



## Official closing information

<b>Exhibitors:</b>	<b>1.700</b>
Local	1.139
International	561
Origin	28 Countries
 <b>Visitors:</b>	 <b>37.000</b>
Local	34.410
International	2.590

### Exhibitor Profile (1.700 exhibitors)

#### Origin:

- Local: 67%
- International: 33%

#### Countries of origin:

- |               |             |               |               |
|---------------|-------------|---------------|---------------|
| • Argentina   | • Germany   | • Israel      | • Portugal    |
| • Brazil      | • Greece    | • Italy       | • South Korea |
| • Canada      | • Guatemala | • Japan       | • Spain       |
| • Chile       | • Guyana    | • Luxembourg  | • Taiwan      |
| • China       | • Honduras  | • Peru        | • Thailand    |
| • Ecuador     | • India     | • Philippines | • Turkey      |
| • El Salvador | • Indonesia | • Poland      | • USA         |

#### Segmentation:

- Food and Beverage: 67%
  - Local: 57%
  - International: 43%
- Other: 33%
  - Technology, Furniture and Equipment, General Merchandise, and Health, Hygiene, and Self-care

#### Total floor space: 50.000 sqm

- Food and Beverage: 60%
  - Local: 75%
  - International: 25%
- Other: 40%



## Visitor Profile (37.000)

### Origin:

- Local: 93%
- International: 7%

### Profile:

- **Retail:** Department stores, convenience stores, supermarkets, specialized stores, boutiques, e-commerce, and pharmacies
- **HORECA and food service:** suppliers, hotels, restaurants, fast food, cafeterias, and bars
- **Importing and resellers:** importers, resellers, merchandisers, traders, wholesalers, and distributors
- **Other:** public and private institutions, associations, chambers, and schools

### Hosted Buyers: 9.397

- ANTAD members: 22%
- Non-ANTAD members: 78%
  - o Local: 94%
  - o International: 6%

### Business Meetings (matchmaking platform):

- Meetings confirmed through the platform: 15.000

### Food Connections:

- Show cookings: 43
- Assistants: 1.244
  - o 45% Retail
  - o 20% Restaurants and similar
  - o 18% Food service
  - o 17% Chefs, distributors and importers

### Retail Talks:

- Conferences and talks: 63
- Assistants: 4.025

### Press and PR:

- Accumulated press impacts: 6.850.000
- Advertisement in:
  - o Printed and digital magazines and newspapers
  - o Radio stations
  - o Pay-TV platforms
- Digital platforms: Facebook, Twitter, Youtube, E-mailings and Web