

POST SHOW REPORT 2023



The Brazil Conference

7th Produce and Floral International Trade Show

INTERNATIONAL
FRESH PRODUCE ASSOCIATION

Organization

INTERNATIONAL
**FRESH
PRODUCE**
ASSOCIATION

Promotion

Francel
Feiras DESDE 1969



The Brazil Conference



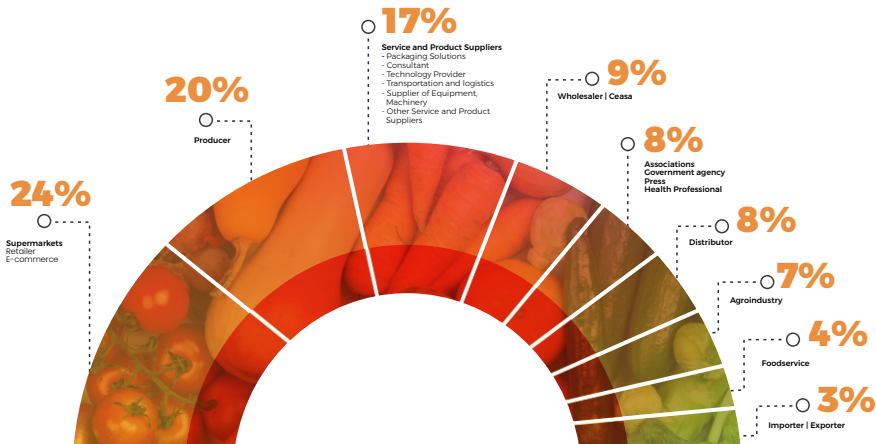
The seventh edition of **THE BRAZIL CONFERENCE & EXPO 2023** brought together the entire production chain of Fruits, Flowers, Vegetables and Salad Greens! In two days, the Yellow Pavilion at Expo Center Norte welcomed more than **2,500 professionals from 20 states in Brazil**.

DURING THE 2-DAY EVENT, WE CONNECTED THOSE WHO PRODUCE, EXPORT, IMPORT, PREPARE, PACK, DISTRIBUTE, AND SUPPLY PRODUCTS OR SERVICES.

A true reference in the Fruit & Vegetable industry, the event brings together great business, learning and networking opportunities with representatives of the biggest brands on the market.



PROFILE OF THE PROFESSIONALS VISITING THE FAIR



NUMBERS

The numbers prove the success and consolidate the event as a great business and networking generator for the Fruit & Vegetable sector.



2.500k
professionals
visiting the fair



120
exhibiting
brands



20
participating
states



2
days of
event



21
sponsoring
brands



2K
square
meters for
the event



4
hours of
conference



THE **2023 EDITION**
CONSOLIDATES THE
SUCCESS OF THE EVENT
**FOR THE FRUIT &
VEGETABLE MARKET**
AND THE BUSINESS
GENERATION



66%

visited the
event for the
first time

92%

participate in
the purchasing
process

TOP 3

OBJECTIVES WHEN VISITING THE EVENT



NETWORKING



**MAKE
BUSINESS**



**MEET NEW
SUPPLIERS**

lounge vip



At the fair, connection is the key to success.

Therefore, at each edition, we **create special spaces to meet the needs of professionals and exhibitors** who are looking for an experience beyond the Conference and Exhibition. We want to create unique opportunities for interaction with visitors. **Truly make the event a place where connections become reality** and where relaxation merges with the business world, making the event experience truly memorable for those who have the privilege of participating.



FEATURES AND PROGRAMMING

CONFERENCE

Life-changing expert talks:

Learn from the best to drive your business forward through insights, data, and valuable learnings.

INDUSTRY OVERVIEW

Miriam Wolk

Chief Membership Officer – IFPA

TOP 10 GLOBAL CONSUMER TRENDS FOR 2023

Rodrigo Mattos

Senior Research Analyst – Euromonitor

ACHIEVEMENT AND SUSTAINABILITY – OVERCOMING IN TIMES OF CRISIS

Bernardinho

Ex-técnico de vôlei da Seleção Brasileira, empreendedor, palestrante e autor

FRUIT & VEGETABLE & FOOD SERVICE:

The perfect match

Rogério Barreira

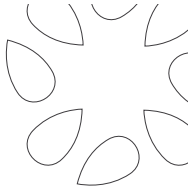
President of the Brazilian Division of Arcos Dorados (McDonalds)

