral International Trade Show

INTERNATIONAL
FRESH PRODUCE ASSOCIATION

07 TO **08** **2024**
AUGUST

8AM TO 11:30AM CONGRESS - 11:30AM TO 7PM EXHIBITION
EXPO CENTER NORTE | YELLOW PAVILION | SÃO PAULO

Organization



Promotion



THE BRAZIL CONFERENCE & EXPO 2024

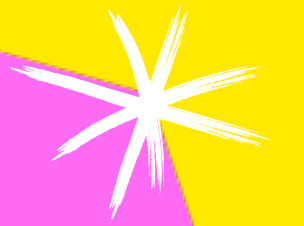
In its 8th edition, the event brought together the entire production chain of Fresh Produce sector, providing two intense days full of great business opportunities, continuous learning and valuable networking with leaders of the main brands in the market.

Held on August 7th and 8th, at the Yellow Pavilion of Expo Center Norte, in São Paulo, the event was the meeting point for more than **4 thousand professionals** from **24 Brazilian states** and **16 countries**. This is the business event for the Fresh Produce sector in Latin America, connecting producers, exporters, importers, preparers, packers, distributors, retailers and suppliers of products and services from Brazil and the world.



NUMBERS

The results prove the success of the event, reaffirming it as a powerful generator of business and networking for the Fresh Produce sector in Latin America.



4.300

qualified visitors

72%

increase
compared to 2023



22

sponsoring
brands

2

event
days

150

exhibiting
brands

14

programming
hours

9

thousand
sqm of event

24

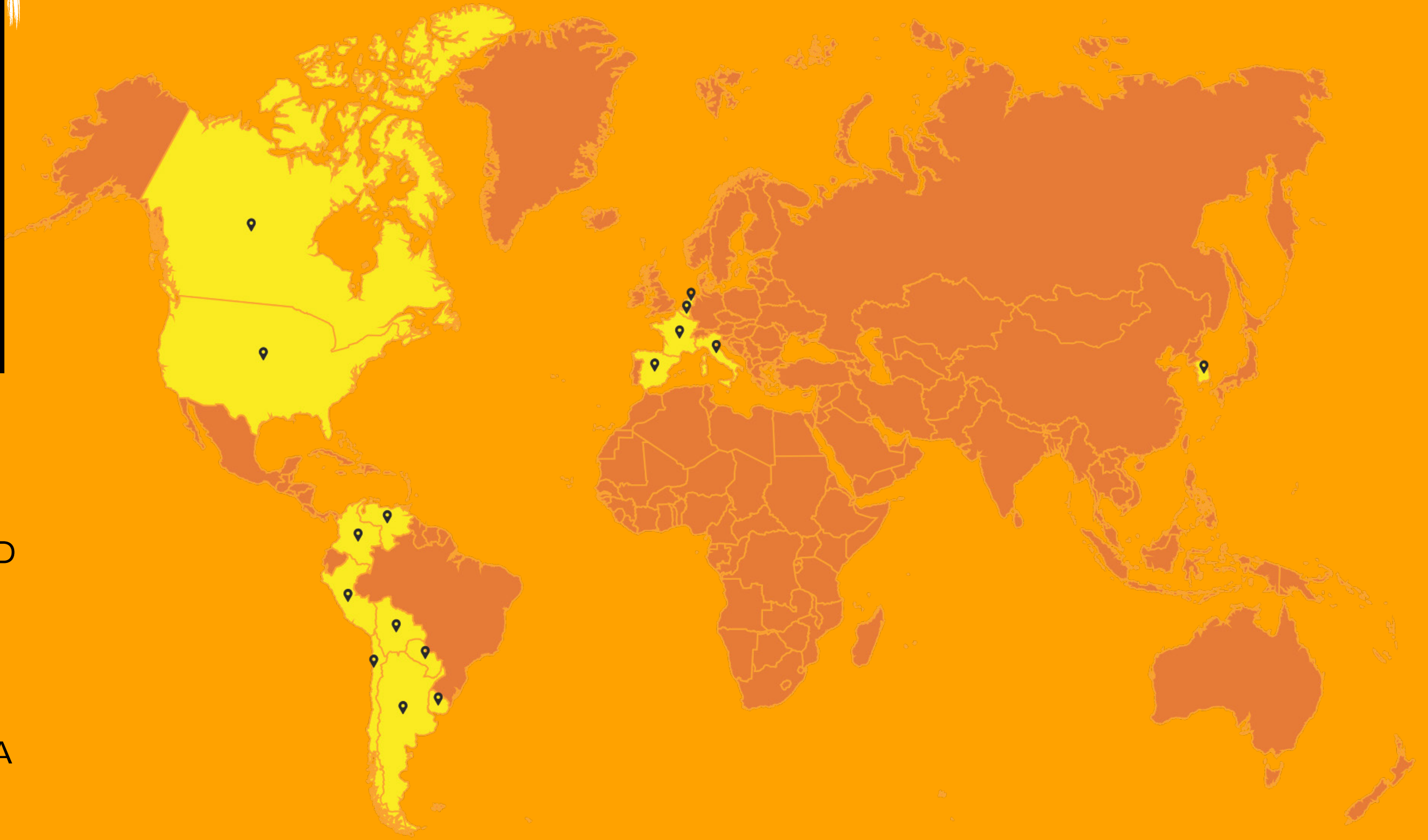
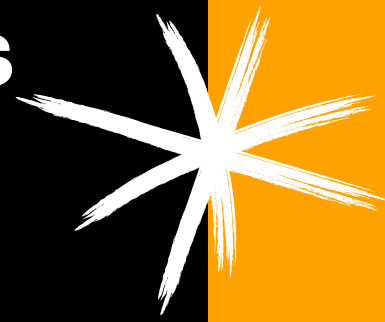
States

