



expoalimentaria

ADEX
ASOCIACIÓN DE EXPORTADORES

www.expoalimentariaperu.com



RESULTS
expoalimentaria

index



I

Exhibitors and visitors

	Page
Hall & site plan of Expoalimentaria	7
International exhibitors	9
National exhibitors	10
Top 10: agro & fishery products	11
The most valued by the exhibitors	12
International Visitors	13
Visitors Segmentation	15
What are the national and international visitors looking for?	16
The exhibitors give their point of view	17
The visitors give their point of view	18
The most valued by the visitors	19
The best of Peru to the World	20

Page

	Page
Hall & site plan of Expoalimentaria	7
International exhibitors	9
National exhibitors	10
Top 10: agro & fishery products	11
The most valued by the exhibitors	12
International Visitors	13
Visitors Segmentation	15
What are the national and international visitors looking for?	16
The exhibitors give their point of view	17
The visitors give their point of view	18
The most valued by the visitors	19
The best of Peru to the World	20

Complementary activities and Halls

	Page
Convention and Conferences program	23
Innovation Contest	25
Culinary Hall	31
Pisco Hall	32
Peruvian Cocoa and Coffee for the world	33
Seafood Hall	34
Tasting Hall	35
Beer Hall	36

Page

	Page
Convention and Conferences program	23
Innovation Contest	25
Culinary Hall	31
Pisco Hall	32
Peruvian Cocoa and Coffee for the world	33
Seafood Hall	34
Tasting Hall	35
Beer Hall	36

