





### Main Competitive Advantages

- ③ Part of the MINT (the new economic powers that are Mexico, Indonesia, Nigeria and Turkey)
- 3 Privileged geostrategic position
- 3 Size (116 million inhabitants)
- 3 Emerging middle class and young population
- Open market and extensive network of international treaties
- ③ Political and economic stability
- 3 Importance of tourism and catering sector
- ③ Traditional Mexican cuisine is a Cultural Heritage







### Trends in Food and Beverages

Food consumption per capita	+19%
Sale of alcoholic beverages	+33%
Sale of non-alcoholic beverages	+23%



Mexico, excellent export platform with great business opportunities for the food industry.

Imports of food and beverages	:	+23%
Exports of food and drink	:	<u>+26%</u>





#### MISSION

Being a service organization representing the legitimate interests of its Members, promoting the development of retail trade and its suppliers in a market economy with social responsibility.





Since 1983, ANTAD, The National Association of Supermarkets and Department Stores, has promoted the development of retail trade and its suppliers in a market economy with social responsibility.

Associated chains have a presence in all cities offering consumers the benefit of getting their products in the legal trade, that represents security, safety and value.

Competitiveness and job creation have been guiding ANTAD Associates. By 2013, the Associated chains have invested 4,000 million in the renovation and opening of new stores, employing more than 690,000 people.

In the last 10 years ANTAD Associates have increased their installed capacity at an average annual rhythm of 9%. ANTAD Associates represent 45.9% of retail national sales.

It is currently comprised of 104 partners Associated Chains clustered in formats: Supermarkets, Department and Specialized Stores, representing 34.851 establishments with more than 24 million square meters of sales floor.



www.antad.net

## ANTAD Total Growth Sales Floor - Millions of square meters



www.antad.net



Note: Retail Sales based on the Economic Census of 2009 updated with monthly surveys in commercial stablishments.



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- Retail trade (supermarkets and department stores): 35%
- Traditional and specialized stores: 30%
- Public markets (independents and others): 25%
- Food Service: 10%

www.antad.net



### POSITIONNING

"Cradle" of the retail sector

Internationally recognized business platform where retailers and suppliers exchange point of views in order to define the future of the retail sector

## KEY FIGURES \*

	Sqmt Net	Number of Companies			
	10.450 Sqmt (Hall				
	Jalisco)	1.138 (according to			
Space (Net)	3.500 Sqmt (Hall	intercative map)			
	Guadalajara)				
	Total : 13.950				
International					
Offer	940 Sqmt (16 Countries)	96			
National Offer	13.010 Sqmt	1.042			
Food	Should be representing 80% of occupied space				

\* Estimated figures 2015.









### ATTENDEES

The average numbers of visits to the show is 4 editions, this reflects the interest of the participants to repeat the experience of businesses withinn the event.









Setting for social integration previous to the openning business floor. 2000 attendees.





Official Kick-off, featured by government and private enterprise leaders who will come together to support the relevance of the sector. High Level Networking with a social cause including Golf & Tenis

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A JUGAR CON CAUSA NETWORKING DE ALTO NIVEL SPORT TOURNAMENT





You will visit Distribution Centers affiliated to ANTAD to know about the Retail Industry Benchmarking trends. The purpose of this tour is to get closer to the innovations and strategies of the Retail sector.



RENCEPROG

It brings together national and international speakers who presents commerce and supply chain new trends. Social net connected to a commercial database developed by ANTAD that promotes and facilitates the relation between suppliers and buyers.







# COMME

A perfect place where exhibitors demonstrate thier novelties with tastings and conferences about their products and new trends.



NUEVOS PRODUCTOS E IDEAS

A showcase with the exhibition and information of the new products presented in the exhbition floor.



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## **Benefits Of Participating**

## For the Exhibitor

Business Opportunity with decision makers and professional visitors from the Retail sector

Unique event worldwide where some Store Chains have their own purchasing area to guarantee their presence in the event.

Presence of National and International Buyers of the sector.

## For the Visitor

The largest Retail sector platform in Latin America where valuable contacts offering over 7,200 products from the Different categories focused on your store's aisles and internal consumption of a store or Distribution center will be made.

Their client's trending topics will be make known.

How to develop business strategies to make their business more attractive.

Exhibiting companies are satisfied with the results of their participation

90%

70%

want to take part in 2016 edition

99% of attendees want to take part in 2016 edition



Guarantees assistance of almost all distribution actors in Mexico, due to their high representation between the outlets, trade and industry chains in the country. Ensures **maximum internationalization** to the new fair thanks to its international **market knowledge**.

MISSION Expo ANTAD & Alimentaria México : Consolidate the Mexican event as an **international reference** amongst the fairs **of food industry in America.** 

### New name/ Co-branding

Using the "&" symbol we gather the strengths of two leading companies: ANTAD and Food Expo and impregnate the importance of both brands

- Opportunity for international expansion for Alimentaria on the consolidated natural mexican market
- In the global portfolio of Alimentaria Exhibitions
  Trade fairs : multiplier of synergies and optimization of Social Networks positioning in international platforms

















### Salón Guadalajara

Total: 3.500 Sqmt



+ activities to generate flow and synergies