



# The Brazil Conference & Expo

9th Produce and Floral International Trade Show

INTERNATIONAL  
**FRESH PRODUCE ASSOCIATION**

AUGUST  
**06 TO 07 2025**

CONFERENCE: 8AM TO 11:30AM | EXHIBITION: 11:30AM TO 7PM  
EXPO CENTER NORTE | YELLOW PAVILLION | SÃO PAULO

## POST SHOW REPORT

# 2025



Realização | Organization

INTERNATIONAL  
**FRESH PRODUCE**  
ASSOCIATION

Promoção | Promotion

  
**FRANCAL**  
ECOSSISTEMA PARA EVENTOS





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The **9th edition** of the international trade fair for the fruit, flower, vegetable, and egg industry **was a success**. A true boutique event, it **brings together the main leaders in the sector**, reinforcing its role as a key player and essential part of the entire production chain.

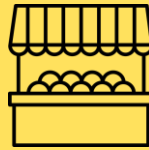
During the two-day event, the venue at São Paulo welcomed **leading market professionals** from **24 Brazilian states** and **17 countries**. Among producers, importers, exporters, retailers, associations, and authorities, all were interested in learning about the more than **200 exhibiting brands**.

# NUMBERS



**4,500**

Highly qualified  
professionals



**200**

Exhibitors



**17**

Countries



**24**

Brazilian  
federal  
units

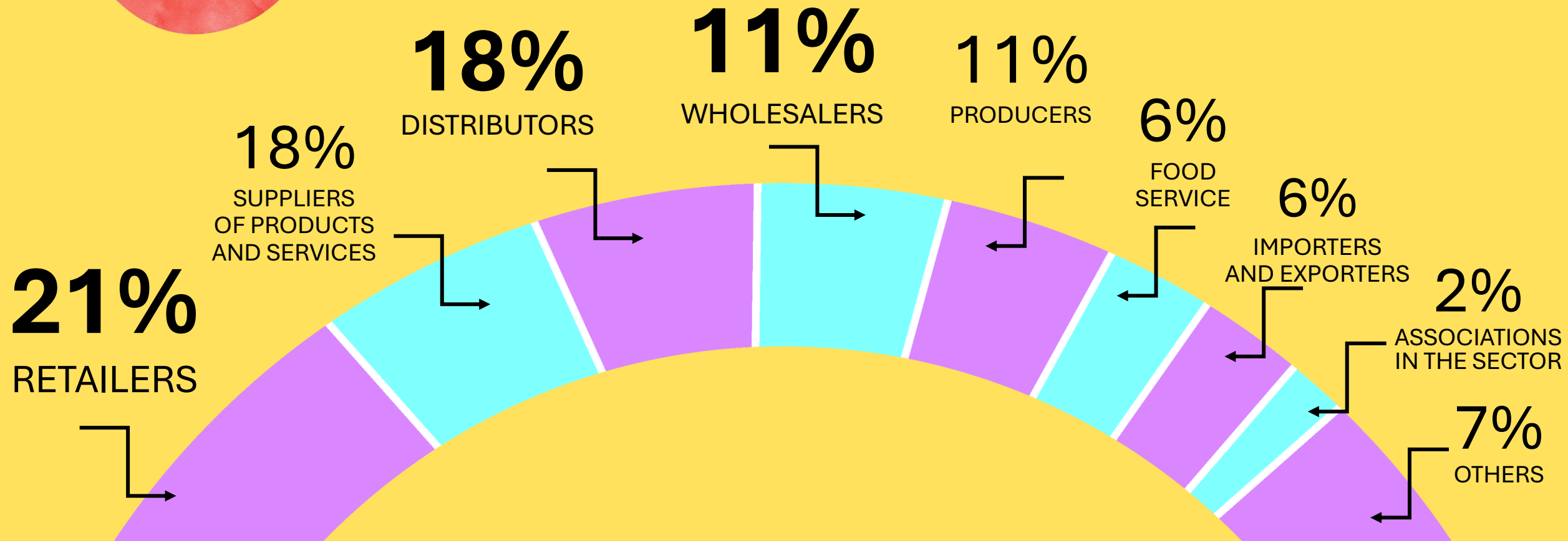


**12h**

of programming



# VISITOR PROFILE



# Significant increase in visits in key categories



**+80%**  
EXPORTERS

**+49%**  
IMPORTERS

**+34%**  
RETAIL

**+26%**  
PRODUCERS

**+18%**  
DISTRIBUTORS

\*Compared to the 2024 edition



# The 2025 edition consolidates the event's success for the market and **business generation**

**+65%**

Hold management  
positions

**+85%**

Participate in the  
purchasing process

**+60%**

Visited the fair for the  
first time

\*data referring to visitors to the fair



# 8 OUT OF THE 10 LARGEST RETAILERS IN BRAZIL ATTENDED THE EVENT

1<sup>st</sup>



2<sup>nd</sup>



3<sup>rd</sup>



4<sup>th</sup>



6<sup>th</sup>



7<sup>th</sup>



8<sup>th</sup>



10<sup>th</sup>



Source: ABRAS 2025 RANKING



# CHECK OUT MORE BUYERS AND RETAILERS WHO VISITED THE EVENT



**AND MANY OTHER BRANDS!**

# TOP 3 OBJECTIVES WHEN VISITING THE EVENT

1º

**LEARN ABOUT NEW  
PRODUCTS AND  
LAUNCHES**



2º

**MAKE  
BUSINESS**



3º

**NETWORKING AND  
RELATIONSHIP  
WITH SUPPLIERS**



# 24 BRAZILIAN STATES VISITED THE THE BRAZIL CONFERENCE & EXPO

- São Paulo
- Minas Gerais
- Santa Catarina
- Paraná
- Rio Grande do Sul
- Pernambuco
- Rio de Janeiro
- Espírito Santo
- Ceará
- Bahia
- Goiás
- Rio Grande do Norte
- Federal District
- Mato Grosso
- Pará
- Mato Grosso do Sul
- Amapá
- Maranhão
- Tocantins
- Sergipe
- Alagoas
- Paraíba
- Rondônia
- Amazon