II

EA in numbers

	Page
Media Diffusion	38
Official Restaurants and Bars	39
Sponsors	40

Page

	Page
Media Diffusion	38
Official Restaurants and Bars	39
Sponsors	40

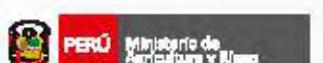
III



Organizer

ADEX
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Co-organizers



Media Partners



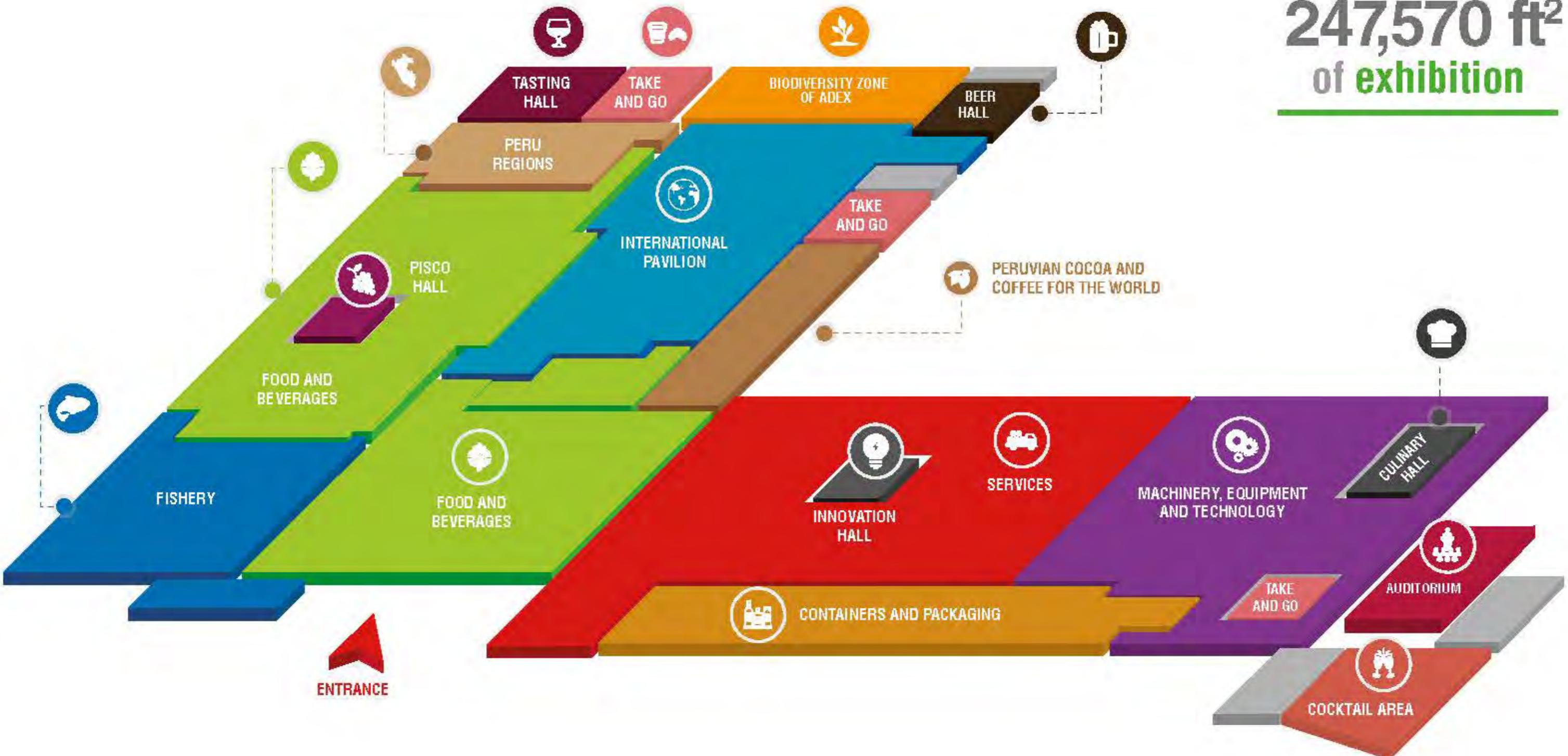
Perú
exporta



US\$
+ than **830**
million

was the negotiated amount

Hall & site plan of Expoalimentaria 2017



International Exhibitors



156

international

354

national



21
Countries Participants



National Exhibitors



REGIONS

- Ancash
- La Libertad
- Arequipa
- Ayacucho
- Cajamarca
- Cusco
- Huancavelica
- Huanuco
- Ica
- Junin
- Lambayeque
- Loreto
- Piura
- San Martin
- Tacna
- Tumbes
- Ucayali

17



Food and beverages



Fishery



Services



Machinery, Equipment and Technology



Containers and Packaging

55%

of exhibitors have previously participated in the fair.



