



# Seafood Show

LATIN  
AMERICA

3<sup>th</sup> INTERNATIONAL SEAFOOD TRADE AND TECHNOLOGY TRADE SHOW

## POST SHOW *Report* 2023

Realization

**Franca** Feiras organiza **seafood** brasil



# Seafood Show

## LATIN AMERICA

3<sup>th</sup> INTERNATIONAL SEAFOOD TRADE AND TECHNOLOGY TRADE SHOW

Three memorable days! **A pulsating trade show, full of energy and valuable connections.** Many deals and partnerships were made!

**The second edition of Seafood Show Latin America was spectacular,** and we are looking forward to exceeding all expectations in 2024, bringing even more **innovation and success to the entire seafood market.**



# 2023 SPONSORS AND PARTNERS



## Sponsorship



## Official Media



## Media Support



## Institutional Support





# NUMBERS

Data from the event confirms its success and consolidates it as an essential platform for the Latin American seafood industry.



**3.300**

professionals  
visitors



**100**

brands  
exhibiting



**24**

states  
participated



**3**

days of  
event



**4.500**

m<sup>2</sup> of  
show



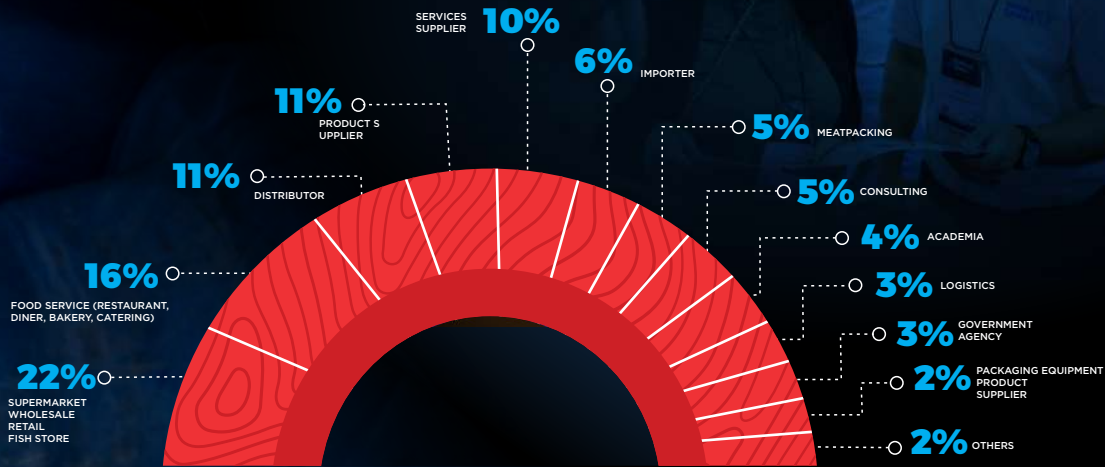
**+30**

hours of  
content





# VISITOR PROFILE PROFESSIONAL





## THE SHOW IS **CONSOLIDATED** **AS AN IMPORTANT BUSSINESS** **DRIVER** FOR THE SEAFOOD INDUSTRY

---

70%

Visited the show for  
the first time

60%

Are in management  
position

60%

Did business  
at the show





THE 2<sup>ND</sup> EDITION OF THE SHOW DROVE  
THE ENTIRE LATIN AMERICA!

**3,300 PROFESSIONAL  
VISITORS**

**24** States  
of Brazil

**16** Countries



## COUNTRIES THAT VISITED

- CHILE
- ARGENTINA
- COLOMBIA
- PERU
- URUGUAY
- PORTUGAL
- ECUADOR
- MALASIA
- SPAIN
- VENEZUELA
- COSTA RICA
- MEXICO
- VIETNAM
- INDIA
- USA
- BRAZIL



# ATTRACTIONS

---

WE FEATURE A LONG LIST OF CONTENT  
AND EXPERIENCES



# BUSINESS ROUNDTABLE

Meetings with the largest buyers – supermarkets, importers and/or distributors – and the largest seafood suppliers in Latin America! Two days of networking and exchanging experiences.

24

Buyers

21

Suppliers

125

Meetings held

R\$ 21.480.000,00

(twenty-one million, four hundred and eighty thousand reais) in estimated business for the next 12 months





# ARENATALKS

Several topics were discussed at arena talks, the official stage of seafood show latin america.

rich and valuable content to get insights from and apply to business

**+30h**

Of content

**46**

Domestic and  
international  
speakers





Famous chefs showcased all their expertise to Seafood Show Latin America visitors.