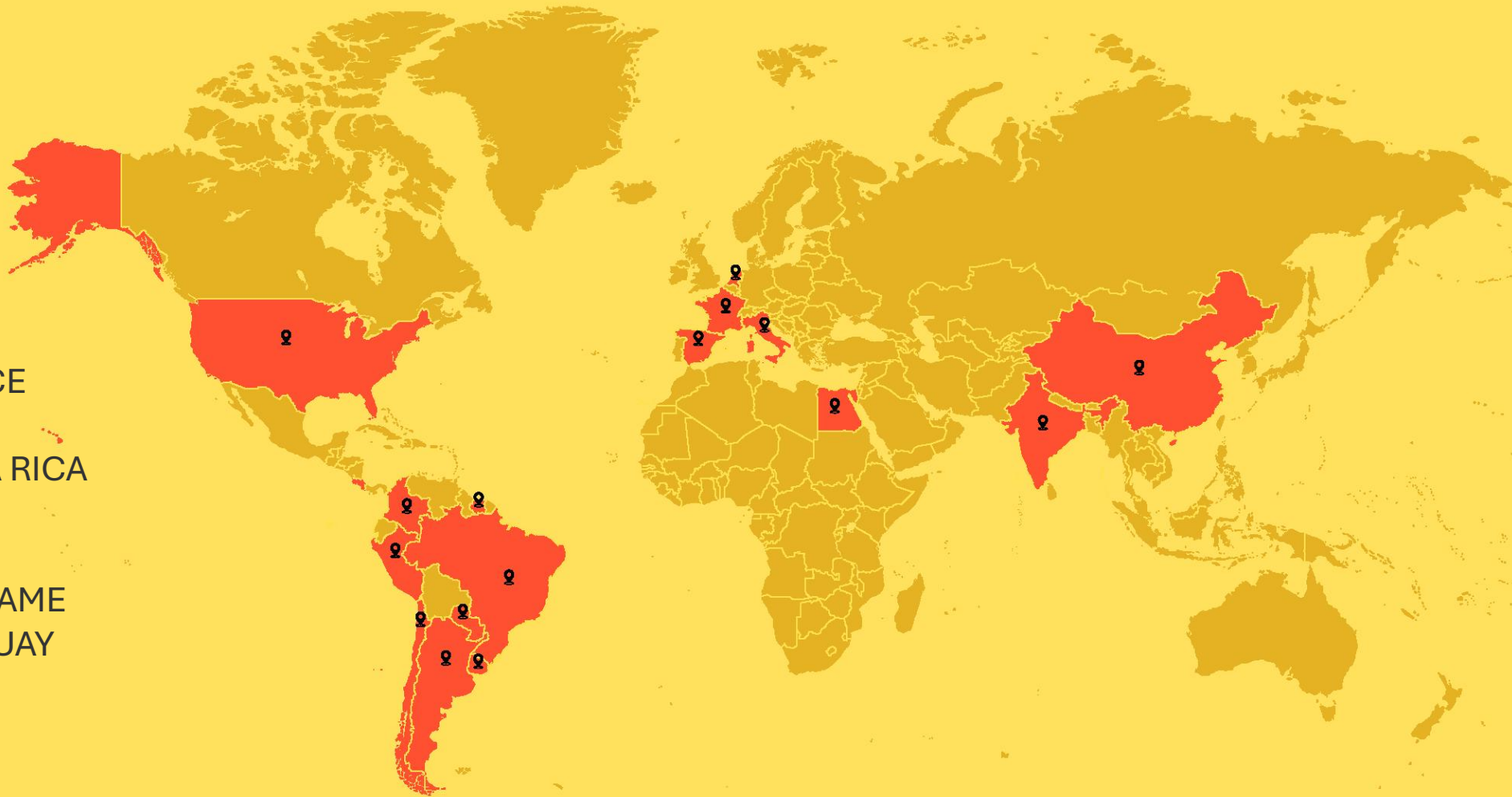


# THE BRAZIL CONFERENCE & EXPO WORLDWIDE



## 17 COUNTRIES VISITED THE 9TH EDITION OF THE EVENT

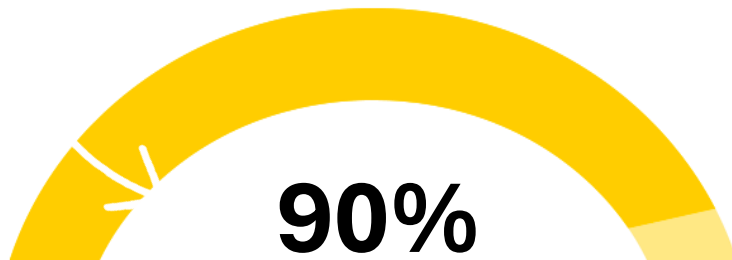
- BRAZIL
- CHILE
- ARGENTINA
- PERU
- UNITED STATES
- NETHERLANDS
- PARAGUAY
- CHINA
- COLOMBIA
- SPAIN
- FRANCE
- ITALY
- COSTA RICA
- EGYPT
- INDIA
- SURINAME
- URUGUAY



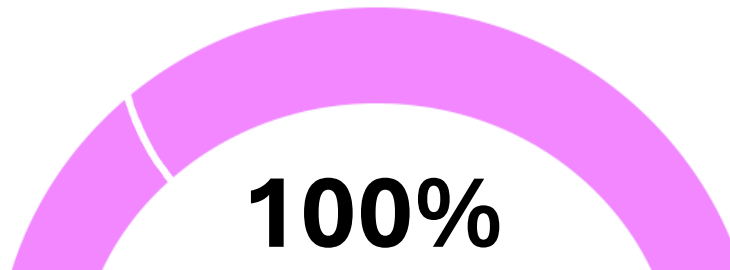
# VISITOR FEEDBACK

We measure confidence and likelihood of recommending the fair to acquaintances

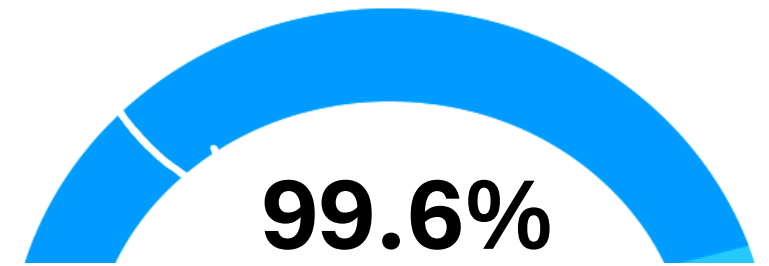
NPS  
**EXCELLENCE LEVEL!**



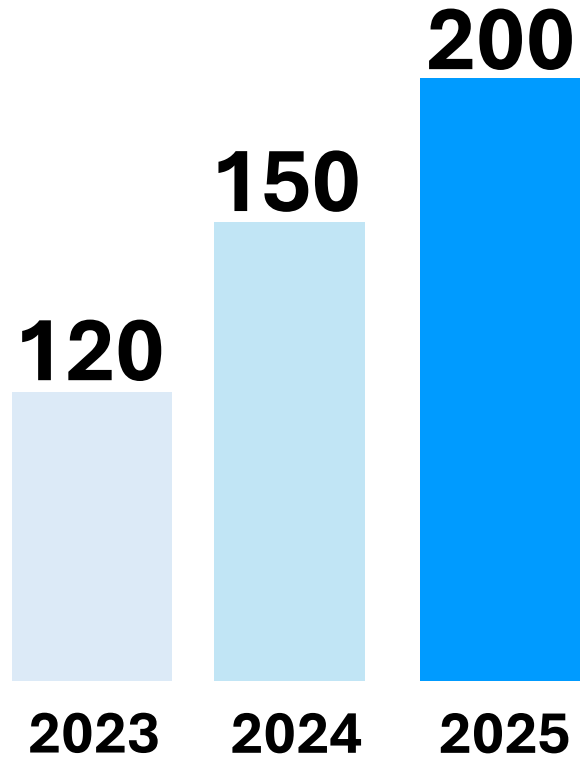
