

International Trade Show for the Food and Beverage industry in Mexico, gateway to the American continent

ANTAD and Alimentaria Exhibitions, leaders in the organization of professional events, join forces to develop the leading business platform Mexico, Expo ANTAD & Alimentaria México, a local event with an international impact.



Guarantees the attendance of and business opportunities with the most relevant commercial distribution of Mexico.

| | 104 Chains | 55.148 Stores |
|--------------------|------------|---------------|
| Supermarkets | 31 Chains | 5.567 Stores |
| Department stores | 13 Chains | 2.373 Stores |
| Specialized stores | 60 Chains | 47.208 Stores |

MEXICON

A country with a high openness to international

trade and an extensive network of international

Ease of doing business: among 190 countries,

Mexico is ranks #54 (#1 among 42 Latin

American countries) in the Doing Business Report (The World Bank, 2019).

WHY

treaties

Alimentaria U Exhibitions

Alimentaria Exhibitions, international leader in the organization of food, beverages, and gastronomy trade shows that generate business opportunities for industry professionals and their value chain.

Alimentaria









High consumption potential of its 125 million inhabitants: among 185 countries, Mexico ranks #63 (#8 among 42 Latin American countries) in the annual GDP per capita ranking of the IMF (2018).

Heavy weight of the tourism and catering sectors with a high influence in the F&B industry.

A market in search of niche, gourmet, innovative, healthy, and organic products with more than 10 million premium consumers.



6 reasons that make Expo ANTAD & Alimentaria Mexico the ideal platform to generate great business opportunities

Reference trade show in the sector It's the gateway to the Americas for the Food & Beverage (F&B) industry with 500 international exhibitors in 7.500 sqm. and 650 local exhibitors in 22.500 sqm.

More than **9.300** professional buyers 83% of the surveyed visitors take part in or

influence purchasing decisions.

Access to the Mexican market Guaranteed attendance of ANTAD members' chains and 55.148 stores of the country.



chains and distributors of the American continent, members of the Latin American Supermarkets Association (ALAS).



Visiting mainly from Mexico, USA, and Latin America: modern distribution, importing, and



Satisfaction of the participating companies 92% of the participating companies consider participating in future editions.

INTERNATIONAL PRODUCTS WITH POTENTIAL IN MEXICO

| Fine food | Wines, spirits, and liquors | Meat | Spices, condiments, and sauces | Canned products |
|---------------------------|--------------------------------------|-------|-----------------------------------|----------------------------|
| Drinks and warm beverages | onfectionery, snacks, and cereals | Dairy | Seafood | Organic and plant-based |



9.397 invited buyers



6

international visitors,

Latin Ar

Supermarket Association

VISITORS

Trade show aimed at the retail sector and the entire food industry:

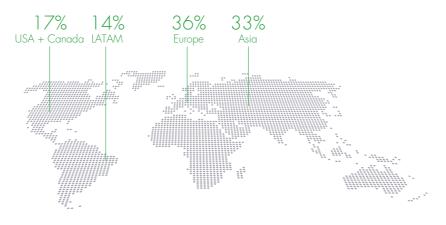
Distribution:

- > Importers
- > Distributors
- > Retailers
- > Supermarkets
- > Department stores
- > Specialized stores

Food service:

- > Restaurants
- > Hotels
- Catering
- > Cruise ship suppliers
- > Other gastronomic
 - experiences

ORIGIN OF THE INTERNATIONAL FOOD AND BEVERAGE EXHIBITORS



FOOD & BEVERAGE, LEADING SECTOR OF 2019 EXPO ANTAD & ALIMENTARIA MEXICO

| Exhibiting floors | 50.000 sq.m. |
|--------------------------------------|--------------|
| Exhibitors | 1.700 |
| Food & Beverage (F&B) | 67% |
| Food & Beverage Mexican companies | 57% |
| Food & Beverage international compan | ies 43% |
| Countries of origin of exhibitors | 29 |

ADDED VALUE

Business and Internationality

- Matchmaking platform for local and international buyers
- > Business rounds with ANTAD members
- Special invitations to importers and food service channel professionals
- > Presence of chains on the exhibition floor

Innovation and industry trends

63 conferences and 43 gastronomic show-cookings with more than 5.200 attendees to stimulate knowledge transfer and encourage business development.