

**EVENT:** ALIMENTARIA & HOREXPO LISBOA 2019

**DATES:** March 24 -26, 2019

**PLACE:** FEIRA INTERNACIONAL DE LISBOA (FIL) - Rua do Bojador, Parque das Nações, Lisboa

**PERIODICITY:** Biannual

**TYPE:** Professional

### **EVENT DESCRIPTION:**

Alimentaria & Horexpo Lisboa is the most important trade show in Portugal and a major benchmark for Portuguese Food and Drinks industry, Distribution and Trade.

It is the largest business platform for the food, distribution and hospitality sectors in Portugal, as well as its markets of influence.

It is a business and networking space for all professionals in the industry, as well as a stage open to debate and discussion.

It gathers the most international sample of food and related products, made in Portugal.

It promotes internationalization with Portugal and the PALOPs, as well as with other countries thanks to the Hosted Buyers Program.

Since 2011, Alimentaria (Food, Technology for the food industry) and Horexpo (equipment for the hotel and hospitality industry) have been jointly held with the aim of consolidating themselves as a reference forum in the circuit of fairs of the agri-food and hospitality industry in Portugal .

Two partners, Alimentaria Exhibitions and Feira Internacional de Lisboa (FIL), leaders in the organization of international events, who join forces to develop a leading event in Portugal, Alimentaria & Horexpo Lisboa, a local event that promotes the interconnection between the European market and the countries of Portuguese influence.

An event that has three exhibitions with a specific personality and audience: Alimentaria, Horexpo and Tecnoalimentaria.

### **ORGANIZERS:**

#### **FEIRA INTERNACIONAL DE LISBOA (FIL)**

First fair institution in Portugal, the FIL is an organization of the Fundação AIP that organizes, since 1957, national and international fairs and shows, including Alimentaria & Horexpo Lisboa, Lisbon Tourism Exchange (BTL), Web Summit, Portugal Exporter, Portugal SmartCities Summit, etc.

Based in Lisbon, Feira Internacional de Lisboa aims to organize fairs and shows nationally and internationally; promote the exchange of experiences and develop the innovation and design of the participating economic agents of the salons; invigorate, in the scenario of fairs and shows, meetings between the represented economic agents and demand, functioning as a privileged platform for global economic progress; and finally, invigorate the sector of the fairs industry.

With new facilities since 1999, in the Expo Park, FIL took a giant step forward in the modernization of the activity of organization and realization of events in Portugal. From this date, it has an enclosure whose dimensions, architecture, location and multifunctionality allow it to be on the route of major international events.

### **ALIMENTARIA EXHIBITIONS:**

Alimentaria Exhibitions is a Fira de Barcelona company devoted to organising important international events for the food industry that are benchmarks in Europe and Latin America. These includes, among others: Alimentaria in Barcelona, Lisboa and Mexico; Alimentaria FoodTech.

Based in Barcelona, Alimentaria Exhibitions has a network of international agents in over 45 countries to open markets and support the food industry in its growth and international expansion.

The Alimentaria Exhibitions shows bring together the most prominent aspects in the industry, attracting the main operators in the market and displaying the latest trends and innovations in RDI in the food industry, as well as promoting commercial networking and work meetings for international buyers in order to generate business opportunities.

Its trade fair model is based on permanent innovation and the creation of disruptive spaces that provide knowledge and ideas for the challenges currently facing food, hospitality and gastronomic tourism companies.

After 27 uninterrupted years in this market, Portugal has established itself as a **priority location for the international strategy** of Alimentaria Exhibitions and the expansion of its main asset, the Alimentaria brand.

**Alimentaria Exhibitions** will print the maximum internationalization to **Alimentaria & Horexpo Lisboa**, thanks to its knowledge of the international market of operators in the sector.

### **THE EXHIBITOR:**

#### **ALIMENTARIA:**

Manufacturers, distributors, exporters and importers of food and beverage products and supplies for the food industry:

- Food and Beverages: Dairy, sweets, pastry and bakery, fruits and vegetables, meat and sausages, fish and seafood, refrigerated products, canned and frozen products, non-alcoholic beverages, spirits and wines, organic agricultural products, Delicatessen, etc.