+
than
1,400
Food products

The most valued by the exhibitors

TOP 10 AGRO PRODUCTS



Artichoke



Coffee



Chia



Asparagus



Mango



Avocado



Pisco



Quinoa



Sacha Inchi



Grape



will recommend
expoalimentaria 2018



TOP 10 FISHERY PRODUCTS



Tuna



Giant Squid



Prawns



Scallop



Tuna Canned



Corvina



Shrimp



Mahi Mahi



Squid



Sardine



Will participate EXPOALIMENTARIA 2018

95%

Expressed a high level of satisfaction about
the fair in general

89%

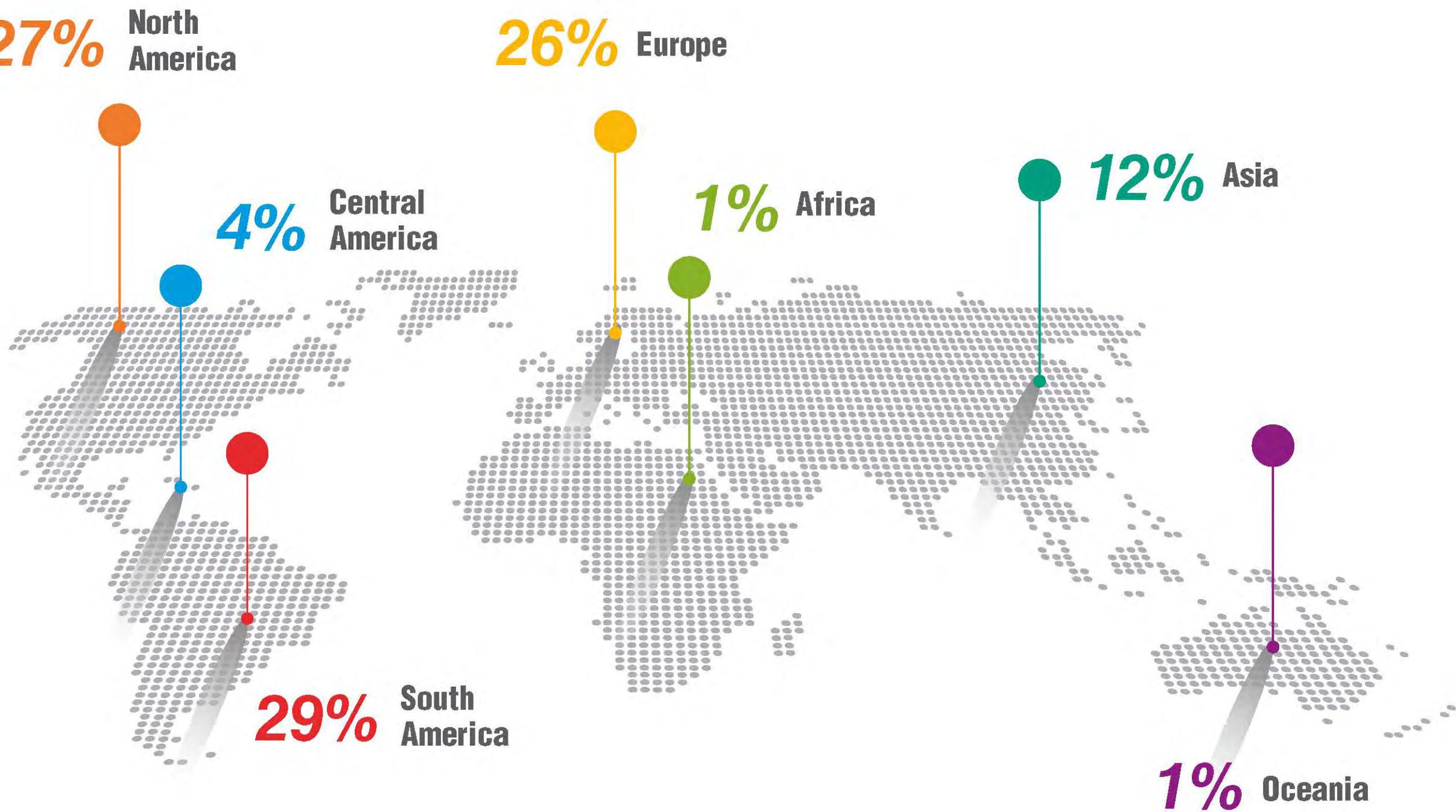
Found possibilities of doing business

88%

Expressed a high level of satisfaction in
the products and services offered

86%

3,577 International Visitors



2,153
International
Buyers

+
than 40,000
visits in three days



We are visit by the main food industry BUYERS



Supermarkets	32%
Exporters	26%
Producers	16%
Service Providers	11%
Logistic Providers	8%
Wholesalers	4%
Importers	3%



Visitors Segmentation

Importers	55%
Supermarkets	11%
Retailers	9%
Exporters	8%
Wholesalers	8%
Food Processors	4%
Producers	3%
Service Providers	2%

INTERNATIONALS



What are the national and international visitors looking for ?



To meet potential suppliers and clients



To learn about the variety of the product offerings available in the Latin American region



To find new potential products

83% of international buyers has completed business with more than one company in the next 12 months



77% of national visitors has completed business with more than one company in the next 12 months



The exhibitors give their point of view

“

It is a great platform to make new contacts, to see our customers and to reach new markets.”

Mariana Agustín
Industrias Alimentarias
Perú

“

The magnitude of the fair is impressive, it is the 9th fair that Adex performs and every time it grows and it has better development and results.”

Grupo Suardiaz
Spain

“

The growth with Expoalimentaria has been very great, every time with each fair that we have had more meetings, contacts and sales, it is definitely something positive for our company.”



Gary Gagliardi
D'Marco
Perú

The visitors give their point of view

“

I will definitely make a recommendation to the colleagues and companies we work with to come to this event, participate and try to find out all the good products that are offered”

Seyed Bozorgnia
Caspian Trading Company
USA

“

One of the most important in all South America, therefore I think it is a good platform to do business.”