**OBJECTIVES  
ACHIEVED**



**CSAT**  
(Customer Satisfaction Score)



# MORE *EXHIBITORS* EVERY YEAR



## EXHIBITOR PROFILE 2025

### Producers and Suppliers

- Fruits
- Flowers
- Vegetables
- Vegetables
- Eggs

### Technology and Inputs

- Packaging and Preservation Solutions
- Agricultural Equipment
- Software and Technological Solutions

### Logistics and Distribution



# EXHIBITOR FEEDBACK

We measure confidence and likelihood of recommending the fair to acquaintances

NPS

**EXCELLENCE LEVEL!**

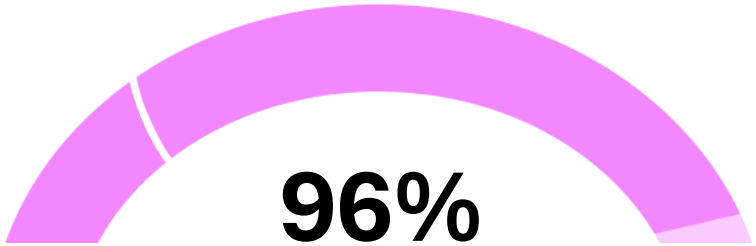
**93.8%**

A green semi-circular gauge with a white needle pointing to 93.8%.