#### **HOREXPO**

Manufacturers, distributors, exporters and importers:

- Equipment for hotels, restaurants and bars (equipment for kitchens, rooms, dining rooms, laundries and hotels in general); Decorhotel: textile for hotels, sanitary facilities, pavements and coverings, decoration accessories, furniture, lighting, hygiene and cleaning products, kitchenware, utensils and single-use products; Technology and services: IT, audiovisual, telecommunications, systems and elements for safety and the environment; Vending (automatic vending machines); Coffee Space (coffee, coffee machines, coffee grinders, water purification systems).

## **TECNOALIMENTARIA**

Manufacturers, distributors, marketers, importers of:

- Machinery, equipment and technology for the processing of food and beverages,
- Equipment and technology for industrial and commercial refrigeration processes
- Quality control systems and equipment
- Equipment and systems for cleaning, hygiene, safety and environmental protection
- Technical consultancies, engineering and turnkey projects
- Logistics
- Machinery and technology for packaging and packaging for the food and beverage industry
- Equipment and machinery for the food trade
- Intermediate Food Products (PAI): Special ingredients, functional products, food additives, natural additives, enriching agents, aromas and flavors, spices and condiments, technological adjuvants, enzymes.
- Analysis laboratories.

### **WHY EXHIBITING:**

- Business opportunities for the food, distribution and hospitality sectors in Portugal, as well as for their markets of influence.
- Making contacts and business operations that will allow participating companies to access a greater number of sectors of demand, and, ultimately, more customers.
- The Alimentaria & Horexpo model allows exhibitors to simultaneously access professionals in modern distribution, traditional distribution and the HORECA channel.
- It is the fair of the food and hospitality sector with the greatest influence in the Portuguese-speaking countries.
- It is the ideal place to present your novelties in the professional field, thanks to the exhibition area of innovative, value-added, functional products,
- The exhibitor can participate in the Hosted Buyers program, where professional buyers of the sector from different countries will meet exclusively with them.
- It is a business and networking space for all professionals in the sector and a stage open to debate and reflection, which has the support of the main players in the food industry or hospitality industry (FIPA, AHRESP, Portugal Foods, etc.) .
- The exhibitor may participate in the most international food and related products exhibition held in Portugal.

### **Key facts Portugal:**

- Ease of doing business in Portugal: it occupies the 25th place in the ranking (among 190 countries) "Doing business 2017" of the World Bank.
- Portugal ranks 13th worldwide in terms of "Quality of overall infrastructure" according to the Global Competitiveness Report 2017-2018 of the World Economic Forum (WEF).
- Open to the outside and extensive international treaty network (with 57 countries).
- Size (10.3 Million inhabitants).
- Political and economic stability after the recovery phase after the crisis.
- GDP growth of 2.7% in 2017 and 2.2% forecast for 2018.
- Growth of the Food sector: 3.3% first half of 2017:
  - Food Sales: 8.6% growth in December 2017 (vs. December 2016)

- Beverage Sales: growth of 12.1% in December 2017 (vs. December 2016)
- Great sectoral weight of tourism and catering:
  - Tourism growth in GDP: 12.5% in 2016.
  - More than 28 million tourists in 2016 spent more than 23 billion euros.
  - Importance of consumption of food and beverages outside the home (supermarket purchases (food segment) have decreased by 2.7% in 2017 according to Centromarca).

Portugal's comparative advantages:



**THE VISITOR:****Alimentaria:**

Commercial distribution, specialized retailer, distributors, wholesalers, exporters and importers of food and beverages, technical and R & D personnel, Horeca channel (catering and accommodation)

**Horexpo:**

Hotels: Hotels, Hostels, Apartments, Rural Tourism

Traditional restoration: Restaurants, Cafes, Bars, Snacks, Pastry shops,

Modern catering: Fast Food, Deliver, Take Away, Restoration in transport, Restoration of groups, Catering companies.

**Tecnoalimentaria:**

Manufacturers and processors of food and beverages; Distributors, importers, representatives of machinery, equipment, intermediate food products.

Professionals of the commerce (stores), importers and distributors of equipment for this sector. Installers, specialized engineering, etc.

**WHY VISITING:**

Because Alimentaria & Horexpo Lisboa becomes the largest contact platform in Portugal.