Luis Romero
TC Fruits
España

“

It is one of the largest platforms in Latin America, a very well organized fair with very good exhibitors.”

Lizeth Correa
Tropickit
Colombia



The most appreciated by visitors



Visitors will recommend **expoalimentaria 2018**



Will participate in EXPOALIMENTARIA 2018

98%

Appreciated the quality of products and services

96%

Found it possible to achieve new business

94%

Variety of the offer

93%

The best of Peru to the world

- The Top products requested by **international visitors**



Goldenberry



Eel



Blueberry



Avocado



Cocoa



Lemon



Scallops



Asparagus



Maca



Mango



Paiche



Mahi Mahi



Squid



Red Globe
Grape



Thompson
Grape

Complementary activities and Halls



Conventions and Conferences Program



IX CONVENTION OF ORGANIC PRODUCTS

SPEAKERS

Alejandro Cabrera - CAAE America
Alvaro Martínez - Union Control Peru
Candy Morales - Amaz Food
Frank Shreiber - IPD Germany
Glicerio Felices - Wiracocha of Peru
Jose Luis Peroni - Commercial Economic Office of Peru in Toronto
Jörn Berger - Sector Expert Cocoa and Superfoods - Netherlands
Moises Chong - Wageningen University & Research - Netherlands
Luz Barreto - ADEX
Pablo Montoya Tapia - Natural Fertilizers Mallki
Patricia Flores - IFOAM Organics International
Patricia Quijandría - UTZ Peru - Ecuador
Pedro Pietro - Fresh Business Peru
Ricardo Sproesser - Port of Antwerp, Belgium in Latin America



VI FOOD PACKAGING CONVENTION

SPEAKERS

Candy Morales - Amaz Food
Cástor Vera - Toulouse Lautrec Institute
Jorge Ramirez Palomino - Chilean Containers and Packaging Center
Marco Sachet - Italian Institute of Containers and Packaging
Silvio Colombó - Argentine Institute of Packaging



V INTERNATIONAL CONVENTION OF MARKETS & TRENDS

SPEAKERS

Álvaro Silva Santisteban - Commercial Economic Office of Peru in Dubai
Ana María Ojeda - DHL Express Peru
Antonio Castillo - Commercial Economic Office of Peru in São Paulo
Baltazar Ulrich - Central Supply of the State of Mato Grosso S.A.
Bernardo Muñoz - Commercial Economic Office of Peru in Madrid
Jorge Gallardo - INTEDYA International
José Luis Estrella - Hispatec
Juan Carlos Valdivia - Commercial Economic Office of Peru in Jakarta
Marie Bel - Euromonitor International



Max Alvarado - ADEX

Max Rodríguez - Commercial Economic Office of Peru in Bogota

Megane Soo - International Trade Association of Malaysia

Mónica García - Embassy of the Argentine Republic in Peru

Renzo Piraccini - Cesena Fiera



8º Innovation Contest

Recognition of creativity and innovation

Objective: Recognize and reward efforts made by exhibitors in the creation, development and market release, nationally and internationally, of their innovative products.



1 Winner Most Innovation Product 2017



JURY

Mixed character, and made up of personalities and institutions of recognized prestige, from different fields participating in food innovation:

- Institution of commercial promotion
- Leaders of gastronomic industry: chefs and school of gastronomy
- Technical institutions
- Specialized Media



Winners per category



Ready to Eat Line Pasta Lunch
with Peruvian Sauces in Gift Trio
Green Casa Gourmet
Company: Danper Trujillo S.A.C



Maca Beer Box
Company: CPX Perú S.A.C.



Quinoa API
Company: Wiracocha del Perú S.A.C



Cacao 360° Box
Company: Amaz Foods S.A.C.



Pacific Fruit Golden Berry
100% pure fruit
Company: Aseptic Peruvian Fruit S.A



Quinoa and Farro with Creamy
Peruvian Pesto
Company: Sociedad Agrícola Virú S.A.