16

Countries

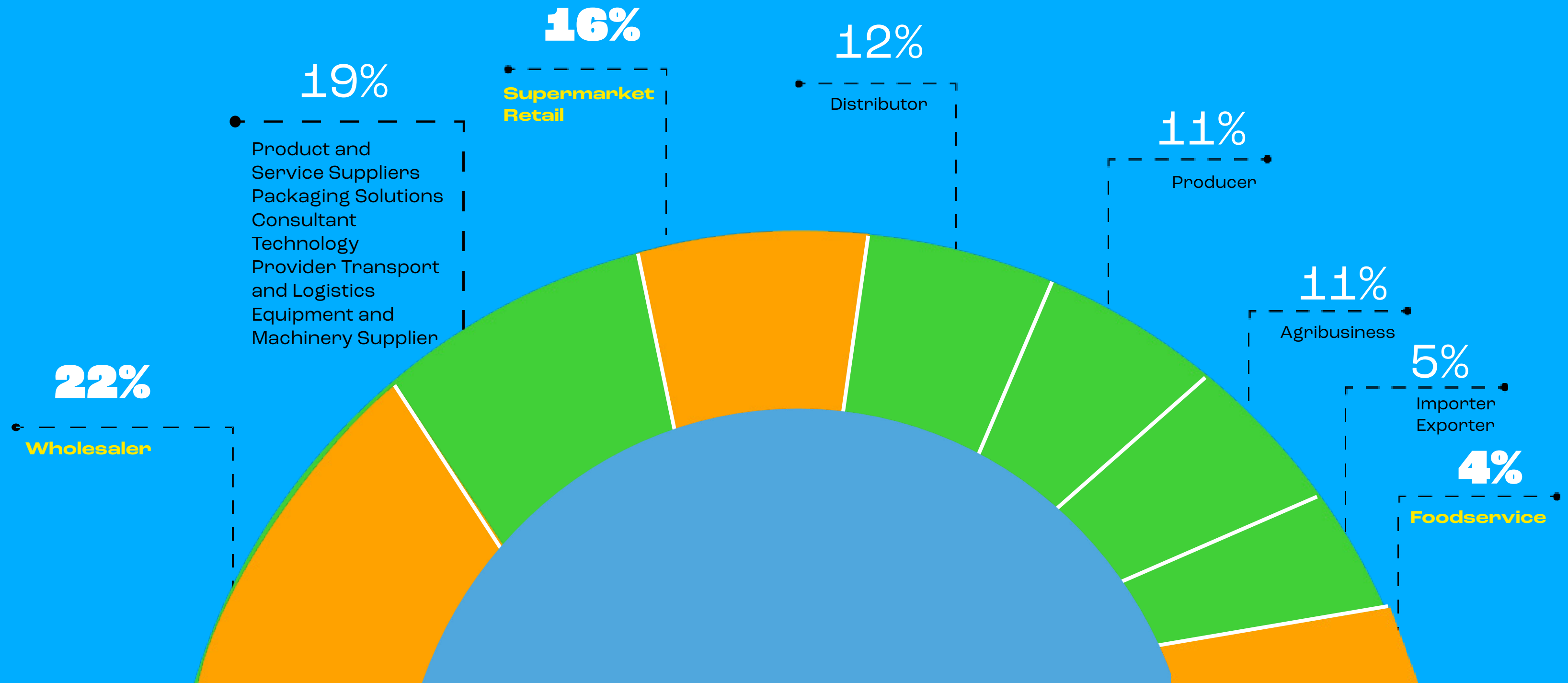
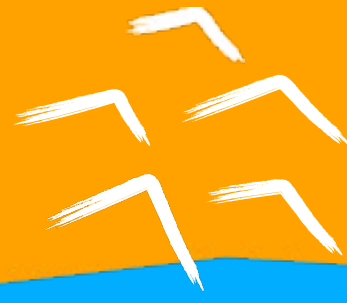
16 COUNTRIES VISITED THE

