

WHY MEXICO?

Mexico is an outstanding export platform offering major business opportunities for the food industry.

It is forecast that between 2013 and 2017 imports of food and drinks products will grow by 23% and exports by 26%.

Consumption could increase by more than 20% during this period according to Business Monitor.





Its main competitive advantages are:

- Its privileged strategic geographical location.
- **Size** (123,5 million inhabitants) and population age (young).
- Open to the outside world with an extensive network of international treaties.
- High sectorial importance of the tourism and hospitality industry.
- Mexico's traditional cuisine has been given intangible World Cultural Heritage Status.

México

Industria A&B

2016. STRATEGIC ALLIANCE: ALIMENTARIA & ANTAD

Objective: To become the reference of the Food Industry in Latin America and to boost the growth of the commercialization of products from all over the world in Mexico





Alimentaria

Guarantees assistance of almost all distribution actors in Mexico, due to their high representation between the outlets, trade and industry chains in the country. Ensures maximum internationalization to the new fair thanks to its international market knowledge.

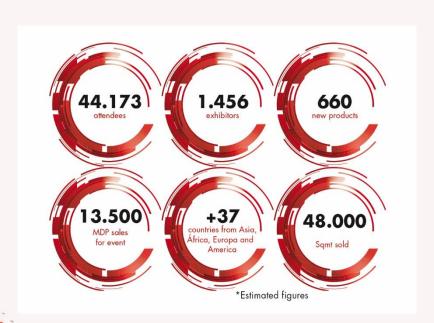
+ Antad

+ Alimentaria





2016 and 2017. FIGURES



45.000

+ de 30
COUNTRIES

55.000m²
TIADING FLOORS

1.502
EXHIBITORS

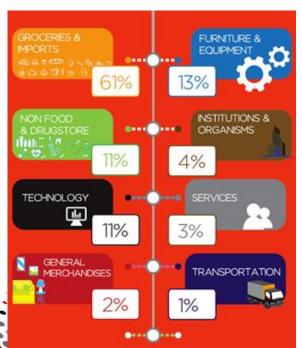
2016

2017

EXPO ANTAD&ALIMENTARIA MEXICO 2016 AND 2017



1.456 Exhibitors 1.150 Domestic 306 International



1.502 Exhibitors 1.142 Domestic 360 International

RANGE OF PRODUCTS PRESENTED AT THE SHOW:

- ✓ 68% Food & Drinks.
- 11% Furniture & Equipment.
- √ 6% Higyene, Health and Healthcare.
- √ 3% Technology.
- ✓ 8% General Merchandises.
- √ 3% Transportation.

Exhibitors:



81% of the exhibitors are very satisfied with the business generated

96% consider participating in 2018

2016

2017

EXPO ANTAD&ALIMENTARIA MEXICO 2016 AND 2017



VISITORS 2016. FACTS

44.173 Visitors 40.197 Domestic 3.976 International



Attendees profile

- Supermarkets.
- Department Store. Specialized Store (Convenience Store, Health food & Organic Store, etc.)
- Restaurants.
- Importers and Distributors.
- Staff Canteen.
- Cruise Suppliers.

VISITORS 2017. FACTS

45,000 Visitors 34.200 Domestic 10.800International







91% of the total of visitors are involved in the purchase decision process

2017



2017 LINES OF ACTION

BUSINESS



Meeting point for modern distribution in Mexico, especially the Food and Drinks Industry, which gathers together the 107 Antad partner chains (Self-services, department stores, specialty stores), distributors, importers, brokers and Food Service professionals of Mexico.

Hosted buyers Program, business meetings and matchmaking – give a differential value to the show.

<u>INTERNATIONALITY</u>



Generation of a greater international offer interested in accessing the Mexican market, - a market of great commercial opportunities in the Food and Drinks Sector-.

Participation of national buyers interested in international products, which in turn act as retailers for the EU, Central America and Caribbean markets.

Buyers of the distribution and food service of North America, Central America and Latin America.

EXPERIENCES



Turning food into a gastronomic and learning experience linked to the product and the origin.

Creation of interactive spaces of gastronomic creation that welcome showcookings, workshops, tastings...

Discussion forums for the exchange of information and latest trends in the retail and the food and beverage industry in Mexico.

IMPLEMENTATION OF 2017 ACTION LINES

BUSINESS

- 55.000 professional visitors (national and international) from Food and Drinks industry (both distribution and foodservice).
- Presence in the International Hall of Antad's partners (Casa Ley, Walmart, HEB, among others) looking for international products.
- Actions of business generation: Matchmaking, hosted buyer program, invitation to buyers, business meetings...
- Special focus on the invitation of Importers and Foodservice Professionals from Mexico, Central America, the Caribbean and USA.

INTERNATIONALITY

- Substantial increase of the international Food & Drinks products from all continents.
- Invitation of buyers involved in trade with Mexico, USA, Central and South America (both distribution and FoodService).
- Celebration of the Latin American Supermarkets Association (ALAS) Convention that attracts buyers and senior managers from all this region.
- US participation in Northgate market and Supermercados Vallarta exhibition floor; Hosted Buyers Program from PROMEXICO.

EXPERIENCES

- Interaction between supply and demand under different participation formats: commercial, business or generation of business experiences.
- Business meeting area, meeting point between supply and demand
- Discussion forums on the exchange of information.
- Forum of latest trends.
- Special space for demonstrations.







2017. GLOBAL FIGURES



Food & Drinks Exhibitors 2017

Total exhibitors	1.502
Total exhibitors F&D	1.021



EXPO ANTAD&ALIMENTARIA MEXICO 2017



2017. FIGURES. International Pavilion – Food & Drinks Sector

	2017
Total exhibitors F&B	1.021
International companies	+ 340*
Origin	28 countries
International pavilions and group participations	24

PARTICIPATION of international companies by region	
EUROPE	36%
ASIA/AFRICA	32%
LATAM	14%
USA + CANADA	18%

- More than 340 international companies (78% increase vs 2016)
- 28 origin countries: Germany, Argentina, Canada, Chile, China, Colombia, Costa Rica, Denmark, Ecuador, Korea, El Salvador, Spain, the United States, Greece, Guatemala, Guyana, India, Indonesia, Italy, Japan, Poland, United Kingdom, Russia, Sri Lanka, Taiwan, Tunisia, Turkey, Mexico.
- Companies from 9 new countries: Germany, Denmark, Philippines, Guayana, Japan, Russia, Sri Lanka, Taiwan, Tunisia.
- Outstanding participation of international pavilions or group participations: ICEX Spain, Castilla La Mancha, Castilla León, Interprofesional del Porcino, China Chamber of Commerce, Zhejiang, Korea, Japan, Conderation of Danish Industry, Istambul Exporters Association, Turkish Confectionnery Promotion Group, Turkish Seafood Promotion Committee, Ecuador, Colombia, Argentina, Guatemala, El Salvador, Fundación Exportar Argentina, United Kingdom, Indonesia, Sri Lanka, United States, Canada, Italia.

INTERNATIONAL HALL EXPO ANTAD&ALIMENTARIA MEXICO 2017



82,23*% recommend exhibiting in next edition * Alimentaria Data

WORTHWHILE EXPERIENCES 2017 ACTIONS



















- BUSINESS MEETINGS AREA [In the International Hall]
- MEDIA SNAPSHOT: New products, Medias' area, bloggers, Media, Conferences [In the International Hall]
- EVENTS AND CONFERENCES HALL
- TOUR TO SHOPS, CEDIS
- WELCOME RECEPTION
- SPORTS TOURNAMENTS



