

# Record presence of Brazilian agribusiness at Anuga 2009

With one of the most diversified agribusinesses in the world, Brazil exported 1,500 different agricultural and livestock products in 2008 and is bringing about 120 companies to the trade fair in Cologne.

**T**he largest exporter of coffee, beef, poultry, juice, sugar and alcohol and the second largest exporter of soy, as well as owning the largest stock of commercial cattle, in the world, Brazil has one of the most diversified ranges of agricultural and livestock products of any country. Last year, Brazilian agribusiness sector exported over 1,500 different products to over 200 different markets spread over Europe, the Americas, Asia, Africa and the Middle East.

In order to showcase this diversity, Brazil is bringing 120 companies to Anuga 2009 – one of the largest food and beverage fairs in the world, which takes place in the city of Cologne, Germany, from October 10 to 14. The companies will be spread out over 2,200 square meters, the largest ever area occupied by Brazilians at the fair.

“Brazil is pointed out as one of the countries to best weather this international economic crisis”, said **Alessandro Teixeira**,

**Few countries in the world have shown such significant growth in agribusiness exports as Brazil – going from US\$ 30.6 billion in 2003 to US\$ 71.8 billion in 2008.**

the Chairman of Apex-Brasil (the Brazilian Trade and Investment Promotion Agency), which organizes and promotes Brazil's participation at Anuga. He added, “The country has structured its economy within a process of growing stability and a diversification of foreign trade markets. Today, Brasil is a huge producer of food and energy and has phenomenal natural resources. If we consider that these two pillars will dominate the world in the near future, then any way you look at it, Brazil will be at the center of the issue.”

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Brazil – going from US\$ 30.6 billion in 2003 to US\$ 71.8 billion in 2008. With a population of 190.6 million, Brazil has one of the largest markets of consumers in the world. Approximately 79% of the national production of food is intended for domestic consumption and 21% for over 200 foreign markets.

The sector's Gross Domestic Product (GDP) reached US\$ 405 billion in 2008, surpassing the amount of US\$ 324 billion achieved in 2007. The average annual rate of growth for the agribusiness GDP between 1998 and 2008 was 4.4%. And, last year, Brazil was confirmed as the world's largest exporter of poultry, beef, sugar, alcohol and juices, as well as the second largest exporter of soy (see table next page).

Brazil will present at Anuga 2009 products such as: exotic fruit, nuts, organic food, dairy products, fine wines, sweets, chocolates and biscuits, meat and specialty coffees.



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### ANUGA 2009

Anuga is one of the world's largest and most important food and beverage fair. The concept behind Anuga is unique. No other fair brings together ten pioneering trade fairs under one roof. It's a concept that's tailored to meet the needs of exhibitors and visitors alike. Those specialized fairs are:

- Anuga Fine Food;
- Anuga Drinks;
- Anuga Chilled Food;
- Anuga Meat;
- Anuga Frozen Food;
- Anuga Dairy;
- Anuga Bread & Bakery / Hot beverage;
- Anuga Organic;
- Anuga CateringTec; and
- Anuga RetailTec.

Anuga covers the entire globally available range of food and beverage products and it showcases all the most important innovations and trends of the sector. It is, therefore, an ideal

meeting place for all decision-makers from the worlds of food and drinks and ensures an exchange of ideas at the highest level.

More than 6,000 suppliers from approximately 100 countries are expected to exhibit their products to about 160,000 trade visitors from all over the world.

Anuga 2009 will also present many special shows, such as: Trend Forum Drinks, Anuga Wine Special, Trade Innovation Forum, Visions of Cooking, Creative Kitchen and the Catering Marketplace.

The trend show "taste09" will focus on the exhibitors' new products. A panel of experts will select the best innovations, which

will then be presented as part of a special show during the trade fair.

This year, Anuga's partner country is Turkey. In addition to the large number of exhibitors, the

German-Turkish Economic Conference and other events from the supporting program will help to communicate the outstanding capabilities and expertise of the Turkish food industry.

### APEX-BRASIL

The participation of Brazilian products at Anuga is organized by Apex-Brasil, the Trade and Investment Promotion Agency of the Brazilian Government. The agency's mission is to promote Brazilian products and services exports and to contribute to the internationalization of national companies.

The agency works to increase the number of exporting companies, adding value to the list of export products, consolidating the Brazilian presence in traditional markets and opening new markets abroad for national products and services.

Apex-Brasil supports 70 sectors of the Brazilian economy in their most diverse activities. Such sectors encompass: agribusiness, housing and civil construction, entertainment and services, machines and equipment, fashion, technology and health areas. Annually, the agency organizes or supports, technically and financially, the undertaking of, on average, 600 international events in Brazil and abroad.



Product	Export (US\$ billions)	Global Market Share (%)
Beef	5	13.8
Coffee	4.8	21
Sugar and Alcohol	7.9	35
Poultry	7	25.2
Juices	2.2	15
Soy	18	25.7

Source: Apex-Brasil

