

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 |

Alimentaria 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

Alimentaria
FOODTECH

HOSTELCO
THE HOTEL & RESTAURANT TRADE SHOW

BWW
BARCELONA WINE WEEK

FÒRUM
GASTRONÒMIC
Barcelona

WHY MEXICO?



- 1 A country with a high openness to international trade and an extensive network of international treaties.
- 2 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).

- 3 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).
- 4 Heavy weight of the tourism and catering sectors with a high influence in the F&B industry.
- 5 A market in search of niche, gourmet, innovative, healthy, and organic products with more than 10 million premium consumers.

WHY EXHIBIT?

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

- 1 **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.
- 2 **More than 9.300 professional buyers**
83% of the surveyed visitors take part in or influence purchasing decisions.
- 3 **Access to the Mexican market**
Guaranteed attendance of ANTAD members' buyers, representing the most important 104 chains and 55.148 stores of the country.
- 4 **Access to the North, Central and South American markets**
Attendance of buyers from the most important chains and distributors of the American continent, members of the Latin American Supermarkets Association (ALAS).
- 5 **Impact to more than 37.000 professional visitors**
Visiting mainly from Mexico, USA, and Latin America: modern distribution, importing, and food service professionals.
- 6 **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



Confectionery, snacks, and cereals



Dairy



Seafood



Organic and plant-based

VISITORS

37.000
professional visitors

7%
international visitors,
mainly from:



United States



Latin American
Supermarket Association

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

17%
USA + Canada

14%
LATAM

36%
Europe

33%
Asia



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 companies | 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.