LATIN AMERICAN
BUSINESS EVENT IN THE
FRESH PRODUCE
MARKET.



- ARGENTINA
- BELGIUM
- BOLIVIA
- CANADA
- CHILE
- COLOMBIA
- SOUTH KOREA
- SPAIN
- USA
- FRANCE
- NETHERLAD
- ITALY
- PARAGUAY
- PERU
- URUGUAY
- VENEZUELA

PROFESSIONAL VISITOR PROFILE



19%

Product and Service Suppliers
Packaging Solutions
Consultant
Technology
Provider Transport and Logistics
Equipment and Machinery Supplier

16%

Supermarket Retail

12%

Distributor

11%

Producer

11%

Agribusiness

5%

Importer Exporter

4%

Foodservice

22%

Wholesaler

38%

of visitors are from **retail**

- Wholesalers
- Supermarkets

3 of the 5 largest retailers in Brazil visited the 8th edition of the event





CHECK OUT SOME OF THE BUYERS AND RETAILERS WHO VISITED THE EVENT



INTERNATIONAL MEETING POINT

★ NEW



Another new feature at the fair, the International Meeting Point was dedicated to **international companies** that came to the event with the **intention of importing or exporting fresh products**, helping the sector in Brazil to boost its transactions and the economy. **One of the highlights was the presence of Walmart**, the largest retailer in the world in terms of revenue volume.



Fresh Texas



Specialist in fresh fruits, vegetables and herbs for retail and foodservice in the USA.



OPPY



Leader with 165 years of experience in the cultivation, import and distribution of fresh fruits and vegetables. It offers a diversified portfolio and has its own logistics (Oppy Transport).



COPEFRUT



Exporter with 65 years of experience, focused on quality and innovation.



FreshGo



Located in Guangzhou, it imports high-quality fresh fruits to China and the Middle East.



Walmart



Leader in the ranking of international retailers in terms of revenue, the company was founded in 1962, in the United States, and has grown exponentially over the years.

THE LARGEST RETAILER IN THE WORLD



DÜMMEN ORANGE



One of the world's leading companies in the genetic improvement and propagation of ornamental flowers and plants.

