

<b>EVENT:</b>	<b>EXPO ANTAD &amp; ALIMENTARIA MEXICO 2020</b>
<b>DEFINITION:</b>	Professional Exhibition leader in the Food & Beverage sector focused on Retail Industry and all the Supplying Chain, from Distribution to Foodservice (HORECA) in Mexico.
<b>OBJECTIVE:</b>	Professional trade fair and International Business Platform where industrialists and producers meet to strengthen and promote business relationships with business opportunities for the sector.
<b>DATE:</b>	<b>31st, March to 2nd, April, 2020</b>
<b>PLACE:</b>	<b>Expo Guadalajara.</b>
<b>TIMETABLES:</b>	Installation: 29 <sup>th</sup> and 30 <sup>th</sup> March from 8:00 a.m. to 10:00 p.m. <b>Exhibition: 31<sup>st</sup> March to 2<sup>nd</sup> April from 10:00 a.m. to 6:00 p.m.</b> Dismantling: 2 <sup>nd</sup> April from 08:00 p.m. to 8:00 a.m (April 3 <sup>rd</sup> ).
<b>ORGANIZERS:</b>	<b>Asociación Nacional de Tiendas de Autoservicio y Departamentales, A.C.</b> Web: <a href="http://www.expoantad.net">www.expoantad.net</a> Facebook: ANTADMX Twitter: @ANTADMX Contact: <a href="mailto:expoantad_alimentaria@antad.net">expoantad_alimentaria@antad.net</a>  <b>Alimentaria Exhibitions</b> Agent for Food & Drinks from Europe, Asia, South and Central America. Web: <a href="http://www.alimentaria-mexico.com">www.alimentaria-mexico.com</a> Contacts: <a href="mailto:comercial@alimentaria.com">comercial@alimentaria.com</a> / <a href="mailto:internacional@alimentaria.com">internacional@alimentaria.com</a>
<b>PRODUCT CATEGORIES:</b>	Segmented Exhibition Floor with 6 Large Areas: <ul style="list-style-type: none"> <li>• National Food and Beverages</li> <li>• International Food and Beverages</li> <li>• General Merchandise</li> <li>• Furniture and Equipment</li> <li>• Health, Hygiene and Personal Care</li> <li>• Technology</li> </ul>
<b>ADDRESS OF THE EXHIBITION VENUE</b>	Av. Mariano Otero No. 1499 Col. Verde Valle C. P. 44550 Guadalajara, Jalisco, México.
<b>EXHIBITORS:</b>	1,700 Companies: Industrial, Manufacturers, Producers, etc.  In the 2019 edition, 67% of the participation of exhibiting companies was Mexican and 33% International. Segmentation: 67% of Food and Beverages, 33% of other products (Technology, Furniture and Equipment, Hygiene, Health and Personal Care and General Merchandise).

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<p><b>VISITORS:</b></p>	<p>37.000 Professionals from 51 countries generators of more than 15 million pesos of sales. 93% of the total visitors is Local and 7% is International.</p> <p>Guest buyers: 9.397</p> <ul style="list-style-type: none"> <li>- ANTAD Associates: 22%</li> <li>- Non-associates of ANTAD: 78%</li> <li>- National: 94%</li> <li>- International: 6%</li> </ul>
<p><b>PARTICIPATING COUNTRIES:</b></p>	<p>31 countries: Argentina, Brazil, Canada, Chile, China, Ecuador, El Salvador, Germany, Greece, Guatemala, Guyana, Honduras, India, Indonesia, Israel, Italy, Japón, Luxembourg, Peru, Philippines , Poland, Portugal, South Korea, Spain, Thailand, Taiwan, Turkey, United States.</p>
<p><b>UNIQUE IN THE WORLD</b></p>	<p>This is the only event in the world where the associated chains to the ANTAD place within the exhibition floor a purchasing office to attend all the exhibitors of the event:</p> <ul style="list-style-type: none"> <li>- Casa Ley,</li> <li>- Chedraui,</li> <li>- del Sol y Woolworth,</li> <li>- Farmacias Benavides</li> <li>- La Comer,</li> <li>- La Ley,</li> <li>- Liverpool,</li> <li>- S-mart,</li> <li>- Soriana,</li> <li>- Súper del Norte,</li> <li>- Súper Kompras,</li> <li>- Waldo's.</li> </ul>
<p><b>ASSOCIATED RETAIL CHAINS IN NUMBERS</b></p>	<ul style="list-style-type: none"> <li>- 104 chains, 55.148 stores             <ul style="list-style-type: none"> <li>o Supermarkets, 31 chains, 5.567 stores</li> <li>o Department stores, 13 chains, 2.373 stores</li> <li>o Specialized stores, 60 chains, 47.208 stores</li> </ul> </li> </ul>
<p><b>BUSINESS</b></p>	<p>A meeting point for modern commerce in Mexico, where the 104 associated Antad chains - supermarkets, department stores, specialized stores- meet, as well as distributors, importers, brokers and foodservice professionals from Mexico. The Matchmaking Platform strengthens the commercial relations between visitors and exhibitors and grants a differential value to the Exhibition.</p>
<p><b>INSPIRATION AND EXPERIENCES</b></p>	<p>Turning food into a gastronomic and learning experience that creates inspiration and encourages the development of ideas and business strategies for Trade and Industry has been conceptualized in a space called FOOD COONNECTIONS with 3 special areas: Cooking Experience</p>

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	<p>where the creation of dishes and its ingredients, Drink Show with the creation of creative and unique Cocktail and Tasting &amp; Pairings where gourmets, professionals and lovers of wine, oil, chocolate and other gourmet products will know the presented products.</p>
<p><b>TRENDS AND INNOVATION</b></p>	<p>Trends and Innovation in Food and Highlights in Marketing, Networks, Advertising, Consumer Behaviour, are topics that experts will present in the "MEDIA SNAPSHOT" area, accompanied by the main media partners of the event as well as our specialized media such as YouTube TV and the space of our El Mundo del Retail Program, broadcasted by Smart radio in conjunction with Intermex data Radio.</p>
<p><b>CONFERENCES FOR THE RETAIL</b></p>	<ul style="list-style-type: none"> <li>• Retail Conference Program</li> <li>• Fresh Products Forum</li> </ul>
<p><b>ALTERNATE ACTIVITIES</b></p>	<ul style="list-style-type: none"> <li>• Sports program</li> <li>• Welcome reception</li> <li>• Tour to CEDIS and Stores</li> </ul>