

March 16 - 18
• Expo Guadalajara •
México

Exp  2016
ANTAD
& **Alimentaria**
MÉXICO

**POST EVENT
REPORT**

2 MAYO 2016

POST EVENT REPORT

Dear Exhibitor:

We are pleased to share with you, the results of Expo ANTAD & Alimentaria Mexico 2016 which took place in Guadalajara, Jalisco from March 16 to 18.



34,242 badges were issued generating the presence of more than 44,173 visitors.

Within executives reporting levels, 11% are senior management, 41% executive management, 26% buyers, 18% operations and 4%, others, all of them with a high potential of decision making.

Break down by activity: 22% strategic operations, 71% direct business opportunities, 4% human capital and 3%, others. Of which, 47% decides purchase, 38% approves purchase, 15% recommends it, and 2%, is not involved in the decision.

By gender profile: 30 % are women and 70% men. 35% with a range between 26 to 35 years old , 34% between 36 to 45 years old and 14% between 45 to 55 years old.

From the total attendance, 91% were National and 9% International of which 35% came from USA, 32% Latin America, 16% from Europe, 14% from Asia and 3% from Oceania. The International visitors growth 10% against last edition.

99% of the attendees qualified it as a very productive event, and want to take part in the event of 2017.

The **BUYERS PROGRAM** was intended to establish commercial contacts between exhibitors and buyers. Within this program, the following meetings were registered by ANTAD: buyers of the commercial chains associated to ANTAD including those chains that had space in the Exhibition Floor: Almacenes Zaragoza, Casa Ley, Comercial Mexicana, Chedraui, del Sol and Woolworth, and Grupo Idea representing commercial activities for Al Super, Arteli, Merco and San Francisco de Asís. Also registered was the participation of Liverpool, S-mart, Soriana, Super del Norte, Super Kompras and Wal-Mart.

In order to attend specialized suppliers at the Wellness and Health Pavilion, we had the participation of Casa Ley, Chedraui and Farmacias Benavides, and Soriana. The Alliance with the Association of Medicine Distributors (ANADIM) benefitted with the presence of Farmacias del Ahorro, Farmadepot, Ex Farma and ISSEG. In addition, Chedraui, Comercial Mexicana and Palacio de Hierro had an exhibition booth to attend the areas of Imports and Gourmet products .







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It can be said that the increase was more than 3.6%, which represented more than **33,560** business meetings, generating an estimated total of **12,700 million pesos**.

Regarding the **PARTICIPATION OF INTERNATIONAL BUYERS**, we had the presence of clients from the USA : **NORTHGATE MARKET** and **VALLARTA SUPERMARKETS**, who had an exhibition booth to be used as a purchasing office. We also had buyers invited and sponsored by **PROMEXICO**. In the other hand, our Representative in California coordinated the participation of 300 buyers . We also had buyers from Hotels, Restaurants, Importers, Distributors and Cruise Suppliers. All this sheds a number of more than 2,000 foreign buyers.



1,456 exhibitors, **130** of them presented **402** new products in the New Products area called Salon NPI.

Considering the origin of these exhibitors, 79% were national, and 21% International from Australia, Argentina, Brazil , Canada, Chile, China (Popular Republic), Colombia, South Korea , Costa Rica, El Salvador, Spain, USA, Greece , Guatemala, India, Indonesia , Italy, Lebanon , Peru, United Kingdom Singapore  and Turkey.

79% of the exhibitors are very satisfied with the business outcome and 93% is considering to take part of the 2017 edition.

Breakdown by category: 61% Food & Imports, 13% Furniture & Equipments, 11% Non groceries & Pharmacy, 11% Technology, 3% Services, 2% General Merchandises and 1% Transportation.



One day before the official opening, the **SPORTS PROGRAM** took place at Club Atlas, with a participation of 132 players, representing a growth of 28%.