Maca Mornings
Company: Ecoandino S.A.C.



Winners per trend

- We reward the trends of food innovation 2017



HEALTHY LIFE
Maca Mornings
Company: Ecoandino S.A.C.



PLEASURE
Blueberry and Coffee with Panela Jam
Company: Union Latin Express S.A.C



PRACTICALITY
Ready to Eat Line Pasta Lunch with Peruvian Sauces in Gift Trio Green Casa Gourmet
Company: Danper Trujillo S.A.C



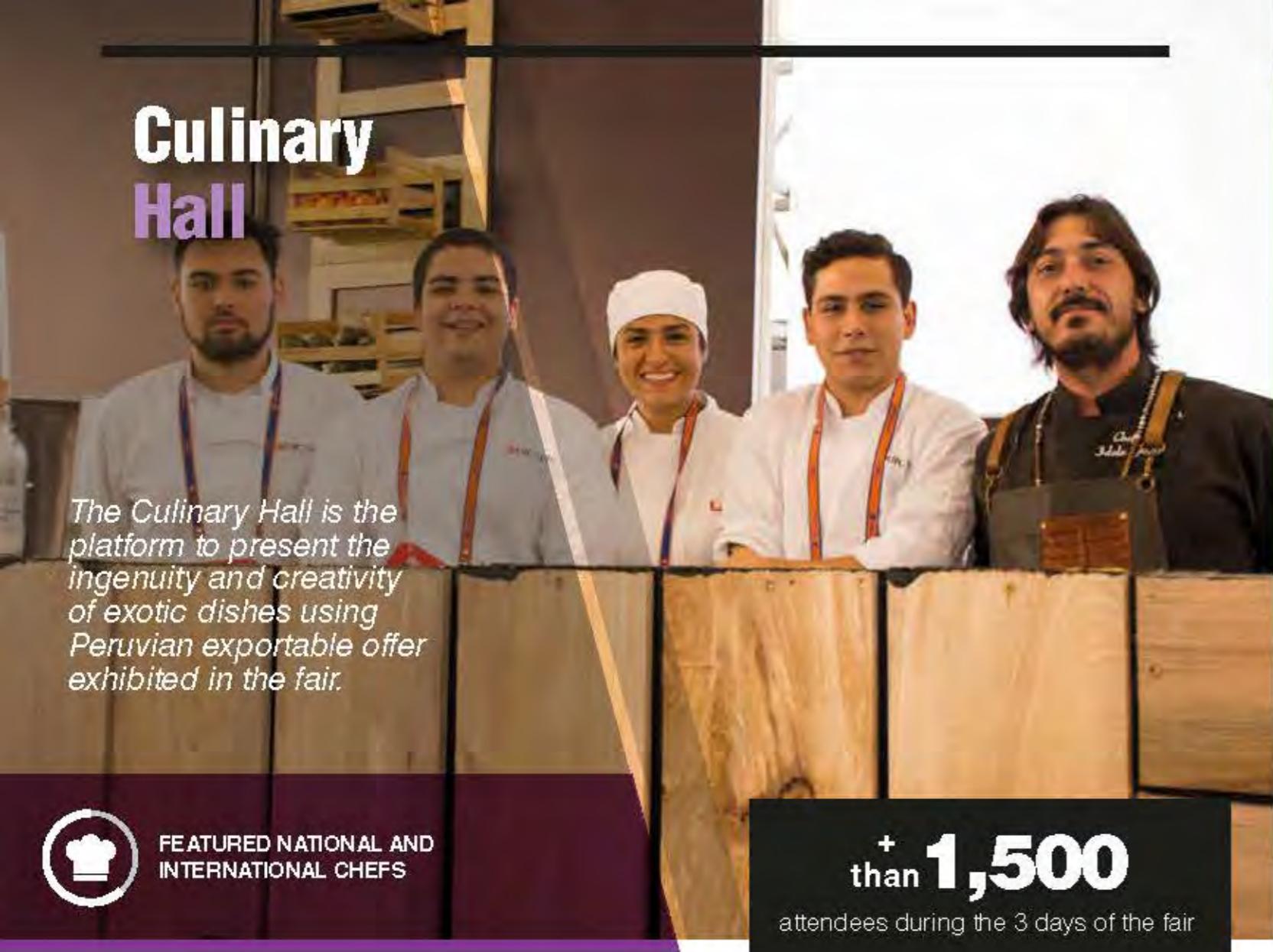
ECO FRIENDLY
Maca Beer Box
Company: CPX Perú S.A.C.