It offers professionals the opportunity to know in depth the Portuguese market and its products, as well as access to a wide range of companies and international products.

The professional visitor will have the opportunity to meet and contact professionals from three different sectors: Food, Horexpo and Tecnoalimentaria.

During the three days of the event, there will be a significant set of activities: conferences, workshops, demonstrations, business meetings, etc.

**DATA ALIMENTARIA & HOREXPO LISBOA 2017:****EXHIBITOR'S PROFILE:**

**Total exhibitors: 500\***

- **National: 300**
- **International: 200**

*(\*no definitive)*

**Countries of origin:** Germany, Argentina, Belgium, Bulgaria, Denmark, France, Italy, Peru, Poland, Switzerland, Turkey, Brazil, Azores, Portugal.

**VISITOR:****Total Visitors: 20.000****EVENT HIGHLIGHTS:****BUSINESS:**

- La feria en sí es un Foro de Negocio convocando a la totalidad de la Industria alimentaria. Reúne tanto el suministro de alimentos, organizado entorno a los sectores que representan una amplia variedad de alimentos y bebidas; como la oferta global destinada al canal Horeca, y la tecnología y equipos para la industria de alimentos.
  - Cuenta con el apoyo y la colaboración de todos los canales de distribución, el canal Horeca y las asociaciones importantes del sector del país, ofreciendo a expositores y visitantes la oportunidad única de testar lanzamientos, realizar contactos y acceder a nuevos mercados.
  - 20.000 visitantes procedentes de todo Portugal e Internacionales.
  - Convocatoria al canal Food Service (cadenas hoteleras, restauranteras, catering de todo el territorio portugués).
  - Acciones hosted buyers, encuentros compradores, Matchmaking.
  - Nuevo posicionamiento, nuevas participaciones, nuevas oportunidades:
    - Alimentación del Futuro
    - Estilos de Vida Saludable
    - Salud y Bienestar
    - Nueva generación de Consumidores
    - Producción Nacional de calidad
    - Nutrición
    - Sustentabilidad Alimentaria
    - Educación Alimentaria
    - Innovación
- 
- The fair itself is a Business Forum calling for the entire Food Industry. It brings together the food supply, organized around the sectors that represent a wide variety of foods and beverages; as the global offer destined to the Horeca channel, and the technology and equipment for the food industry.
  - It has the support and collaboration of all the distribution channels, the Horeca channel and the important associations of the country's sector, offering exhibitors and visitors the unique opportunity to test launches, make contacts and access new markets.
  - 20,000 visitors from all over Portugal and International.
  - Call to the Food Service channel (hotel chains, restaurants, catering throughout the Portuguese territory).
  - Hosted buyer actions, buyers meetings, Matchmaking.
  - New positioning, new participations, new opportunities:
    - Food of the Future
    - Healthy Lifestyles
    - Health and Wellbeing
    - New generation of Consumers
    - National quality production
    - Nutrition
    - Food Sustainability

- Food Education
- Innovation

### **INTERNATIONALITY:**

Thanks to the historical trade relations with the countries of influence of Portugal, visitors from the PALOPs (Angola, Cape Verde, Guinea-Bissau, Mozambique and São Tomé and Príncipe, and Equatorial Guinea) and Brazil participate in the fair.

Another element of attraction of the fair, consists of its Hosted Buyer Program that manages the participation of interested international buyers of different profiles, in search mainly of Alimentaria products.

### **DYNAMIC EXPERIENCES:**

Alimentaria & Horexpo Lisboa becomes a business center for 3 days, a debate forum for the exchange of information, latest trends, a networking and demonstration space. A place where supply and demand interact under formats of participation of commercial presence, business and experiences.

### **ACTIVITY PROGRAM:**

In the previous edition, we have the following activities:

- The most Portuguese Hotel in the World
- Cook Chef of the Year Contest
- Presentation of the BMS 50 Years scale (Baldi - José Pimenta Marques Group)
- Marketing in the digital age (Fórum do Consumo - Popai Portugal)
- Brokerage event - bilateral meetings (IAPMEI)
- II Distribution Forum - Where does the modern distribution in Portugal go? (Verbadixit)
- Presentation of the cocoa of origin of Venezuela (Chocolates El Rey)
- Aviludo Training Action (Aviludo)
- Ready to grow (KantarWorldPanel)
- Biodiversity in the Agri-Food Industry (Higher Technical Institute)

### **SECTOR KEY FACTS:**

According to the Nielsen study, in 2018, Portuguese consumers intend to consume more fruits and vegetables (57%) and reduce the consumption of sweets (52%), foods with added sugars (49%) and foods rich in saturated fat (43%).

