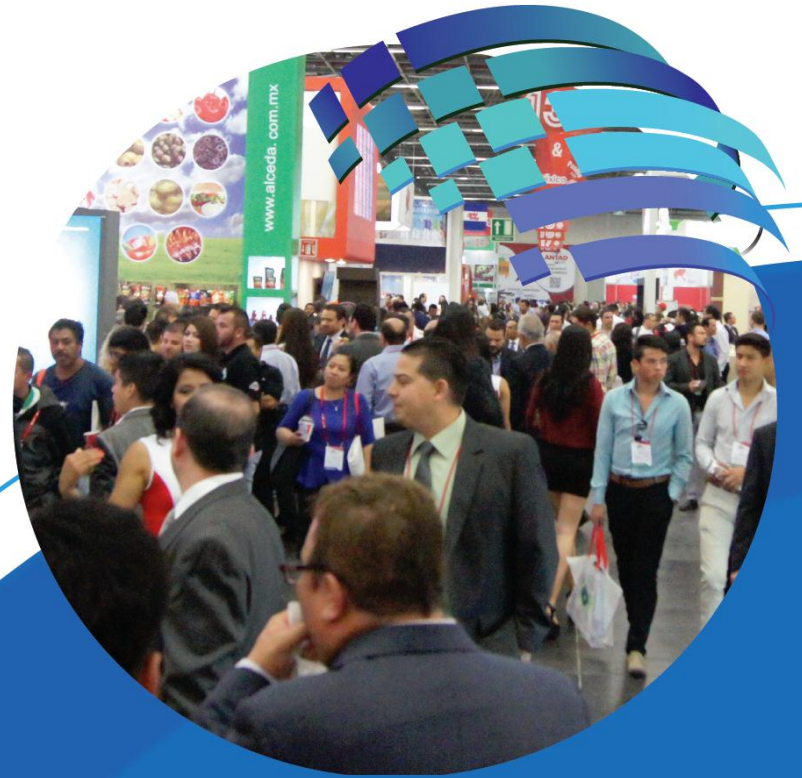


Exp 
ANTAD &
Alimentaria
MÉXICO 2017



¡NEW!

DAYS , DATE &
SCHEDULE

Tuesday Wednesday Thursday

7 • 8 • 9

10:00 - 7:00

MARCH

EXPO GUADALAJARA



Why México?

- The current population of Mexico is 119 million, 51% are female and 49% are male.
- Is the second country provider of processed food in United States and the third largest producer in America.
- The consumption of processed food products in the country ,represents 138,449 millon USD. *IndustriaAlimentaria.com
- The top investor countries of processed food are: The Netherlands, United States, Switzerland, Japan and Luxemburg.



Consumption in México

- 29 million of Mexican homes spend around \$1,900 US Dollars per year, on the purchase of Food Products, Beverage and Tobacco.
- The Gourmet Products consumers, represent 10% of the total population in a range of 25 to 65 years old, this represents a market close to 10 million people *PROFECO's Data
- Mexico is the sixth largest beer consumer. In the world with 64 lts. per person per year.



Consumption in México

- The consumption of alcoholic beverages is 7,2 litres per cápita and 163 litres in Soft Drinks.
- The consumption of pork meat is around 16,5 kg per capita and beef meat in all its varieties is 15 kg.



RESTAURANTS

In México there are more than 400,000 establishments divided in:

- Supermarket fast food
- Full service Restaurants
- Catering service
- Catering for events.
- Takeout & delivery establishments
- Restaurants with limited service

21% of the income is for acquisition of food and 35% is for supplies and food processing