Culinary Hall

The Culinary Hall is the platform to present the ingenuity and creativity of exotic dishes using Peruvian exportable offer exhibited in the fair.



FEATURED NATIONAL AND INTERNATIONAL CHEFS



+
than 1,500
attendees during the 3 days of the fair

CHEFS

- **Marilú Madueño**
"Giant Corn Ambassador"
- **Diego Balarezo**
"Quinoa Ambassador"
- **Flavio Solórzano**
"Kañihuá Ambassador"
- **Franco Kisic**
"Custard apple Ambassador"
- **Francesco Delfino**
"Camu Camu Ambassador"
- **Idolo Giusti**
"Paiche Ambassador"
- **Palmiro Ocampo**
"Avocado Ambassador"

- **Christian Bravo**
"Camu Camu Ambassador"
- **Raúl Cenzano**
"Yacon Ambassador"
- BARTENDERS**
 - **Ricardo Carpio**
"Muña Ambassador"
 - **Marcos Blass**
"Quinoa Ambassador"
 - **Manuel Cigarrostegui**
"Cocoa Ambassador"
 - **Giovanna Maggiolo**
"Cocoa Ambassador"

9 Featured Products



Pisco Hall



DISTINGUISHED BARTENDERS

- **Lyris Monasterio**
- **Ricardo Carpio**
- **Lucero Villagarcía**
- **Cristina Vallarino**

Cocktails made from:



Peruvian Cocoa and Coffee for the world

Peru is an important cocoa and coffee producer, being the second largest organic cocoa producer worldwide and the third largest producer of gourmet coffee, while strictly accomplishing with the rules of fair trade.



BARTENDERS

- Giovanna Villegas
- Christian Malara
- Roy Revilla
- Antonio Venturo

Cooperatives from San Martín, Ayacucho, Vraem, Satipo, Puno, Ucayali, Huanuco and others participated in this event.



+
10,000

tasting made during
the 3 days of the fair



Seafood and Aquaculture Hall



+
1,000

tastings during the 3 days of the fair



TASTING MADE BY IMPORTANT COMPANIES

- Seafrost
- Exalmar
- Atisa
- Perupez
- Ministerio de la Producción



Tasting Hall

Conferences specialized with the best tasters and experts.



+
450

attendees during the 3 days of the fair



SPECIALIST TASTERS:

- Ignacio Schwallb
- Lucero Villagarcía
- Gianfranco Vargas
- Cristina Vallarino
- Lourdes González
- Eduardo Lanfranco
- Giovanna Maggiolo
- José Francisco Visconti
- Víctor Padilla
- Edwin Quea
- Giovanna Villegas
- Lourdes Córdova
- Diego Aste
- Lyris Monasterio
- Jorge Llanos Goyena
- Víctor Tenias

TASTING:



Beer Hall



3,000

attendees during the 3 days of the fair



NATIONAL'S CRAFT BEERS

- Candelaria
- 7 vidas



EA in numbers



» **182,000** visits
on the web



» **32,290** users in
Social Networks



504

printed and digital
publications



366

international and
national accredited
media



60

international press
media



Media diffusion

• **42.3** Million people



• **28.7** Million international media



• **13.6** Million national media



National
Media Partners

El Comercio

SEMANAeconómica

**Perú
exporta**

International
Media Partners

**eurofresh
Distribution**

EUROFRUIT

**ASIA & Middle East
FOOD TRADE**

**Fresh
Plaza**

**FRUCHTHANDEL
MAGAZIN**

Official Restaurants



Official Bars



Sponsors



10th ANIVERSARY

See you at
EXPOALIMENTARIA 2018

26th - 28th SEPTEMBER
Jockey Exhibition Center