#### Premium products

According to the Nielsen study, "Global Survey Premiumization", 33% of the Portuguese believe that their financial situation has improved relatively to the last 5 years. Among them, 32% admit having greater availability to acquire Premium products.

### Meat

Most of the imported meat products came from Spain in 2015, providing Portugal with 67.9%.

### Fish

Portugal is the largest consumer of fish per capita in Europe and the third in the world, however, barely a quarter of the fish consumed by the Portuguese comes from national waters. For the rest, Portugal depends on imports from northern European countries with species such as cod and salmon.

### Retail

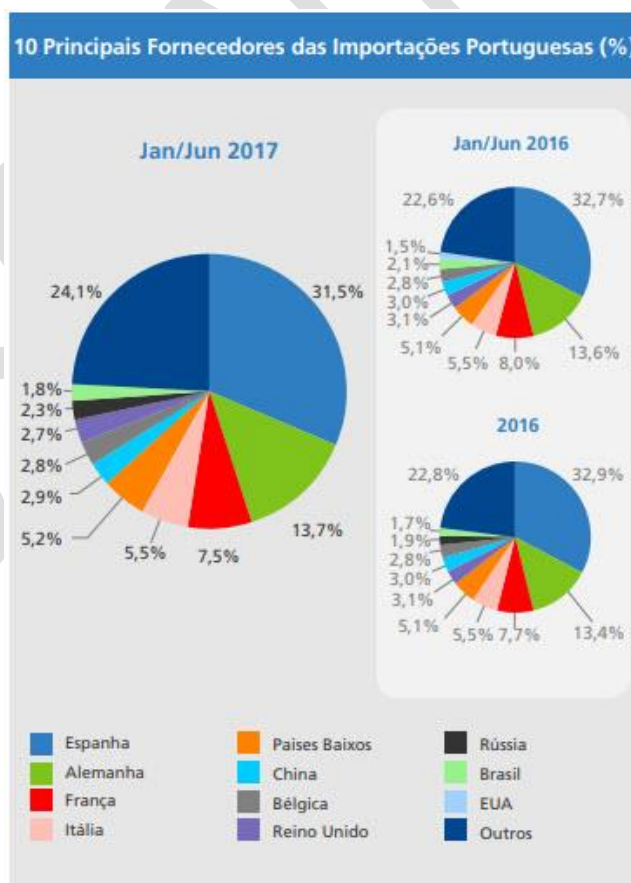
Retail sales increased by 5.1% in the first quarter of 2018, an increase of more than 4.4% in the previous quarter. Food products grew 4.4% of sales in the first quarter of the year, a rise higher than that registered in the previous quarter, of 3.7%. (INDIGO)

The categories with sales in strong growth are: Beverages (+ 10%), Frozen (+ 5.4%) and perishable products (+ 3.9%).

It highlights a greater growth of dairy products (evolution of 0.6% during the first 6 months of 2017), a result linked to a greater consumer interest and communication actions of the nutritional benefits of milk made by the association Interprofessional of Milk and Dairy.