THE IMPACT OF THE 2024 EDITION ON THE FRESH PRODUCE MARKET AND BUSINESS DECISIONS

31%

Visited the event for the first time

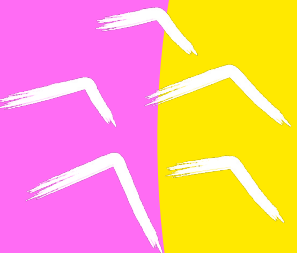
88%

Participate in the purchasing process



TOP 3

OBJECTIVES WHEN VISITING THE EVENT



DISCOVER NEWS AND RELEASES

DOING BUSINESS

RELATIONSHIP WITH SUPPLIERS



NPS 2024

The **NPS (Net Promoter Score)** showcases participant and exhibitor satisfaction, highlighting the event's positive impact on the fresh produce sector. With high recommendation rates, the event stands as a leading reference, connecting professionals and creating business opportunities.

92

Visitor

84

Exhibitor



ATTRACTIONS AND PROGRAMMING

CONFERENCE



It was a true immersion in knowledge with the greatest experts in the sector, bringing powerful insights, market data and practical learnings to transform businesses.

The Industry Scenario – Brazil	Cathy Burns - IFPA CEO ★ TOP Speaker
Demarket yourself! New marketing doesn't look like marketing	João Branco - Professor, Columnist and Marketing Professional ★ TOP Speaker
Fresh Insights: Revealing Trends and Their Impact on Retail	Samuel Vânio Costa Júnior - CEO of Grupo Enxuto Darren S eifer - Executive Director and Food Trends Specialist at Circana ★ TOP Speaker
The Future of Retail: How AI Humanizes and Personalizes the Fresh Produce Consumer Experience	Arthur Igreja - Business Mentor and Author of the bestseller “Convenience is the name of the business” ★ TOP Speaker





ATTRACTIONS AND PROGRAMMING

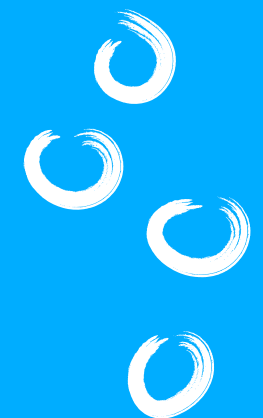
IFPA TALKS • DAY 07/08 (AT THE FAIR)



NEW



One of the biggest new features of the fair was IFPA Talks, which provided dynamic debates, practical workshops and free lectures open to all visitors over the two days of the event. A true marathon of knowledge to inspire, connect and boost business.



Challenges and opportunities in the production and distribution perspective of FFLV	<p>Bruno Benassi - Director of the Benassi Group</p> <p>Ricardo Capellaro - President of the Agricultural Cooperative</p> <p>Mediation: Giampaolo Buso - CEO of PariPassu</p>
Bananas on the Brazilian table with Chef Izabela Dolabela	<p>Izabela Dolabela - Chef at it.kitchen, Le Cordon Bleu Masterchef Professional Ambassador</p>
The campaign to sell more FFLV in retail	<p>Charles Rozenbaum - Supply Chain Director at Palato Palato Supermarket</p> <p>Christianno Snaguinetti - Sam's Club</p> <p>Jean Felipe Chiorattode Oliveira - Sales Manager at Covabra Supermercados</p> <p>Mediation: Dal Gomes - MKT and Membership Coordinator IFPA</p>
Good Practices for valuing FFLV in food retail	<p>Marina de Norman et d'Audenhove - Commercial Manager of HTF and Flowers at Supermercado Zona Sul S/A</p> <p>José Barbosa Júnior - Commercial and Development Director of Perishables at Plunix</p> <p>Mediation: Giampaolo Buso - CEO of PariPassu</p>



ATTRACTIONS AND PROGRAMMING

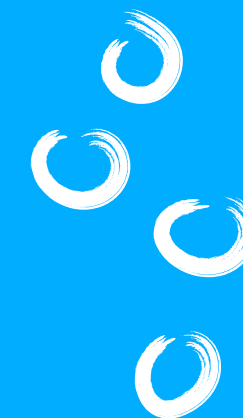
IFPA TALKS • DAY 08/08 (AT THE FAIR)