GOALS

**ACHIEVED**

**96%**

A purple semi-circular gauge with a white needle pointing to 96%.

CSAT

(Customer Satisfaction Score)

**95%**

A yellow semi-circular gauge with a white needle pointing to 95%.

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# ATTRACTIONS & AGENDA



# TOP SPEAKERS



**Cathy Burns**

CEO of IFPA



**Jessica Keller**

Vice President,  
Global Industry  
Relations at IFPA



**Luiz Roberto Barcelos**

Board Member  
at Agrícola Famosa,  
Chairman of Abrafrutas  
and IFPA Brazil Country  
Council Member



**Tamara Muruetagoiena**

Vice President of  
Sustainability  
at IFPA



**Mark Madden**

Vice President,  
International  
Marketing & Licensing  
of Sunkist Growers, Inc.



**Adriana Murasaki**

Food & Nutrition  
Research Analyst  
at Euromonitor  
International



**Rodrigo Barros**

CEO and founder  
of Boali





# CONFERENCE

## AGENDA - AUGUST 6

State of the Industry - Brazil

Agriculture as Climate Solution:  
Insights from COP30 and Brazil's  
Sustainability Leadership

**Cathy Burns** - CEO of IFPA

**Moderator:: Jessica Keller** - Vice President, Global  
Industry Relations at IFPA

**Luiz Roberto Barcelos** - Board Member at Agrícola  
Famosa, Chairman of Abrafrutas and IFPA Brazil  
Country Council Member

**Tamara Muruetagoiena** - Vice President of  
Sustainability at IFPA





# CONFERENCE

## AGENDA - AUGUST 7

How to Create Differentiation

**Mark Madden** - Vice President,  
International Marketing & Licensing of  
Sunkist Growers, Inc.

Global Consumer Trends: Opportunities  
for Fresh Produce in the European and  
Asian Market

**Adriana Murasaki** - Food & Nutrition  
Research Analyst at Euromonitor





# IFPA Talks

## AGENDA - AUGUST 6

Strategy, Movement and Growth: The path of flowers to you

**Vanessa Zanotto** - CKO of TimLog Logistics  
**Marcelo Timmermans** - Founder and CEO of TimLog Logistics

Tax Planning for the Fruit and Vegetable Sector and Reimbursement of PIS/COFINS Credits: More Profit, Less Tax

**Arnibo Braatz Júnior** - CEO and Managing Partner of Audax Consultoria Tributária

Is FFLV truly profitable for your store? Find out with Data Science & Performance!

**Giampaolo Buso** - CEO of PariPassu  
**Luiz Claudio Haas** - CEO of Germinares Consultoria

A young generation vs vegetables: Trends and global insights

**Annelies Blaauwkamer** - Brand Manager at Rijk Zwaan

Experience That Sells: How Retail Is Boosting Its Performance

**Moderator: Dal Gomes** - Marketing and Membership Coordinator at IFPA  
**Marcel Hiroi** - National Manager of FFLV at Sam's Club Brazil  
**Junior Lucato** - Commercial Director at Citricola Lucato  
**Julio Aoki** - Founder and Lead Educator of the businesses and brands Da Santa Hortimercado





# IFPA Talks

## AGENDA - AUGUST 7

<p>Unlock the Indian market</p>	<p><b>Steve Alaerts</b> - Director at Foodcareplus  <b>João Paulo Queiroga</b> - Sales Executives at KPM Logistics</p>
<p>Pooling and Circular Logistics – Efficiency and Innovation in Perishable Retail Logistics</p>	<p><b>Maria Amelia Martinez</b> - Commercial Head at HB Pooling</p>
<p>The Value Lies in the Purpose: The Accelerated Growth of Healthy Food Service</p>	<p><b>Rodrigo Barros</b> - CEO and Founder of Boali</p>
<p>Artisanal Products from the State of São Paulo</p>	<p><b>Diogenes Kassaoka</b> - Deputy Secretary of Supply at the Secretariat of Agriculture and Supply of the State of São Paulo</p>

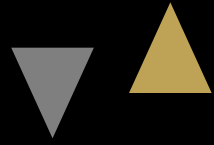


# Rota das Startups



In its second edition, the **Startups Hub** brought together companies focused on solving problems in the fresh produce chain through technologies that increase productivity and predictability in the field. **Check out the brands that were present at the exhibition in this edition:**





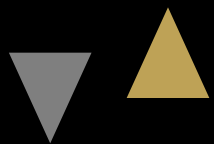
**EXCLUSIVE**

B U S I N E S S H U B



**Exclusive area at the event, equipped with all the necessary amenities for visitors to expand their business and networking opportunities.**





# EXCLUSIVE

B U S I N E S S H U B

A space designed to facilitate your routine, with **coworking areas** so that **visitors can maintain their routines while attending the event.** Everything to facilitate connections and new business.



