



# Food ingredients South America

## The largest ingredients hub in Latin America



**18-20 August 2020**

São Paulo, Brazil

# The perfect location is waiting for you



Now celebrating its 24<sup>th</sup> year, Fi South America is the largest gathering of food and beverage professionals in the region.

This exciting event offers you a unique opportunity to promote your company and your ingredients, meet important decision makers, global buyers and other suppliers from the region. Join Fi South America 2020 and grow your business in one of the fastest developing markets in the world!

“

*By joining Fi South America every year we can strengthen our relationship with customers and better understand their concerns. It helps us gain our clients' trust.*

**Andréa Moura**  
LATAM Sales and  
Marketing Director  
Rousselot

## WHY EXHIBIT?

- ✓ Meet customers face-to-face, identify their needs and strengthen long-term relationships
- ✓ Excellent cost-effective channel in generating new business
- ✓ Access to key decision makers under one roof
- ✓ Discover future health and ingredient trends
- ✓ FREE business matchmaking
- ✓ Starting investment only €5,427, with a 9 sqm shell scheme stand

## WHY FI SOUTH AMERICA 2020?

- ✓ Grow your business in one of the **fastest growing markets** with a large appetite for food, health and functional ingredients
- ✓ Meet the buyers that matter: **70% of international visitors (excluding Brazil) are from Latin America**
- ✓ Access to **11,000+** national and international industry professionals



Learn more about Fi South America:  
[www.fi-southamerica.com](http://www.fi-southamerica.com)

## VISITOR FACTS



**11,000+**  
expected attendees



**84%**  
of visitors have purchasing authority\*



**45%**  
of visitors are C-Suite\*

## TOP 5 VISITORS

<b>3 Corações</b>	R&D Coordinator
<b>Kellogg Company</b>	Strategic Sourcing Manager
<b>PepsiCo Alimentos</b>	R&D Manager
<b>Nestlé</b>	Innovation and renewal Manager
<b>Frutarom Peru</b>	R&D Director

## EXHIBITOR FACTS



**+700**  
Expected exhibitor brands



**8800 m<sup>2</sup>**  
total exhibition space



**84%**  
Onsite rebooking\*

## TOP 5 EXHIBITORS



\*based on FI South America 2019

## INSIGHTS

**3,1%**

The Brazilian F&B market is forecast to grow at a CAGR of 3.1% between 2017 to 2021

**5<sup>th</sup>**

Brazil is expected to become the 5th largest economy in the world by 2025

**17%**

Brazilians spend around 17% of their disposable income on food



*We see an increasing demand of people seeking innovation like never before. The event really delivered on the innovation aspect. I imagine attendees had their expectations met, because it's all about what's new in the exhibition. Just see the number of visitors at the event from day one. The event started and ended with a full house.*

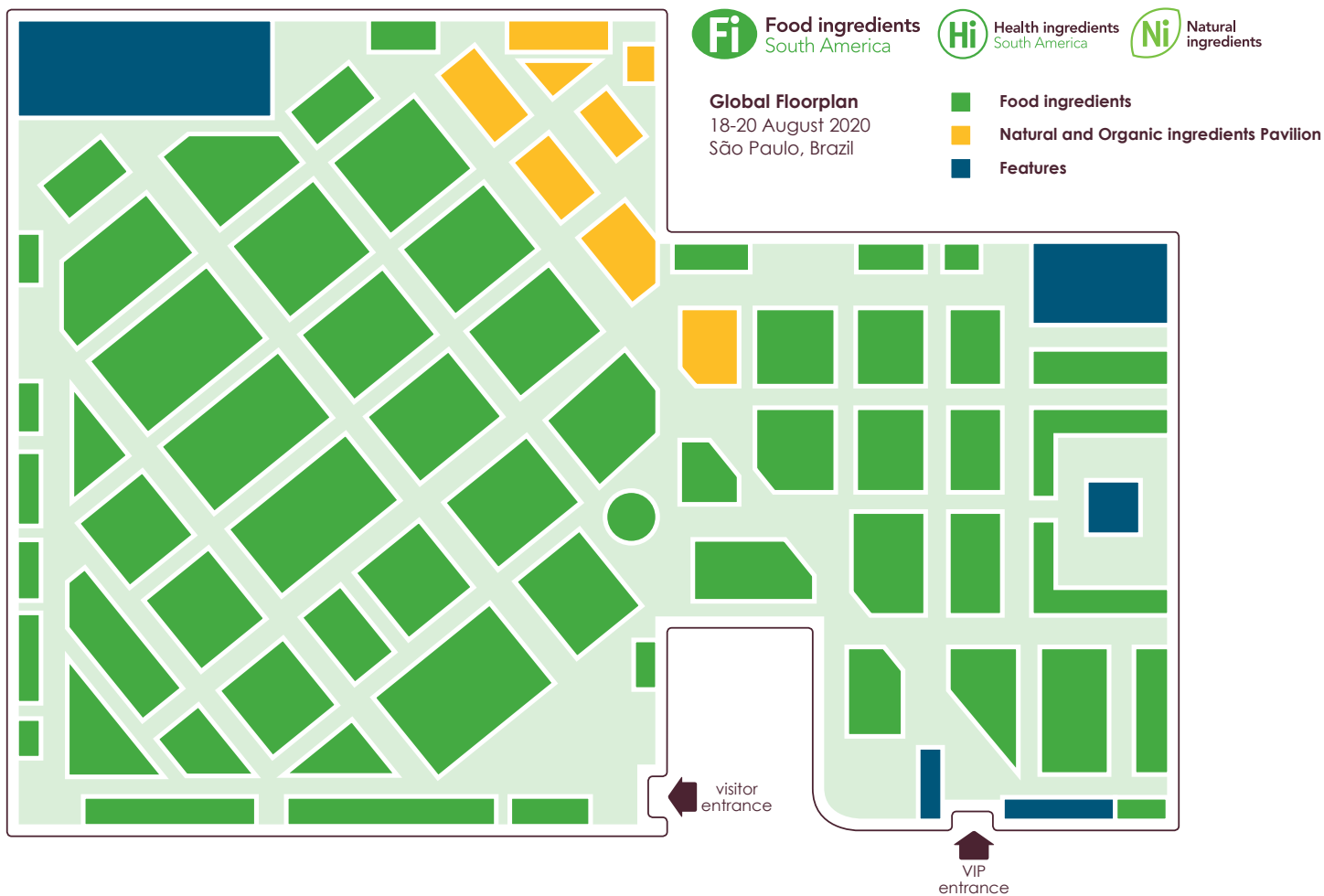
### **Ary Bucione**

Business Development & Corporate Governance  
ILSI Brazil





## FLOORPLAN



## CONTACT

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## LEARN MORE



Look for all upcoming events at [figlobal.com](http://figlobal.com). These events might be of interest to you:



**Food ingredients**  
Europe

1-3 December 2020  
Frankfurt, Germany



**Food ingredients**  
North America

29-30 October 2020  
Las Vegas, USA