

The company changes its international strategy in Latin America

Alimentaria Exhibitions will explore a new business model in Mexico

After 20 years of activity in Mexico, Alimentaria Exhibitions, the Fira Barcelona company that organizes the Alimentaria trade fair, has decided to pause temporarily its Alimentaria Mexico version. The end of the collaboration agreement with its local partner and event co-organizer ANTAD (the national retailers and department stores association), as well as a new positioning of its international strategy are the main reasons to end the event's presence in Latin America under the Expo ANTAD & Alimentaria México format.

Two decades of Alimentaria México that have reached a dead-end. Alimentaria Exhibitions will temporarily discontinue the staging of its flagship trade fair in Mexico with its local partner ANTAD. The Fira Barcelona company that organizes Alimentaria Barcelona, Gastronomic Forum Barcelona, Barcelona Wine Week, and Alimentaria FoodTech ends a successful two-decades period of staging Alimentaria México, which, in turn, has contributed to boost the internationalization of the food and beverage industry in Mexico while favoring the presence and activity of important international producers in Latin America.

Ricardo Márquez, director of Alimentaria México, points out that *“during these years, Alimentaria México has established itself as an international reference platform in the food and beverages trade fairs circuit in the Americas. An unavoidable annual meeting that has bolstered business opportunities for all stakeholders to expand into new markets”*. The event has always featured the presence of the entire retail industry and the main foreign operators of the food and beverages value chain, as well as the HORECA and foodservice channels.

Alimentaria México reached its highest level of international representation in the 2019 edition, before the pandemic, when more than 560 exhibitors from 30 countries participated and met with more than 50.000 professional visitors. Asia and Europe were the main continents represented by exhibitors in recent editions.

Key Market

Regardless of the pause of the Mexican trade fair, Latin America remains as a key destination in the international strategy of Alimentaria, that has developed a bilateral relationships frame between the region and the event in Barcelona. In fact, 25% of the international visitors come from this area, hence Alimentaria Exhibitions will continue exploring opportunities to host a trade fair in this geographic area in the mid-term.

Likewise, after 20 years of accumulated experiences in the Mexican market, this will continue being an important location for Alimentaria given its large potential for the food and beverage industry, retail, and distribution. Mexico is the fifth destination outside the European Union for Spanish food and beverage exports and the tenth worldwide, according to date from the Spanish Federation of Food and Beverages Industries (FIAB).

The most exported Spanish products are wine, spirits, olive oil, Iberian ham, milk, and sauces. On the other hand, the Mexican products most welcomed in the Spanish market are beer, tequila, mezcal, and avocado.

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