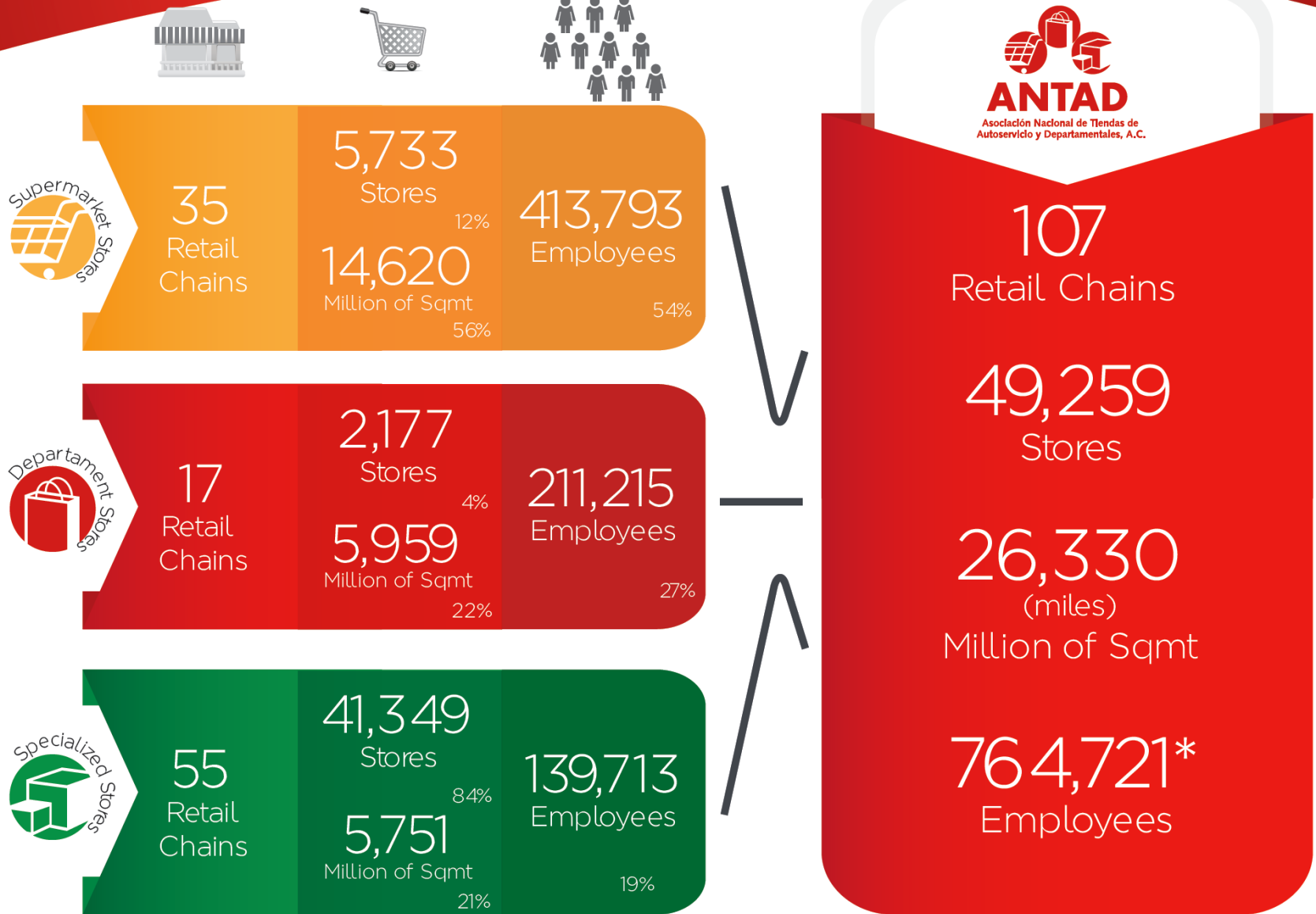
RETAIL INDUSTRY

The retail industry represents an important segment of sales to the final consumer, as well as distribution center to other points of sale.

ANTAD gathers 107 Chain Stores with 49,259 Stores and more than 26 million of square meters of sales floor.