NEW

IFPA
Talks

<p>Enabling the circular economy of agricultural plastic. I laminate, we recycle!</p>	<p>Andrés da Silva - Consultant and Founding Partner of EAC – Protected Cultivation Solutions</p>
<p>Revolutionizing People Management: Experiences in the FFLV sector</p>	<p>Mediation: Dal Gomes - Marketing and Membership Coordinator at IFPA Leonardo Lourenço - CEO of Extrafruti Julio Aoki - CEO of Da Santa Paulo Dantas - CEO of Agrodan</p>
<p>Tax planning for the fruit and vegetable sector and reimbursement of PIS/COFINS credits</p>	<p>ArniboBraatz Júnior - Managing Partner of Audax Tax Consulting</p>
<p>Ready-made Salads: Sustainability, practicality and healthiness</p>	<p>Mediation: Manoel Oliveira - Executive Director of the Brazilian Institute of IBRAHORT Stefan Adriaan Coppelmans - Founding partner of La Vita Alimentos Paulo Schincariol - President of CNVeg and Director of the Brazilian Institute of IBRAHORT</p>
<p>Flower Market Trends: What's Coming and How to Improve My Business' Profitability?</p>	<p>Mediation: Francisco Homs - Vice-President and CCO of Rede OBA Hortifruti Jorge Possato - CEO of the Veiling Cooperative Milton Hummel - General Director of Cooperflora and President of the MAPA Sector Chamber of Flowers and Ornamental Plants</p>



lounge vip

**At this event, connection
is the key to success**

With each edition, we create exclusive spaces that meet the needs of professionals and exhibitors, providing an experience that goes beyond the Conference and Fair. We offer unique opportunities for interaction with visitors, creating an environment where connections become reality. It is a space where relaxation meets the business world, making the event experience truly unforgettable for everyone who has access to it.





The Startup Route brought together companies focused on solving problems in the Fresh Produce production chain through technologies that increase productivity and predictability in the field. Check out the brands that were present at the exhibition:



Specializing in biological control for plants, it demonstrated innovative solutions for pest management. Its featured product, Destroyer SF, is a beneficial virus that acts specifically against worms, without promoting pest resistance.



A pioneer in carbon management on agricultural properties, it offers an innovative approach to measuring and monitoring greenhouse gases.