More than 6 hours of culinary demonstrations using seafood and fish!

PARTNER

**abrasel**



# GLOBAL RECEPTION

The time to celebrate the industry's great achievements!

The Global Reception brought together moments of connection, relaxation and emotion by announcing the winners of the 2nd edition of the Best Fishmongers in Brazil award and the sector with the Seafood Innovation Show award.





*2<sup>nd</sup> edition*

# BEST FISHMONGERS IN BRAZIL

The award aims to recognize and value the profession of fishmongers, encourage adequate display of fish at the point of sale and encourage fish consumption.

*2023 Winners*

**1<sup>st</sup>** FISHMONGER 1

**HEITOR H MARCATTI**

HERMES PESCADOS

**1<sup>st</sup>** FISHMONGER 2

**CLERISTON M SOUZA**

HERMES PESCADOS



NEW



# SEAFOOD INNOVATION SHOW

The award aims to recognize and highlight innovations in the seafood industry at the Seafood Latin America Show.



Product:  
**COXINHA DE  
TILÁPIA**



Product:  
**ARROZ DE  
POLVO**



Product:  
**MARITOS**





NEW

# PODCAST

## seafoodbrasil

Space dedicated for conversations with members of the Seafood Brazil platform and the special guests who spoke at the event.

Quality content, which you can check out on the official 2023 Seafood Show Latin America Youtube channel.

[CLICK HERE](#) AND CHECK!





# **MARKETING AND COMMUNICATION OF RESULTS**

---

STRATEGIES AND ACTIONS THAT BOOST THE  
VISIBILITY OF THE EVENT AND EXHIBITING BRANDS





## WEBSITE

41K

Accesses



## E-MAIL MARKETING

93

Campaigns  
sent to

+17K

Contacts of the  
show database



## SPONTANEOUS MEDIA

80

Stories  
published

R\$547.308,38

Estimated  
value



## SOCIAL MEDIA

+11K

Engaged fans

1.831.626

Users  
reached



# REAL-TIME COVERAGE ON THE 3 DAYS OF EVENT

+120  
videos

Stories  
and Reels  
impacting

241.859

Users  
organically  
though show dates

+20

Posts on the website

+175

Pieces of content produced  
on digital channels

47

images published with  
exhibiting brands,  
attractions and content





## EXHIBITORS' TESTIMONIALS

The Seafood show was an important showcase and a broad business channel for companies of state of Rondônia.

**Tambaqui de Rondônia - Lucas**

I found the show incredible. It was very good for business, and we managed to make a lot of connections. We were able to bring new customers to the company, connect with exporters and new suppliers. I also thought the Innovation Show Award was incredible, as it gave more visibility to the sector. Next year we will definitely be here, as it was really good. That's it!

**Rebela - Caique**

Noronha Pescados is very happy with its participation in the Seafood Show, which has grown and had many more participants from other countries.

This year, Noronha had a greater participation and was very happy to have won the Innovation Show award in third place with a more innovative product and we are looking forward to being present again next year, so the Seafood Show is to be congratulated on the organization on the event and the result obtained.

**Noronha Pescados - Guilherme Blanke**

The importance of the show for the company is the exposure to all this networking that takes place in the venue. And we see that today there is still a lot of search for technologies to improve parts. The three days of the show were great, with lots of business opportunities, new customers, so we understand that it is a show that is worth investing in, because it brings good results for the company.

**MQ Pack - Leonardo Torchetto**

It's the first time we've exhibited it like this. Last year we came as visitors. This edition is very good, very productive, we had the opportunity to present the brand to people from several countries in Latin America.

**Biopescados - Gustavo Pedrosa**



# CHECK THE 3 DAYS OF THE 2023 SEAFOOD SHOW LATIN AMERICA



**CLICK ON IMAGE**  
AND WATCH VIDEO

*Now in a New Pavilion*

WE'LL SEE YOU IN 2024

**OCTOBER 22 TO 24**

**DISTRITO ANHEMBI | SÃO PAULO**



3<sup>rd</sup> INTERNATIONAL SEAFOOD TRADE AND TECHNOLOGY TRADE SHOW



@seafoodshowbr

[www.seafoodshow.com.br](http://www.seafoodshow.com.br)

**RESERVE YOUR SPACE FOR THE 2024 EDITION**

TALK TO OUR COMMERCIAL TEAM

**Fernando Merida**

[fernando.merida@francal.com.br](mailto:fernando.merida@francal.com.br)

(11) 99848-0571

Realization

**Francal Feiras** organiza **seafood**  **brasil**