Associative Structure ANTAD 2015

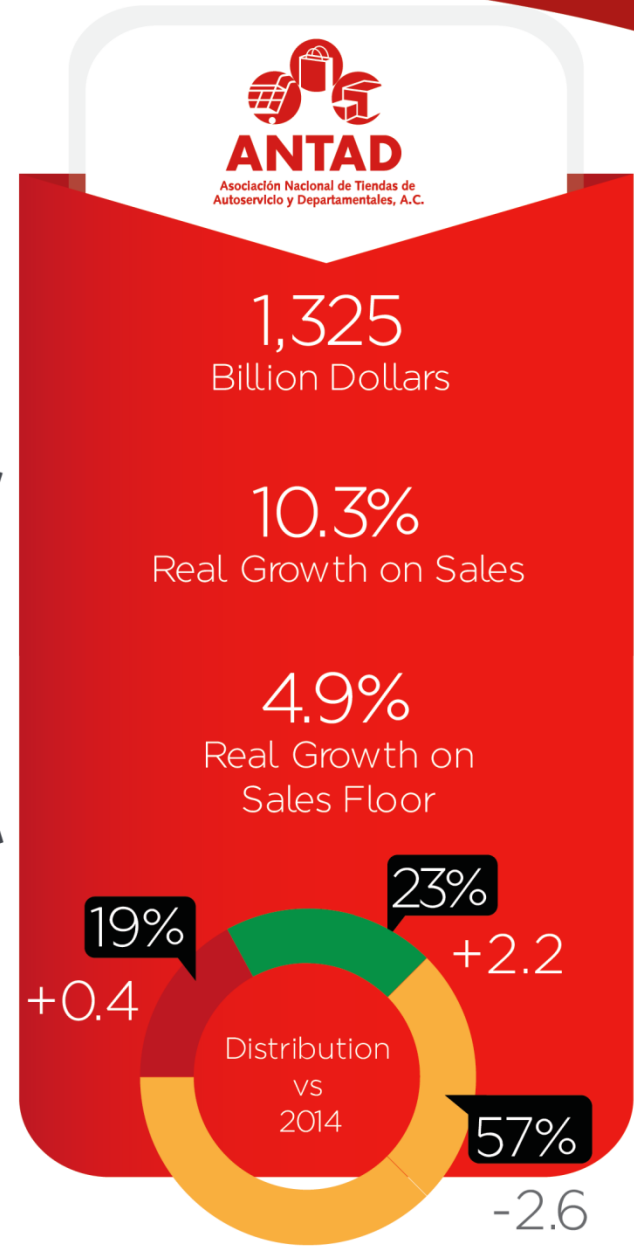
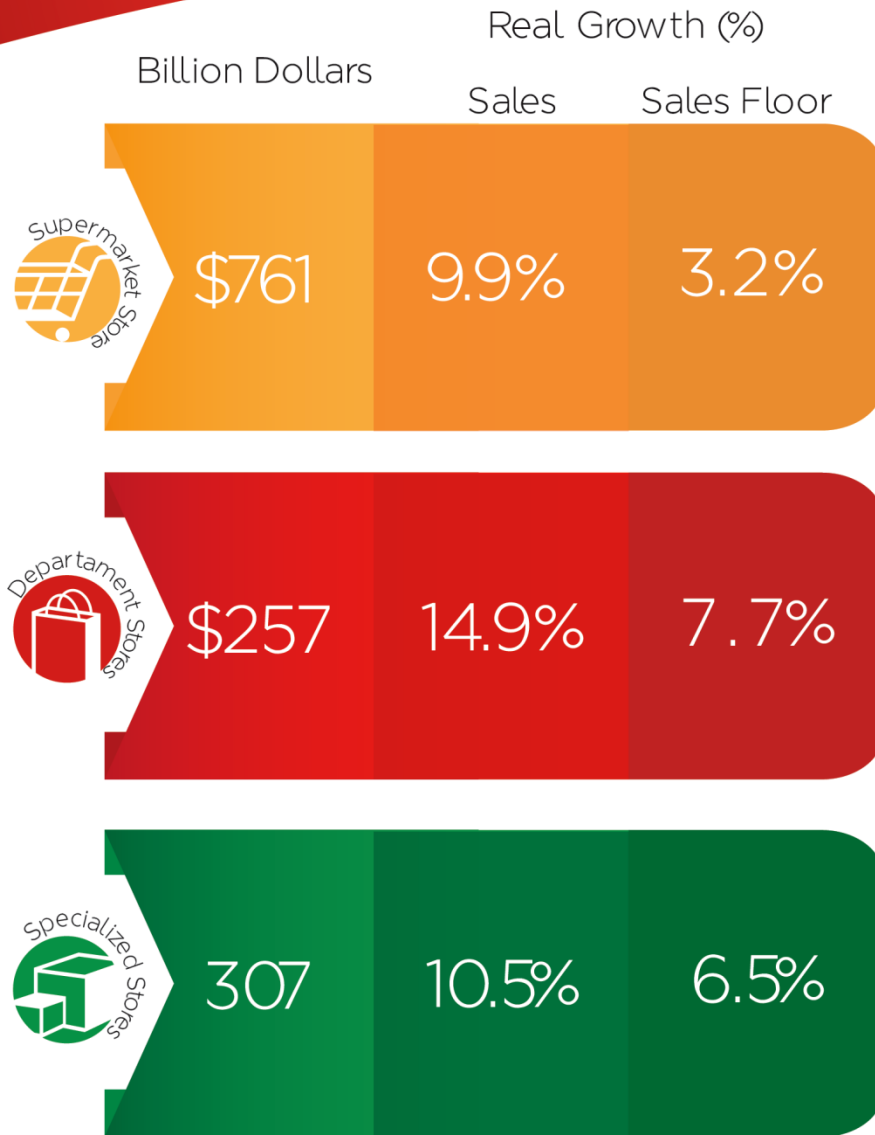