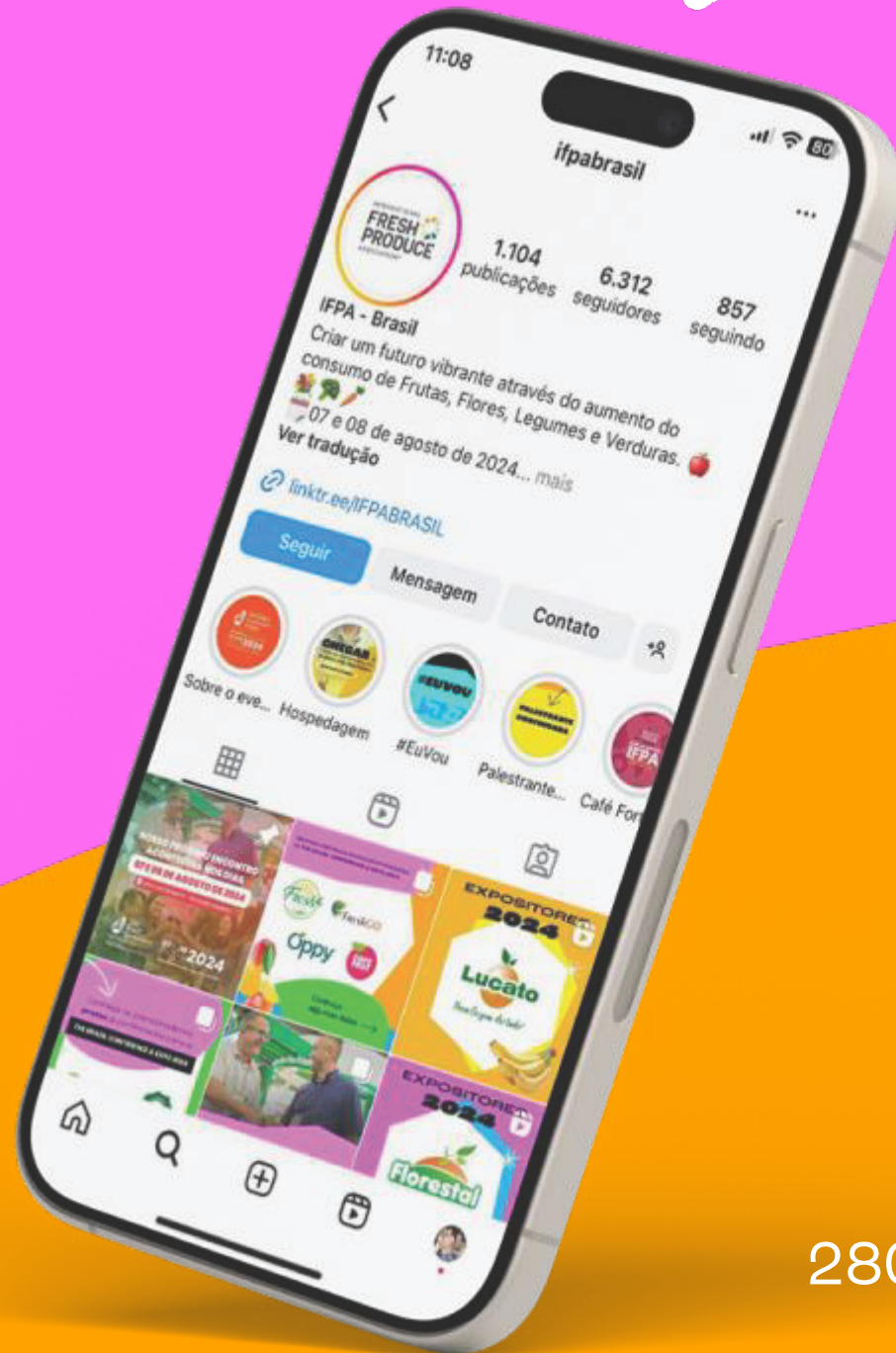


A Brazilian startup that is revolutionizing fresh food management in retail with artificial intelligence. Using deep and reinforcement learning, the company tackles challenges such as waste and stockouts.



Agricultural Engineers with over 25 years of experience and pioneers in Innovation Consulting in Brazilian AgriBusiness.

RESULTS OF MARKETING AND COMMUNICATION



Institutional Website

84.963

Accesses

280% Increase compared to 2023



E-mail Marketing

137

Campaigns sent to

36.378

Fair Database Contacts



Spontaneous Media

80

Media articles

R\$ 98.849,00

in valuation



Social media

11.075

Engaged fans

+ 1 million impressions achieved

**REAL-TIME
COVERAGE ON THE 2
DAYS OF THE EVENT**

136

videos

among Stories and Reels
impacting organically

29.679

users during the fair period



31

releases and publications
on the website

+200

proprietary content produced
on digital channels

75

images published between
exhibiting brands, attractions
and content

SUSTAINABLE ACTIONS



CARBON MEASUREMENT

Greenhouse gas emissions that cannot be avoided are quantified, and environmental compensation action is taken in the same proportion, such as support for environmental projects.

SELECTIVE COLLECTION AND WASTE MANAGEMENT



This work has been carried out for almost two decades and is structured on-site at events. It is a practice that has always reinforced Francal's concern with reducing the environmental impacts of major events.

19,865 kg of waste generated at the event

Waste Recycled at the Fair

54% Wood

45.3% Recyclable

0.7% Organic

SUSTAINABLE ACTIONS



SELECTIVE AND CARDBOARD WASTE BINS

In the bins made of sustainable and biodegradable material, cardboard is present throughout the event in the form of specific bins for recyclable and organic products. Being selective, they contribute to the sorting, agility and all the logistics of disposal of recyclable waste.

