



Official closing information

Exhibitors:	1.700
Local	1.139
International	561
Origin	28 Countries
Visitors:	37.000
Local	34.410
International	2.590

Exhibitor Profile (1.700 exhibitors)

Origin:

- Local: 67%
- International: 33%

Countries of origin:

- | | | | |
|---------------|-------------|---------------|---------------|
| • Argentina | • Germany | • Israel | • Portugal |
| • Brazil | • Greece | • Italy | • South Korea |
| • Canada | • Guatemala | • Japan | • Spain |
| • Chile | • Guyana | • Luxembourg | • Taiwan |
| • China | • Honduras | • Peru | • Thailand |
| • Ecuador | • India | • Philippines | • Turkey |
| • El Salvador | • Indonesia | • Poland | • USA |

Segmentation:

- Food and Beverage: 67%
 - Local: 57%
 - International: 43%
- Other: 33%
 - Technology, Furniture and Equipment, General Merchandise, and Health, Hygiene, and Self-care

Total floor space: 50.000 sqm

- Food and Beverage: 60%
 - Local: 75%
 - International: 25%
- Other: 40%



Visitor Profile (37.000)

Origin:

- Local: 93%
- International: 7%

Profile:

- **Retail:** Department stores, convenience stores, supermarkets, specialized stores, boutiques, e-commerce, and pharmacies
- **HORECA and food service:** suppliers, hotels, restaurants, fast food, cafeterias, and bars
- **Importing and resellers:** importers, resellers, merchandisers, traders, wholesalers, and distributors
- **Other:** public and private institutions, associations, chambers, and schools

Hosted Buyers: 9.397

- ANTAD members: 22%
- Non-ANTAD members: 78%
 - o Local: 94%
 - o International: 6%

Business Meetings (matchmaking platform):

- Meetings confirmed through the platform: 15.000

Food Connections:

- Show cookings: 43
- Assistants: 1.244
 - o 45% Retail
 - o 20% Restaurants and similar
 - o 18% Food service
 - o 17% Chefs, distributors and importers

Retail Talks:

- Conferences and talks: 63
- Assistants: 4.025

Press and PR:

- Accumulated press impacts: 6.850.000
- Advertisement in:
 - o Printed and digital magazines and newspapers
 - o Radio stations
 - o Pay-TV platforms
- Digital platforms: Facebook, Twitter, Youtube, E-mailings and Web