SOURCE: ANTAD

*Information to Dec. 2015

Total Sales ANTAD 2015

ANTAD Partnership

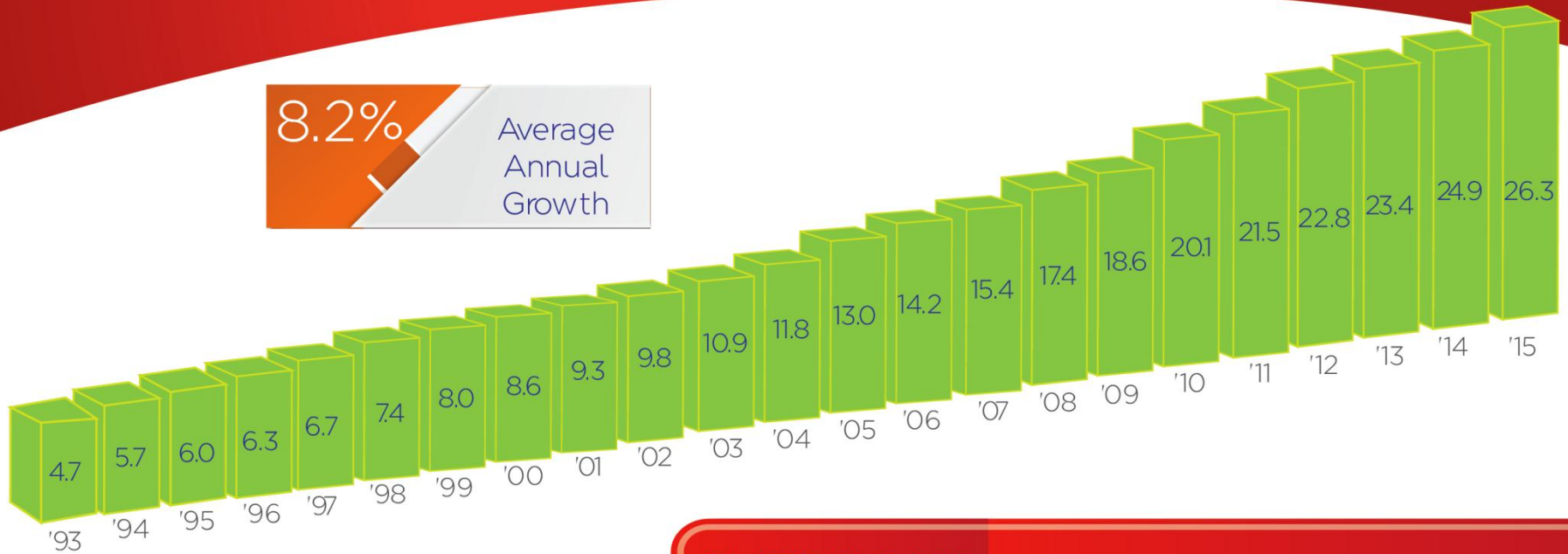


SOURCE: ANTAD

ANTAD Total Growth

Sales Floor - Million of square meters

8.2%
Average Annual Growth



INVESTMENT 2015:

\$ 3,600 million dollars

ESTIMATED INVESTMENT 2016:

\$ 3,600 million dollars

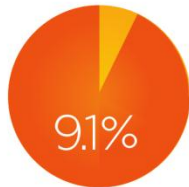
100%



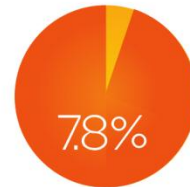
New Stores



Remodelings



Logistics & Distribution



IT



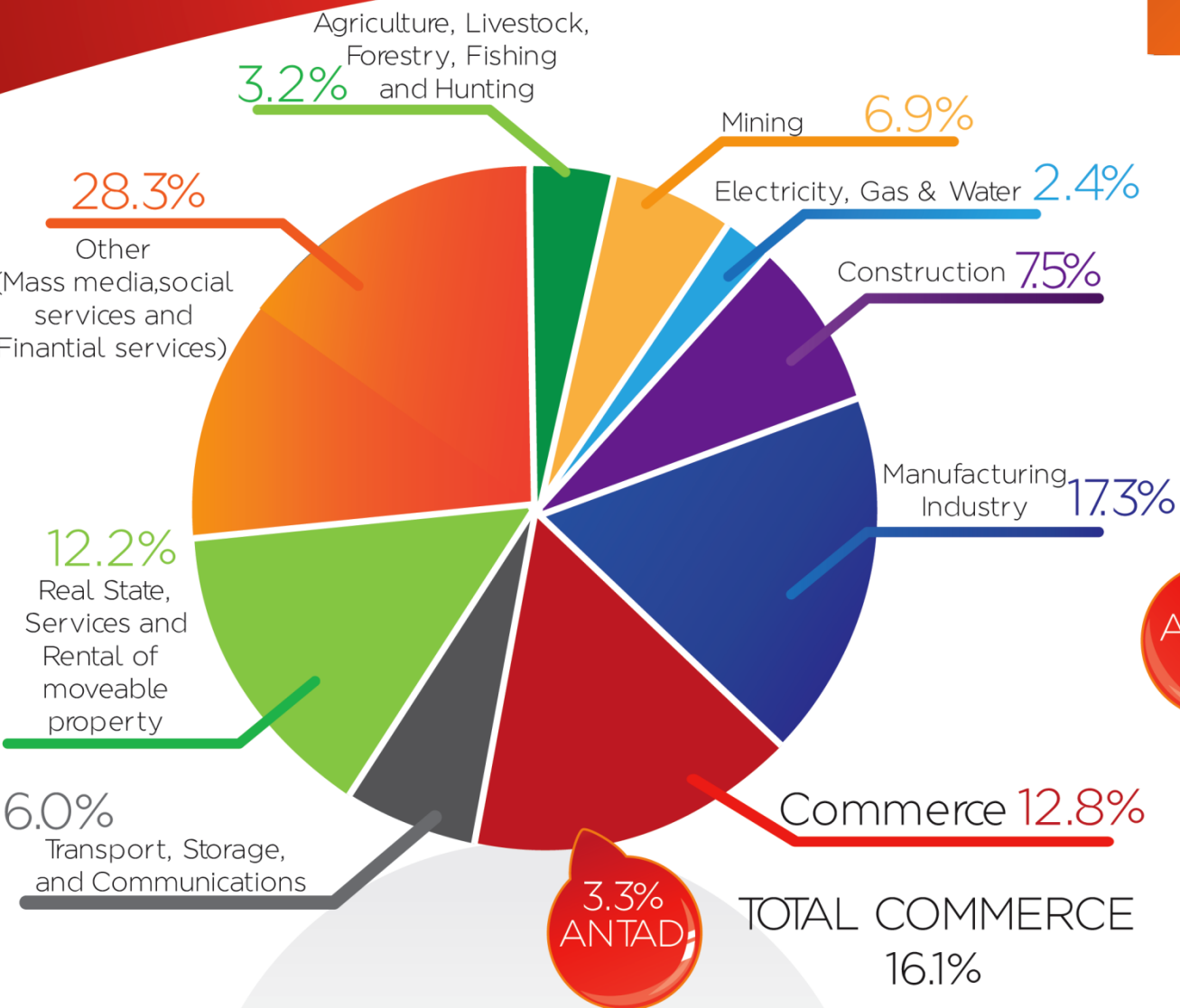
Training & Development



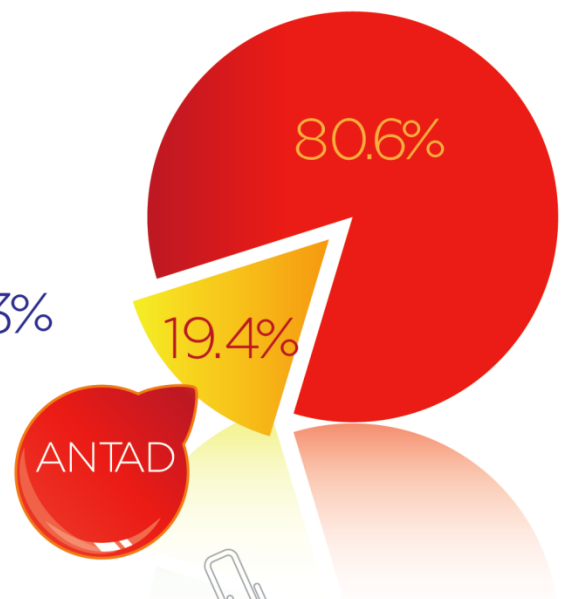
Other

Gross Domestic Product ANTAD Participation 2015

GDP
\$863,264
Million Dollars



COMMERCE

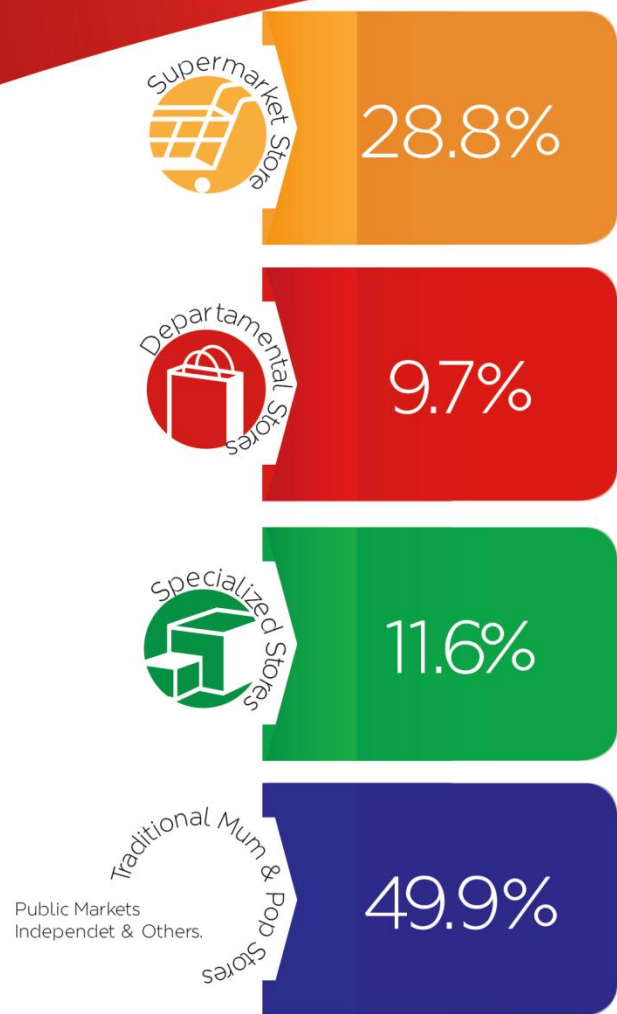


* Informal / Illegal Commerce
12.1%

*Cuenta Satélite del Subsector Informal de los Hogares 1998-2003

SOURCE: BANXICO, INEGI, ANTAD
 Note: There is an adjustment in ANTAD's participation due to the change of basis and weightings of GDP 2008. 2014 without preliminary GDP numbers.