Realização | Organization

INTERNATIONAL  
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ASSOCIATION

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**FRANCAL**  
ECOSSISTEMA PARA EVENTOS

# WHAT'S NEW!





# 1:1 MEETINGS

Pre-scheduled meetings were held between RETAILERS, BRAZILIAN BUYERS, and the CHILEAN DELEGATION. Many deals were made and partnerships between these strong markets in the fresh produce sector were strengthened. **Check out some of the brands that participated in the meetings:**





# 1:1 MEETINGS

RESULTS IN NUMBERS

13

## BUYERS

12 Brazilian companies and 1 Indian company actively participated in the rounds

---

7

## SUPPLIERS

Chilean companies presented their portfolio of fresh products

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74

## MEETINGS

held over the course of 2 days of the event

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R\$ 87M

## FUTURE BUSINESS

Estimated at R\$ 87.404.000,00 in business for the next 12 months

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# LEAFY GREENS ZONE

Support:



Organized in partnership with IBRAHORT, the Leafy Greens Space brought together brands recognized for excellence in the production and sale of fresh vegetables. **Among the brands present were:**





# IFPACAST

Produced in partnership with Notícias Agrícolas' HortiResenha podcast, IFPACAST was honored to welcome **key decision-makers in the fresh produce market, from producers to retailers, for a chat about the market.**





# IFPACAST

Interviewer: **Guilherme Dorigatti**

Guests:



**Emílio Fávero**  
President



**Regina Carmagnani**  
Marketing Director



**Clayton Sadaji**  
FFLV Manager



**Fábio Bergamaschi**  
Commercial Manager



**Caty Burns**  
CEO of IFPA



**Francisco Homsí**  
Vice President



**Dal Gomes**  
Marketing and  
Membership Coordinator



**Flavio Koch**  
Sales  
Manager



**Heidy Milan**  
Quality  
Coordinator



**Gumercindo Ferreira  
Pinto Neto**  
Process Manager



# IFPACAST

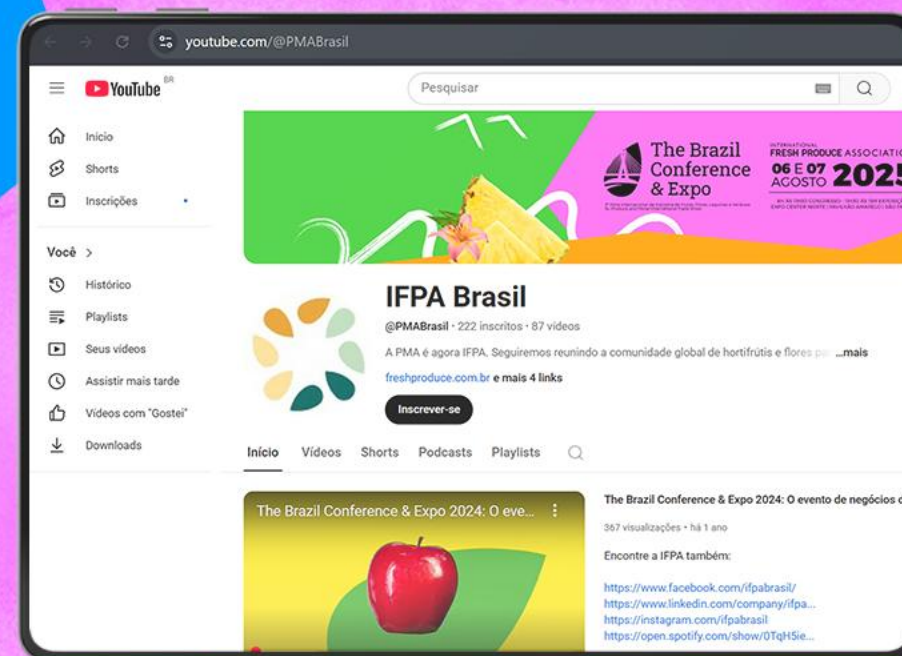
The full episodes will be released weekly on IFPA Brazil's YouTube channel. And the clips will be posted on the official Instagram profile:



**@IFPABRASIL**



**VISIT THE  
YOUTUBE  
CHANNEL**



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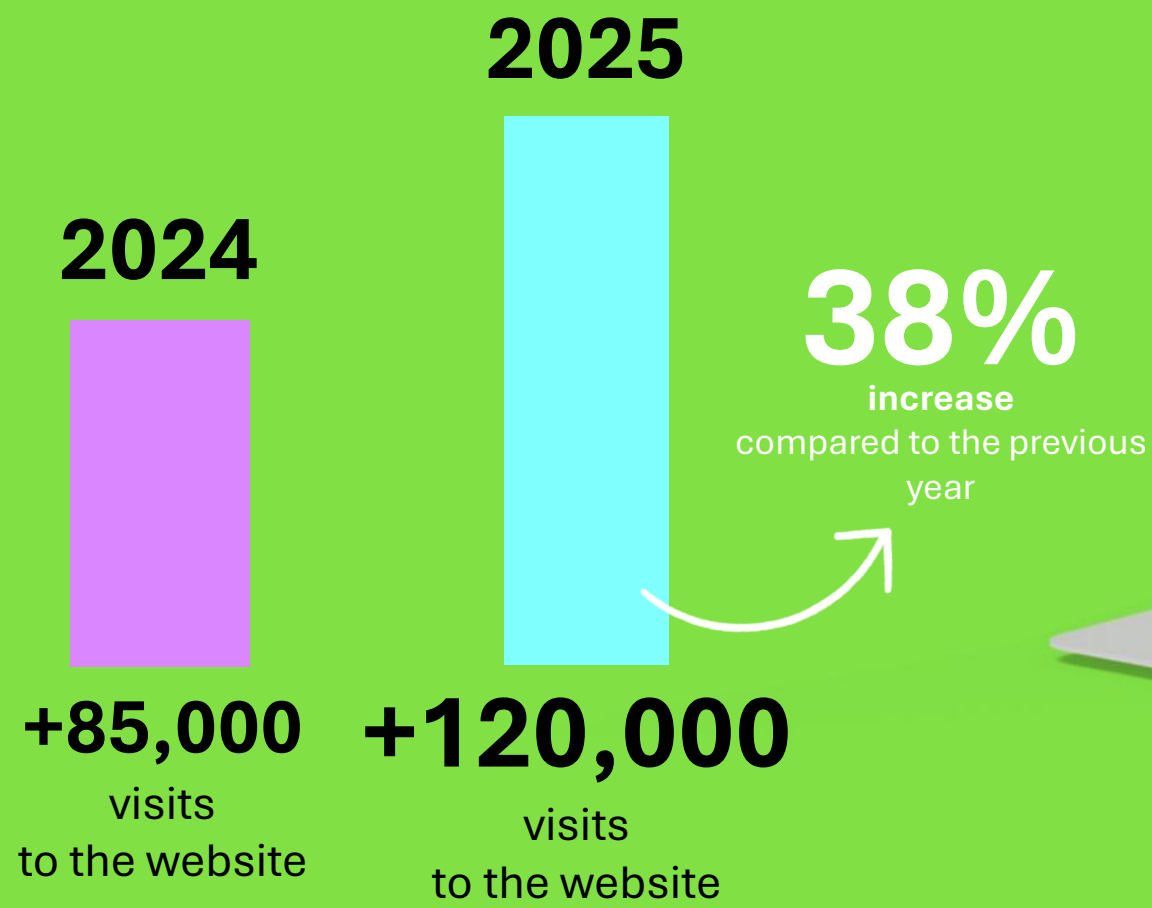
Promoção | Promotion