The same day, the **WELCOME RECEPTION** took place with the participation of 2,400 executives. With the support and collaboration of the Secretary of Agriculture (SAGARPA), together with the coordination of Support and Services for Agricultural Marketing (ASERCA), assistance was provided to the National

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Association of TIF Establishments (ANETIF), Mexico Calidad Suprema. Mezcal, Tequila and Winners National Producer, Grupo Modelo and Coca-Cola also participated with special tastings for the attendees. This forum was the first contact between buyers and exhibitors

During the **OPENING PLENARY SESSION**, several messages were delivered by officials of the public and private sector including the Secretary of Economy, Governor of the State of Jalisco, Mayor of Guadalajara, Mayor of Zapopan, Sub-Secretary of Industry and Commerce of the Ministry of Economy, CEO of ASERCA, CEO of SENASICA, President of AMIS, President of CANACO, President of CCE, President of CNC, President of CONCAMIN, President of CONMEXICO, President of ALAS, president of Communication Council, CEO of Alimentaria Exhibitions, CEO of CFE.



Regarding the **CONFERENCE PROGRAM**, the Opening Conference named “Productivity and Corruption”, held by Juan Pardinás with the participation of 738 attendees.

Super sessions and specialized conferences with topics related to the retail sector and with the attendance of 3,160 participants.

For the first time due to the addition of new categories, we included topics related to Wine Tastings, Craft beer, Produce and its regulations, Foreign Trade, The Industry of Tequila & Mezcal and its uses in the food industry.

For the second time, the Tour to Stores became a Tour to Distribution Centers (CEDIS) hosted by Liverpool and Soriana, with a growth of 10% against last year.

RETAIL TECH 2026

Business Opportunities were created to show the benefits of products and services of companies specialized in Technology. To optimize the efficiency and operation of the Chain Stores, 12 specialized conferences with topics as Human Resources, Processes, Infrastructure and Technology were held with a huge success to keep the commercial operations at the cutting edge.

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The Media Plan for the promotion of the event:

NEWSPAPERS, SPECIALIZED MAGAZINES AND DAILY NEWS

14 Printed releases in Newspaper with more than 7'100,000 impacts.

29 Printed releases in Magazines with more than 1'700,000 impacts.

3 day Daily News of El Informador Newspaper from Guadalajara with the highlights of the event.

RADIO AND CABLE TV

1,144 Broadcast of 20", with an impact of more than 14' million people

PRESS CONFERENCE

The press conference took place two days previous to the event with the participation of 39 reporters and Executives of ANTAD and some other collaborators.

ANTAD RADIO

35 Broadcast with 142,153 listeners during the three days of the event (interviews with topics of novel- ties and changes in the Retail Industry)

To listen to these interviews, in podcast use the link below :



<http://intermexradio.com/podcasts/category/expo-antad2016>

ANTAD TV

There were more than 70 interviews that you can listen by accessing the link below:



<http://www.youtube.com/user/antadtv/videos>

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SOCIAL NETWORKS

FACEBOOK: This year it increased 38% with a total of 80,947 followers. The targeted audience was 51% male and 49% female.

TWITTER a growth of 30% in terms of numbers of followers with a total of 5,650. 68% of them were male and 32% female, 21% are from Mexico and the rest from other regions.

WEB PAGE

A growth of 27% with 90,398 views.

APP

With 7,442 downloads, with 33,224 inquiries regarding exhibitors information and 5,811 for the General Program Activities. This was the most effective tool for event information.

This year we added two social networks, Periscope and Instagram that allowed us to shared videos in real time with other followers,

The alliance with Alimentaria Exhibitions

The synergy and strategic alliance with Alimentaria Exhibitions, has promoted the growth of other categories of the food industry , this will allow us to be a reference for this industry and not only in the Retail Sector but in the country. In order to jointly develop activities related to this sector to benefit the commercial relations between professionals..

Sincerely,

Lic. Manuel Alvarez Corona
Convention Manager