ANTAD Sales vs. National Retail Sales 2015



Cars & Gas Station sales not comprised

NOTE: Retail Sales Based on the Economic Census of 2014 updated with monthly surveys in commercial stablishments.



average daily sales

\$229 | **million dollars**

served clients per day

18.1 | **million**

Exp 
**ANTAD &
Alimentaria**
MÉXICO 2017
FACTS 2017

exhibitors
1,800

attendees
45,000

sales
generated

931 md

participant
countries
+ 20

new
products
660

pisos de
exposición

55,000

ATTENDEE PROFILE



HORECA

- Pub
- Restaurants Chains
- Cantinas
- Tavern
- Chefs
- Hotels
- Importers and Distributors
- Wholesalers
- Cruise Suppliers
- Specialties Restaurants
- Stores On line

RETAILER

- Supermarkets
- Departmental Stores
- Convenience Stores
- Kosher Stores
- Wine Stores
- Grocer's Shop
- Health food & Organic Stores
- Staff Canteen



International Attendees

The expected growth of participation from the following countries in the 2017 edition is 13%.

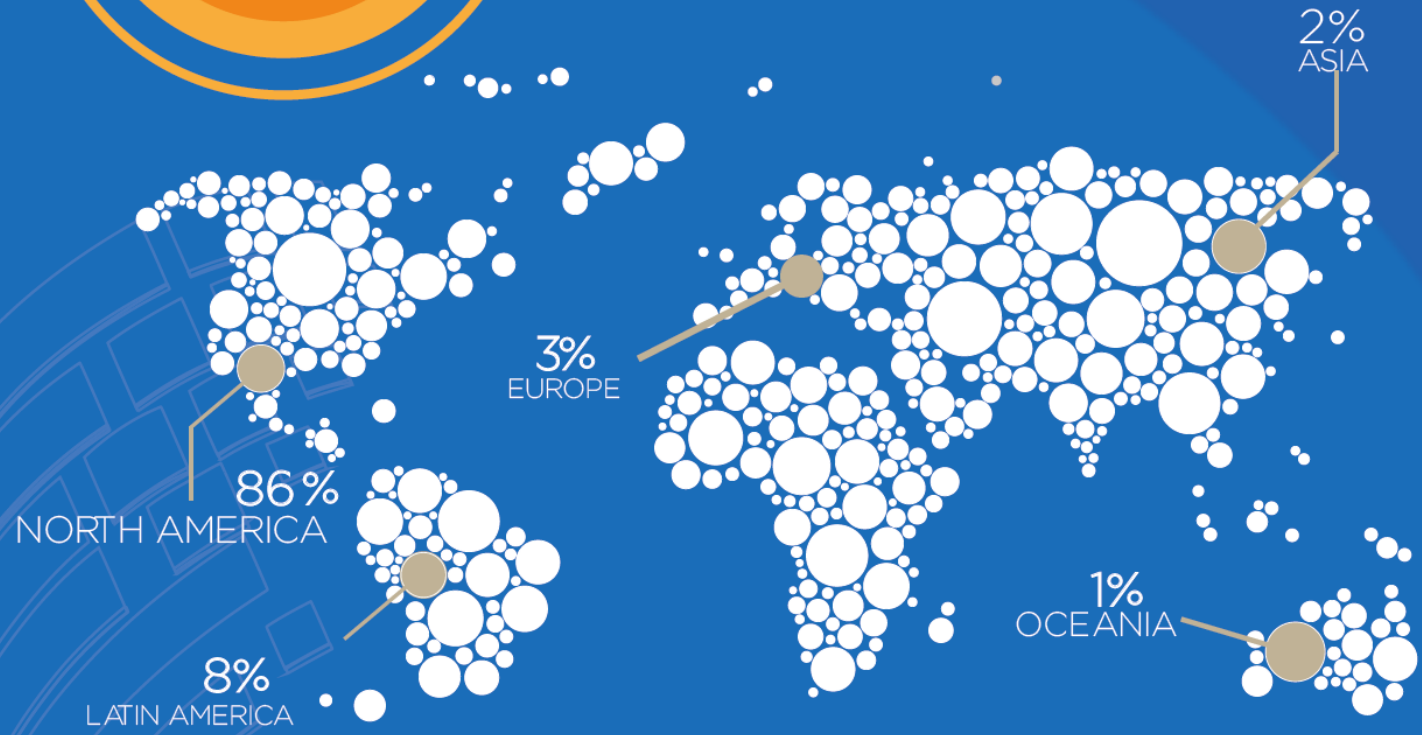
- Afghanistan
- Argentina
- Austria
- Australia
- Bahamas
- Belice
- Brazil
- Canadá
- Chile
- China
- Colombia
- South Korea
- Costa Rica
- Dinamarca
- El Salvador
- Spain
- Emiratos Arabes
- United States
- France
- Greece
- Guatemala
- Honduras
- India
- Indonesia
- Italy
- Japan
- Lebanon
- Maldivas
- Micronesia
- Mónaco
- Nicaragua
- Perú
- Polonia
- Puerto Rico
- United Kingdom
- Singapur
- Turkey