  
**FRANCAL**  
ECOSSISTEMA PARA EVENTOS

# *MARKETING AND COMMUNICATION RESULTS*



# WEBSITE VISITS



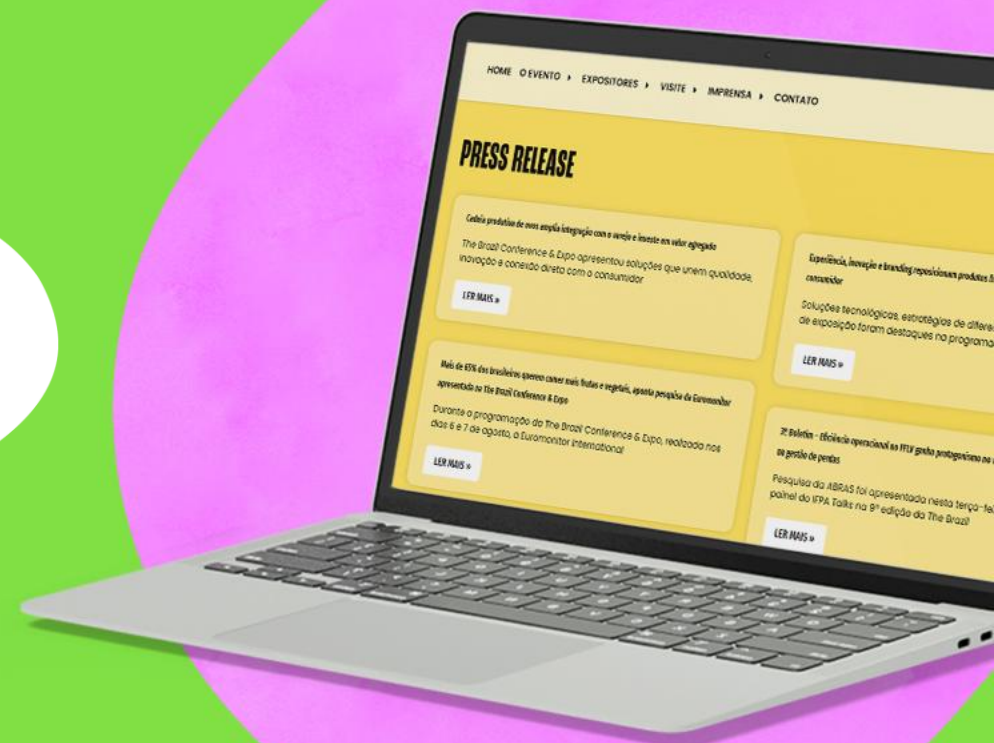
SOURCE: GOOGLE ANALYTICS  
JANUARY TO AUGUST 2025

# SPONTANEOUS MEDIA

THE BRAZIL CONFERENCE & EXPO WAS MENTIONED IN SEVERAL CHANNELS

**150**  
articles  
published

**120%**  
increase  
compared to the previous  
edition



# SPONTANEOUS MEDIA

THE FAIR WAS FEATURED IN THE MAJOR MEDIA PORTALS AND NEWSPAPERS!

The logo for Globo Rural, featuring the word "GLOBORURAL" in a bold, green, sans-serif font. The "R" is stylized with several horizontal lines extending to the right, suggesting a landscape or field.

**GLOBORURAL**

[CLICK HERE TO CHECK IT OUT](#)



[CLICK HERE TO CHECK IT OUT](#)



[CLICK HERE TO CHECK IT OUT](#)

The logo for Valor Econômico, with the word "Valor" in a large, teal, serif font and "ECONÔMICO" in a smaller, teal, sans-serif font above it.

**Valor** ECONÔMICO

[CLICK HERE TO CHECK IT OUT](#)



[CLICK HERE TO CHECK IT OUT](#)

# SOCIAL MEDIA

OVER 12,000 PROFESSIONALS ENGAGED IN OUR CHANNELS



**Impressions:**  
**2,576,001**

**Reach:**  
**772,299**

**Engagement:**  
**43,773**

Period analyzed: January to August 2025





# SOCIAL MEDIA

COVERAGE OF THE TWO DAYS OF THE FAIR

**+160**  
stories

**+40**  
Posts in feed

**465,923**  
impressions



# EMAILS MARKETING

**172**

campaigns  
sent to

**+40,000**

Contacts in the  
trade show  
database

**+30%**

Average  
Open rate



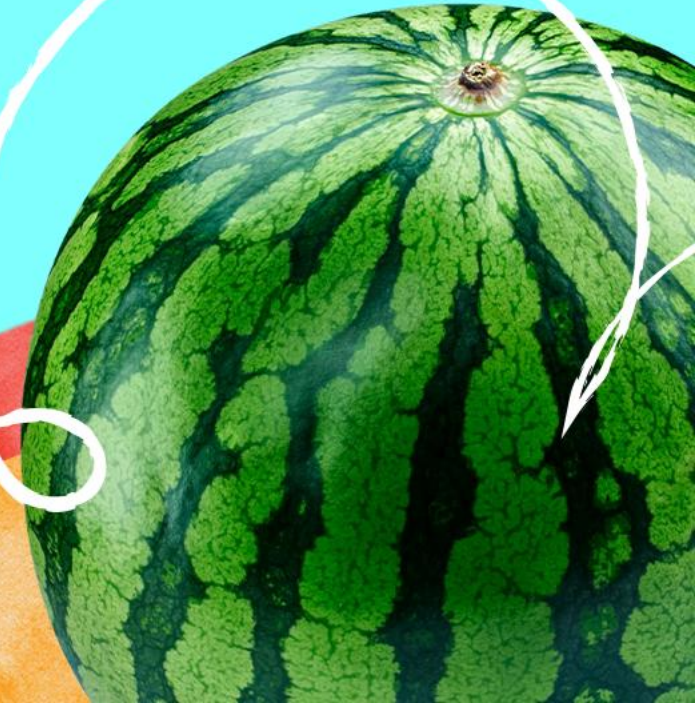
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# ESG ACTIONS