SUSTAINABLE ACTIONS

First action with the NGO Banco de Alimentos, a partnership that aims to promote the donation of food displayed during the event, combating waste and contributing to the food security of many families in vulnerable situations. Almost 2 tons of food were donated to 14 non-governmental organizations.



TESTIMONIALS FROM SPONSORS



“The fair is a meeting point for the market, a time to bring together the supply chain, the fresh food industry and showcase what is being done in terms of technology for developing new products. So it is the meeting of the year.”

Giampaolo Buso
Executive



“I would like to congratulate the entire IFPA organization. We are in yet another edition of the fair, growing more and more, showing the grandeur of our sector.”

Paulo Dantas
Director of
Agrodan



“It is important for us to be here at the fair, to have a face-to-face relationship with the main people in retail and the Fresh Produce segment.”

Amauri Vieira
President

EXHIBITOR TESTIMONIALS



“Participating in The Brazil Conference & Expo was highly enriching for Mecalônia. The event provided a valuable platform to expand our network and explore new business opportunities by interacting with industry leaders and professionals.”

Joseph of the Cross
Sales Executive



BRAVA
Logística

“I really liked it, very organized. The fair itself was a success, congratulations to everyone involved! We were very pleased with the feedback!”

Jose Aeneas
Director



It is essential that the Jaguacy brand, an avocado specialist, is at The Brazil Conference & Expo. This is the only fair we participate in in Brazil, as it is focused on the Fresh Produce segment.”

Lygia Phalange
Director

VISITORS' TESTIMONIALS



“This fair was exceptional, the first time I participated, there are many, endless business opportunities, many cutting-edge companies. I would like to see CEAGESP with a stand next time!”

Adnilton Infanti
Risk Coordinator



“The first time I visited the event, the conferences were great, enriching with knowledge and news, it was really great to be able to meet the big names in the industry up close, gathered there in one place. Rating 10 for everyone involved.”

Natan Santos
Quality



“The fair was very organized, with high-level exhibitors, where we were able to prospect new businesses, meet new suppliers and maintain contact with them. Congratulations to those involved.”

Nilson A. de Almeida
Buyer

SPONSORS 2024

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS

PARTNERS 2024

INSTITUTIONAL SUPPORT



MEDIA PARTNER



PARTNER



AGENCY



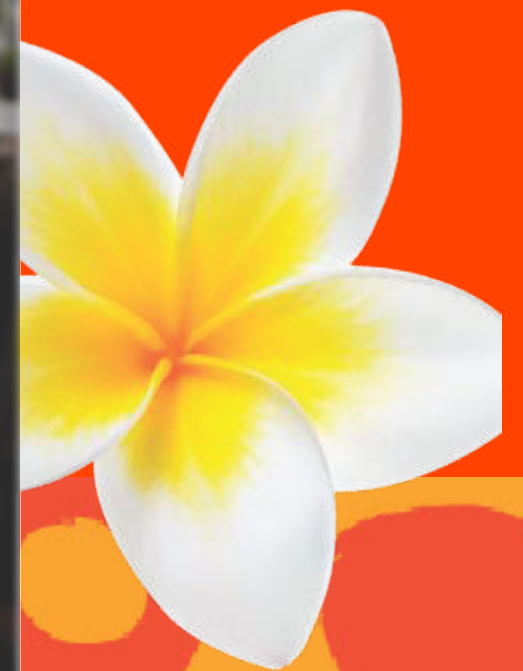
AFFILIATED TO



VENUE



REMEMBER THE BEST MOMENTS OF
THE BRAZIL CONFERENCE & EXPO 2024



THANK YOU! SEE YOU IN

2025!



The Brazil Conference & Expo

9th Produce and Floral International Trade Show

Organization



INTERNATIONAL
FRESH PRODUCE ASSOCIATION

06 TO 07
AUGUST **2025**

8AM TO 11:30AM CONGRESS - 11:30AM TO 7PM EXHIBITION
EXPO CENTER NORTE | YELLOW PAVILION | SÃO PAULO

Promotion