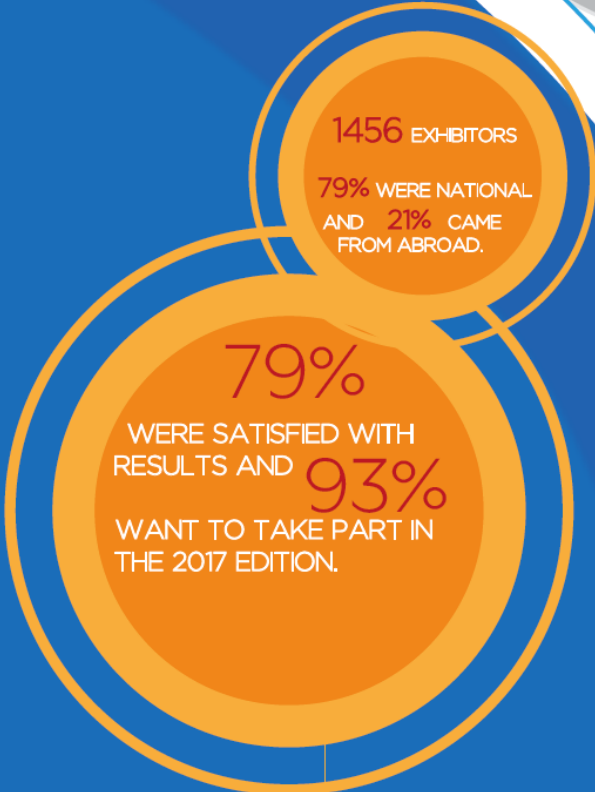
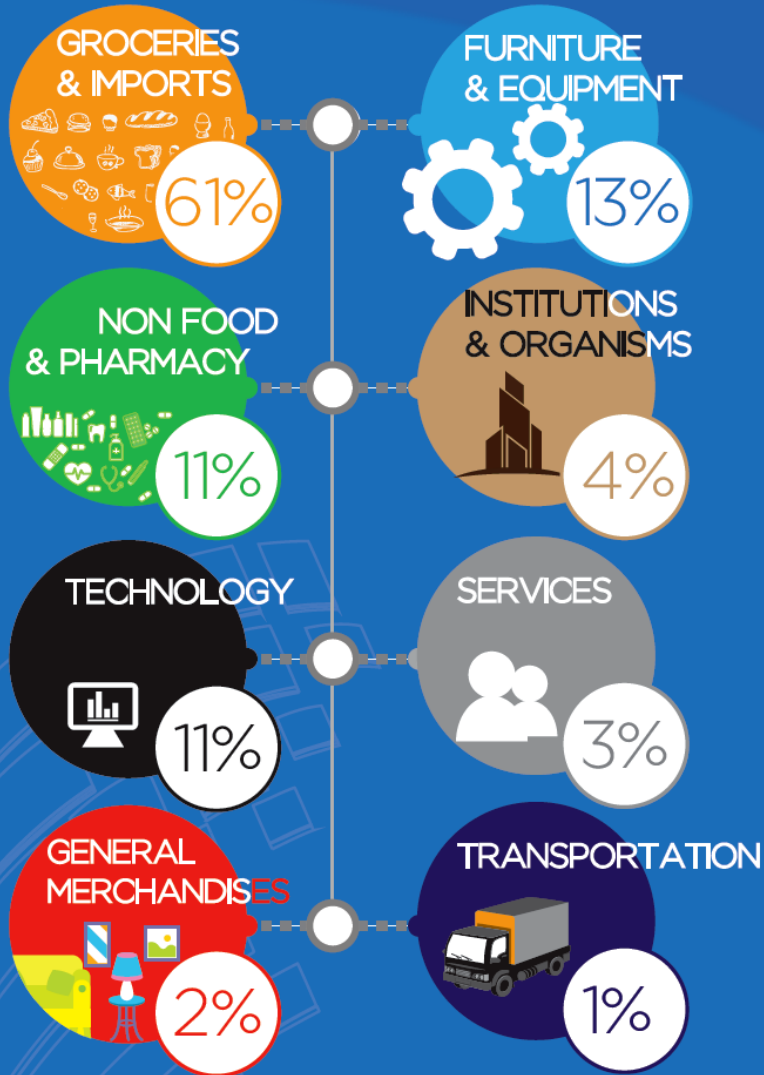


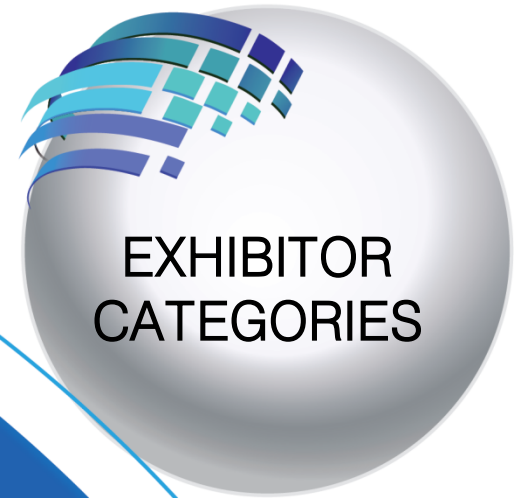
INTERNATIONAL ATTENDANCE IN LAST EDITION

THE **91%** OF ATTENDEES ARE LOCAL AND **9%** ARE FOREIGN.