Ingrid Devisate

Vice President of the Food Service Brazil Institute



MARKETING AND COMMUNICATION OF RESULTS



Website

30k

Hits



E-mail Marketing

54

Campaigns sent
to more than

+33k

contacts in the
fair's database



Spontaneous media

+110

Articles



Redes Sociais

7k

Engaged fans

700k

users
reached

REAL-TIME COVERAGE OVER THE 2 DAYS OF THE EVENT

+145 videos

between Stories
and Reels impacting



269.931

users in organic format
during the fair period



43

publications on
the website



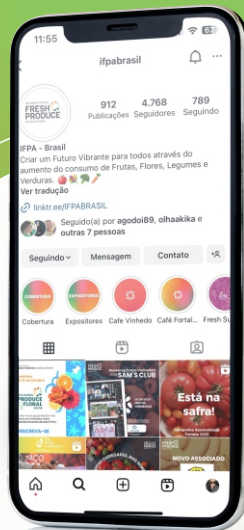
+181

proprietary pieces of
content produced on
digital channels



36

images published
among exhibiting
brands, attractions
and content.



SPONSORS AND PARTNERS 2023

Platinum Sponsors



Gold Sponsors



Silver Sponsors



Bronze Sponsors



Institutional Support



Media Support



TESTIMONIALS FROM EXHIBITORS



"We are an association with 10 producers and our purpose is to bring healthy and safe production to society, always prioritizing sustainable and social practices. This fair is a reference for the FFLV sector and we see here the unity of the chain as a whole. Because it is segmented, The Brazil Conference attracted very qualified and assertive people. We made great contacts, prospected customers and, from now on, business tends to grow. Our biggest challenge is being able to accurately communicate the dimension of the FLV universe and everything involved in the process."

Emílio Cesar – president



"It's the first year we're exhibiting and, to be honest, the fair exceeded my expectations. It is very well directed, with a very high visitor profile. We did great business, we identified the demands... I really liked it. The organization and promotion of the event is to be congratulated."

Luciana Tanabe – Product manager



"The experience with this edition of the fair has been incredible. It is the first year that we are participating as exhibitors and this experience has been very enriching. This really is a unique opportunity to meet customers and network to unify the chain. It's cool to explain the process of how the fruit comes from the field and reaches the final consumer. We will definitely be in the next edition."

Mailson Souza Costa – CEO



"The company was present with the Association from the beginning, believing in this movement of convergence of all links in the supply chain in a single environment, which is perfect for people to meet and exchange information. This year was spectacular in terms of organization, from the relationship model to the structure. The fair, for us, is a meeting point and is the event in which we invest the most in our business strategy. We had many opportunities this year. For PariPassu, the result in 2023 was excellent."

Giampaolo Buso – Executive Director and co-founder

TESTIMONIALS FROM EXHIBITORS



"This edition of the IFPA fair was very good. The growth, the change of location, the expansion of the stand area, the division into two days of the event... all of this provides more services, more contact with customers and companies, as well as quality time with our partners. We are very satisfied. It is always great to participate in the fair because it offers more visibility to our products, and gives customers the opportunity to talk to us and close new partnerships."

Sávio Torezani – Commercial Director

"This year's edition surprised us with the number of people who visited the stand for the first time. We realized that the event is in fact gaining national prominence and firmly consolidating IFPA's role as a connection point, as a hub for professionals from different regions of the country to come and talk about fruits and vegetables. For us, the fair is a success. Next year we will return with a bigger stand."

Caito Prado – Commercial Director

"I want to congratulate the entire organization of the fair. It was a great emotion to realize how large the representation of our FLV sector is. Right now, we are connecting producers, customers, packaging and logistics in the same environment. Here we can exchange ideas and experiences and make connections and business. We have participated since the first edition and we have noticed a huge evolution. It really is a pleasure and a great joy to be able to participate in the evolution of our sector."

Antônio Carlos Martins – President

"Due to it is specific and segmented nature, the fair allows us to be closer to the consumer and to those who really experience FLV every day. It is one of the unique events in Brazil. The two days of the fair were very productive; We had the opportunity to reinforce our brand and network. It was essential to divide the event into two days."

Junior Moraes – Commercial Director



CHECK OUT SOME INSIGHTS INTO THE 2 DAYS OF CONFERENCE & EXPO 2023

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AND WATCH THE VIDEO

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Francia
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SEE YOU IN 2024!



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