



Alimentaria & Horexpo

LISBOA 2017

International Food, Hospitality and Technology Exhibition for the Food Industry

4 - 6 JUNE

www.alimentariahorexpo.fil.pt

PORTUGAL

Why exhibiting in Lisboa?

- ✓ It is a benchmark fair for the Portuguese market and for markets of Portuguese influence like Brazil and Palops (Angola, Cape Verde, Guinea, Mozambique) a total of over 200 million potential consumers.
- ✓ It is the largest business platform for the Food, Distribution and Hospitality sectors in Portugal.
- ✓ It is a business and networking area for all professionals in the sector.
- ✓ Support to companies in their internationalization efforts and towards promoting the exports of the agro- industrial sector.

Further information: www.alimentariahorexpo.fil.pt

Market Trends

Portugal has over 10 million inhabitants.

In 2015, GDP grew by 1.5%, following the same trend as the whole Euro Zone.

The GDP per capita grew 3.6% overcoming the growth in the Euro Zone (2.7%).

Sales of food distribution have rebounded in 2015 with a variation rate of around 2%.

Portugal is in the 23rd place of the 189 that make the Doing Business Ranking, which ranks countries according to the ease offered to do business.

(Fuente: www.datosmacro.com/paises/portugal)

One trade show, three exhibitions, all the offer



Alimentaria

Brings together the food offer, organised around sectors that represent the wide variety available within the food and beverage industry. It has the support and collaboration of all distribution channels and the Horeca channel of the country, offering exhibitors and visitors the unique opportunity to test releases, conduct contacts and enter new markets.



Who exhibits?

Producers, manufacturers, distributors and exporters and importers of food and drink products.



Who visits?

Distribution chains, retailers, distributors, wholesalers, food and drink exporters and importers, R&D technicians, hotels and restaurants.



Professional profile

Directors and heads of stores, purchase managers, marketing directors, product managers, technical and R&D experts, health professionals and other areas.



Horexpo

It is the event par excellence for the Horeca channel in Portugal. It has the active collaboration of the most important associations in the sector. It presents a global offering with products ranging from textiles, to porcelain, cutlery and equipment for cafes, bars, bakeries, restaurants and hotels, bringing leading internationally renowned brands into the market.



Who exhibits?

Manufacturers, distributors and importing and exporting companies



Who visits?

Hospitality; Traditional restoration (restaurants, coffee shops, bars, snackbars, bakeries); Modern restoration (fast food, delivery, take away, transport catering, collective catering, catering companies).



Professional profile

Directors and heads of stores, purchase managers, marketing directors, product managers, technical and R&D experts, health professionals and other areas.



Tecnoalimentaria

Tecnoalimentaria brings together the most complete range of technology and equipment for the food processing and distribution industry. With a large span, it covers the entire technological needs of the food chain, from ingredients to packaging, through handling, processing and commercial distribution.



Who exhibits?

Manufacturers, distributors, import and export companies.



Who visits?

Manufacturers and food drink processors, distributors, importers, agents and distributors of the mentioned sectors, installers, engineers and skilled technicians.



Professional profile

Directors and heads of stores, purchase managers, marketing directors, product managers, technical and R&D experts, health professionals and other areas.

THE TRADE SHOW

Visitors Feedback

- ✓ "It's the first time I am in Lisbon and had high hopes. I met very interesting clients and made relevant and strategic contacts. We import from Spain and France, and we are very interested in importing Portuguese products like wine and oil. The Hosted Buyers Program of Alimentaria & Horexpo Lisboa is great, and the experience can be summarized in one word: excellent".
Stéphane Camguilhem, CEO of Dima Trading- Food Processing services (Miami)

- ✓ "Two years ago we imported Portuguese wine to Japan. This year 2015 we are present in the Hosted Buyers Program of Alimentaria & Horexpo Lisboa and we are interested in talking with new suppliers and companies. For example, we asked several companies here to send samples to our offices in Tokyo so we can offer our customers to experience different wines and, therefore, assess what is the best choice for the customer and for the Japanese market, increasingly demanding this product".
Liu Zhiheng of Arai Shoji CO. Ltd. (Tokyo)



VISITORS



Alimentaria & Horexpo

LISBOA 2017

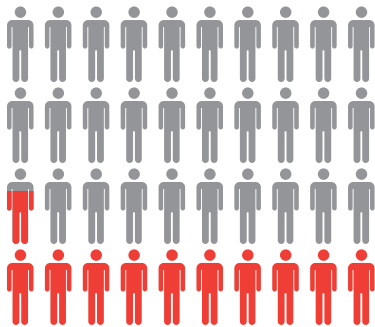
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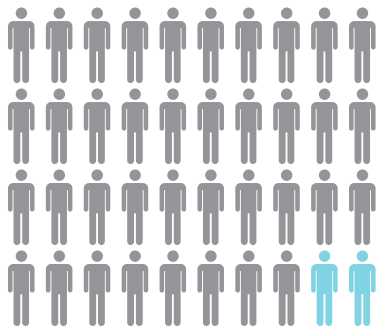
Alimentaria & Horexpo Lisboa 2015

TOTAL **300** EXHIBITORS



80 INTERNATIONAL EXHIBITORS

TOTAL **20,000** VISITORS



1000 INTERNATIONAL VISITORS

Major achievements 2015

- ✓ Presence of more than 2,500 brands in the exhibition space.
- ✓ Implication of Portugal Foods, main institutional Portuguese agency for agri-food promotion.
- ✓ Participation of the largest associations of the industry.

Ahresp:
Association of Hotels, Restaurants
and Similar of Portugal.

Fipa:
Portuguese Federation of Agrifood
Industries.

Adhp:
Association of Hotels of
Portugal.

Hosted Buyers from more than 20 countries such as Angola, Mozambique, Brazil, Japan, Guinea Bissau, South Africa, Dubai, Mexico, USA, France, Netherlands, Greece, Romania, Spain, among others.

This program will continue to be one of the strongest bets of the Organization 2017 and subsequent editions.

It is directed exclusively to international strategic buyers Importers and distributors of hypermarkets / supermarkets, delicatessens and hotel chains and restaurants.



Among the various activities during the event, highlighted:

- ✓ The 2nd Wine Competition of Credit Agricole - official sponsor of the fair.
- ✓ The second edition of the National Barman Championship.
- ✓ The Final Competition Chef of the Year.
- ✓ The Forum "30 years of Modern Distribution in Portugal What future.?"
- ✓ The Seminar "Innovation in Food Industry"
- ✓ The "Congress of consumers"
- ✓ and the seminar "Certify to compete."



Contact with us

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VISIT OUR WEB SITE
www.alimentariahorexpo.fil.pt