THE **99%** OF THE ATTENDEES CONSIDERED IT AS A GREAT BUSINESS EXPERIENCE AND QUALIFY IT AS A VERY VALUABLE PARTICIPATION







- FOOD AND BEVERAGES
- GOURMET AND PREMIUM PRODUCTS
- GENERAL MERCHANDISES
- FURNITURE & EQUIPMENT
- WELLNESS , BEAUTY AND HEALTH CARE
- TECHNOLOGY
- SERVICES
- TRANSPORTATION



MEDIA 2016

Magazines and Newspapers

14 published advertisements with more than 7.1 million of impacts.
29 publications in specialized magazines with more than 1.7 million of impacts.



Facebook

The growth of likes has been of 38% vs last edition at the present there are 80,947 followers.



Twitter

The growth of this social media was of 30% with a total of 5,650 followers



Instagram y Periscope

Participate in this new form of social integratin has a participation of 33 & 46 followers respectively.



Youtube

ANTAD.TV
68,953 Views



Broadcast

1,144 radio broadcasts with an impact of more than 14 million of people.

Web Page

With a growth of 27% in number of visits with 90,385



expoantad.net



Our experience in Expo ANTAD & Alimentaria 2016, has never been better , It has been very helpful for the foreign Suppliers Development Areas. It was evident the larger quantity and variety of International suppliers which is great for us. We will have more options in supplying companies and expect to have them soon in our stores for the benefit of our customers.

Luis Enrique Mejía Borja Rey
Supplier Development Area
Soriana

The event has been very helpful to attract very good suppliers , we have had many business meetings. The last edition has been extremely beneficial for us, especially in the area of Restaurant supplies , this Expo has a great potential to find Suppliers and business opportunities and with the alliance of Alimentaria is even more attractive.

Ruben Gómez
Purchase Director
Grupo Comercial Control
Woolworth y Del Sol



Dear Ricardo,

I'm writing you to thank you for your assistance and support we had during the event of Points2Pay in EXPO ANTAD & Alimentaria México.

We had great results and after we give the follow up to all companies that were interested in us, we will have much work ahead.

Congratulations for the event that has been a great success, it's huge and we can feel the enormous job it takes.

Florencia del Signo
Cyber Signals

Dear Samuel:

Thank you very much for your e-mail and the support you gave us.

Since we had a great success, we are going to book for the next EXPO ANTAD & Alimentaria México.

Fernando Heguerte
Vieja Bodega de México, S.A. de C.V.



MÉXICO OFFICE

Horacio No. 1855 6to. Piso
Col. Chapultepec Morales
C.P. 11570 México,D.F.
Ph. +52 (55) 5580-9900

Manuel Alvarez
Convention Manager
malvarez@antad.org.mx

COMMERCIAL ADVISORS

Claudia Enriquez Ext.214
cenriquez@antad.org.mx

Francisco Selley Ext.218
fselley@antad.org.mx

Ricardo Cobos Ext. 217
rcobos@antad.org.mx

Ruben Rivera Ext. 213
rrivera@antad.org.mx

Samuel Galindo Ext. 255
sgalindo@antad.org.mx

Shayuri Olvera Ext. 216
solvera@antad.org.mx



GUADALAJARA OFFICE

Av. Arcos No. 782 Dept. 3
Col. Jardines del Bosque
Z.P. 44520 Gdl., Jalisco
Ph. +52 (33) 3121-4577

COMMERCIAL
ADVISOR
Miriam Madrigal
mmadrigal@antad.net



ANTAD US BUYERS PROGRAM

P.O. Box 258 Z.C. 92359
Mentone, California
Ph. +54 (11) 4744-4757

VILLA TRADING COMPANY
Armando Villagomez
avillagomez@antad.net



ALIMENTARIA EXHIBITIONS

Europe, Asia, South & Central America
for Food and Beverages
Exhibitors

Avigunda Reina Ma. Cristina s/n
08004 Barcelona, España
comercial@alimentaria.com

Alessio Cessari
Ph. +34 93 5531083

Albert Lazaro
Ph. +34 93 4520726

Ferran Escardo
Ph. +34 93 5679689

EUROPE,ASIA,SOUTH AND CENTRAL AMERICA

Constanze Schuster T.
+34 93 5679691
internacional@alimentaria.com



Contact



ANTAD & **Alimentaria** MÉXICO 2017

JOIN US!



¡NEW!
DAYS , DATE &
SCHEDULE

Tuesday Wednesday Thursday

7.8.9

MARCH

EXPO GUADALAJARA

10:00 - 7:00