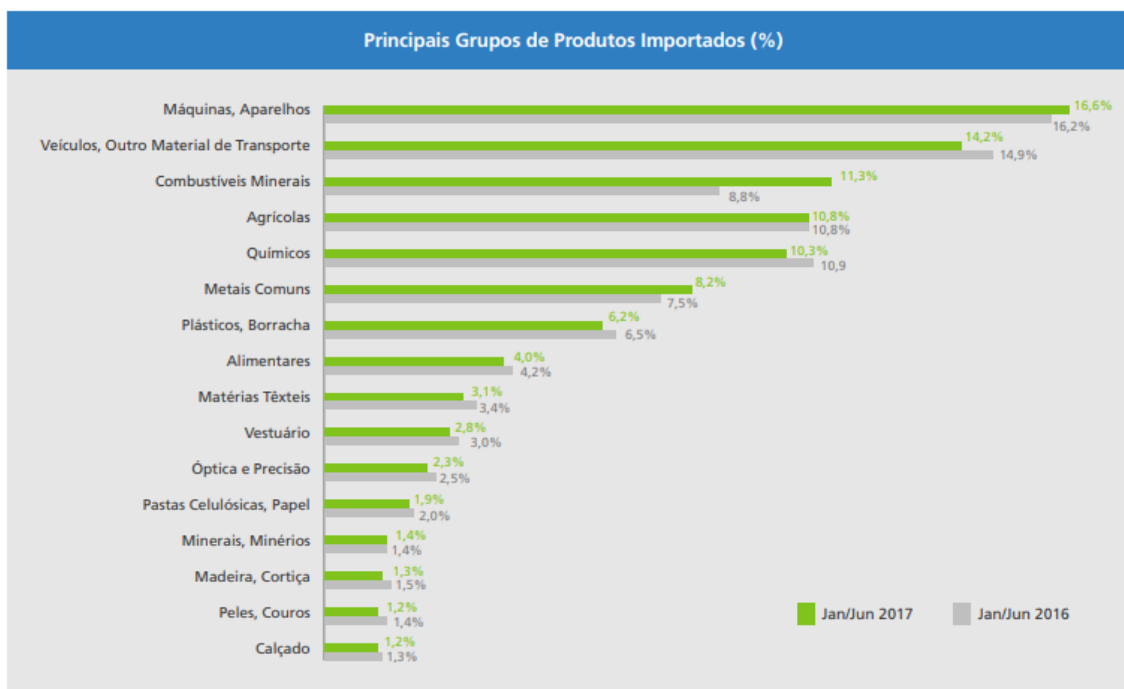
### Imports

The countries that export the most to Portugal are countries in Europe, or especially: Spain, Germany, France, Italy, the Netherlands:





The main category of products imported by Portugal is that of machinery and equipment; in the eighth place, there are food products.



Fonte: INE - Instituto Nacional de Estatística  
 Nota: 2016 resultados provisórios e 2017 resultados preliminares

Food products represent 4% of the products imported by Portugal (from January to June 2017).

## Foodservice

The dynamism of the Foodservice sector is directly related to the weight of tourism in the Portuguese economy and in recent years, with its strong growth.

Portugal ranks 14th in the "The Travel & Tourism Competitiveness Index 2017" (WEF) ranking among 136 countries (7th EU). In 2016, the balance of the Portuguese tourism balance was 8.8 billion euros, increasing by 12.7% compared to 2015. In the first half of 2017 the balance reached around 4 billion euros (+25 , 7% in homologous terms).

Since 2017, the Portuguese country hosts between 40 and 50 new hotel projects every year, adding to the 1,237 hotels booked in 2017 (source: INE).



Portugal registers a strong growth in the sector of the restoration: 34% of the new openings in 2017 were of this sector.

According to the study published by the Cushman & Wakefield "Global Food & Beverage Market", the increase in the area of restoration in shopping centers - which today occupies in new or remodeled projects 20% of the total - is motivated by the great growth of consumption in this sector.

According to Nielsen's Global Out-Of-Home Dining Survey published in 2016, 23% of Portuguese eat away from home at least once a week and 15% go to Take-Away or home deliveries with the same frequency. In addition, the study reveals that the Portuguese prefer to dine and the average ticket for dinner is higher than for lunch.

## Tecnoalimentaria

The volume of business in the Portuguese industry in general grew 7.3% in the third quarter of 2017, driven by the domestic market (+ 7.5%). These data confirm the good moment of the Portuguese economy, after 3 months of GDP growth at an annual rate of 3%.

In terms of markets, the sector of the food industry is the sector that presented the highest sales volume in the national market (21.9% market) in 2016.

According to FIPA, the contribution of the Portuguese agrifood industry is the most important transformative industry for the national economy, both in terms of business volume (14.6 billion euros) and Gross Accreted value (2.6 billion euros).

In terms of employment, it is the second most used industry in Portugal, being responsible for more than 100,000 direct jobs and close to 500,000 indirect jobs.

This sector contributes to the balance of the trade balance, registering in the last decade an export growth rate higher than imports.