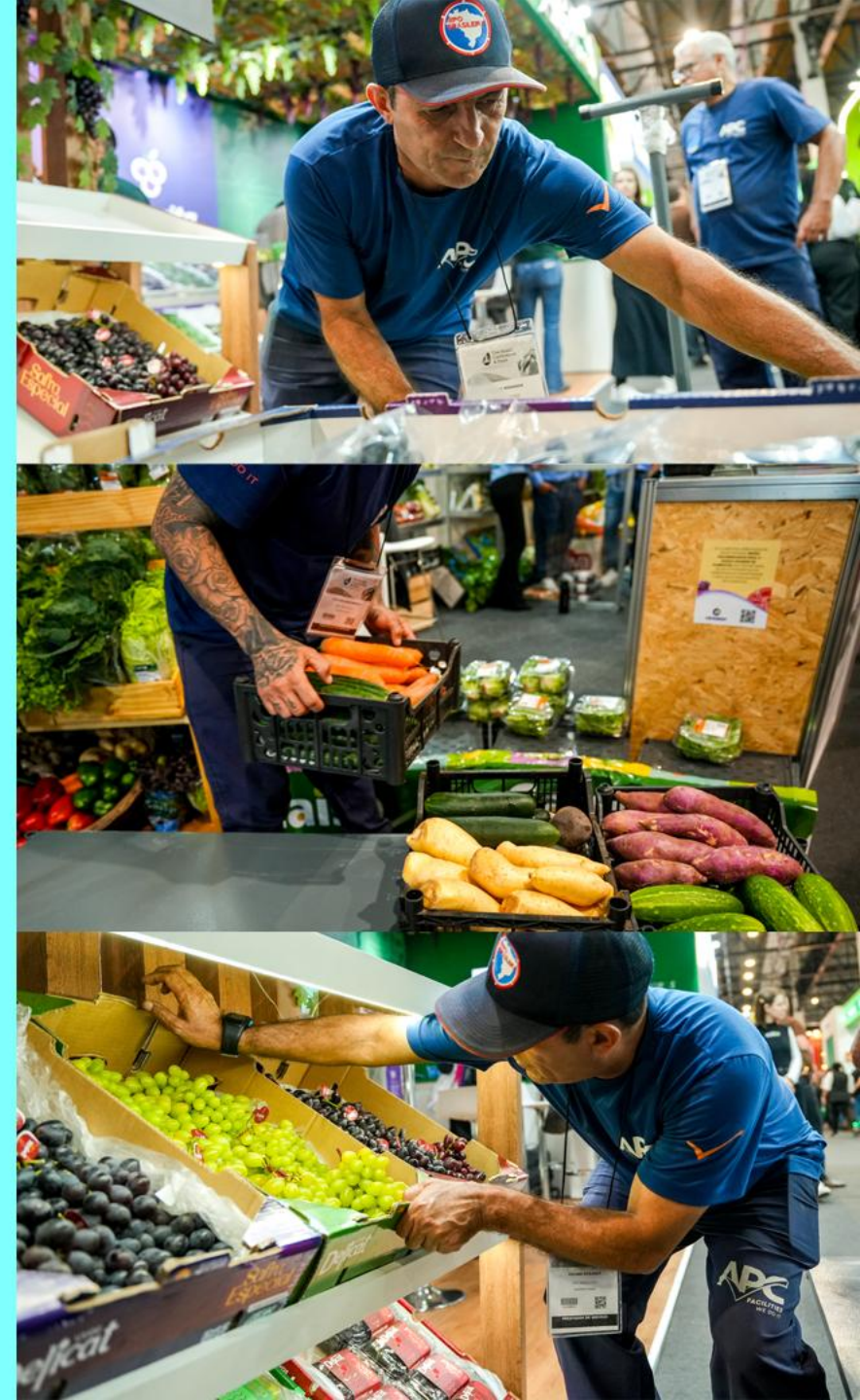


# FOOD DONATION

Action carried out in partnership with CEAGESP. More than **2 tons of food** were donated to over **200 entities** that serve people in situations of food insecurity.



**BCA**  
BANCO CEAGESP DE ALIMENTOS



# 23 TONS OF WASTE SORTED AND DISPOSED OF CORRECTLY

IFPA and Francal are pursuing a more sustainable path toward carbon-neutral events.

At The Brazil Conference & Expo 2025, more than **9 tons of recyclables** were **sorted**, more than 1 ton of wood was reused, and **12 tons of organic waste** was sent for composting, in a ZERO LANDFILL operation. In addition to properly disposing of waste, we collaborated with the Tietê Central Cooperative.

## RECYCLED

Paper: 1.9 tons

Plastic, cardboard, and paper: 1.3 tons

Metal: 935 kg

Wood: 1.5 tons

Waste: 2.8 tons

## COMPOSTING

Organic waste: 12 tons



# IMPACTING OUR PLANET'S FUTURE

Every year we strive to make our event more sustainable, and this year we took another big step toward minimizing our environmental impact:

**We offset 100% of the recyclable waste generated during the entire event through the Eureciclo seal.**

Both reports can be accessed on the event website.



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# TESTIMONIALS



# SPONSORS TESTIMONIALS



paripassu

“We have participated in the fair since its first edition and are delighted to see how the event has evolved. It has had a direct impact on our business and strengthened our relationship with our customers, becoming a true meeting point for the sector.”

**Heidy Milan**  
QUALITY COORDINATOR



PACTO  
Vegetais  
SAUDÁVEIS  
Produzidos com Verdade

“The Brazil Conference, dedicated to the fruit, vegetable, egg, and, more recently, flower sector, is the most important event for our segment. It establishes an essential connection between all links in the production chain, involving consumers, producers, and retailers.”

**Cintia Lyra**  
EXECUTIVE DIRECTOR



PRODUTORES DO  
BEM

“It was an excellent experience for Produtores do Bem. The organization was impeccable, the audience was qualified, and the event greatly facilitated networking and the generation of new business. The return was extremely positive, and we will definitely participate in future editions.”

**Emílio César Favero**  
PRESIDENT

# EXHIBITOR TESTIMONIALS



“This is the fifth consecutive year we have participated, and the event is becoming increasingly segmented, with more people and companies interested in doing business.”

**Isabela Ribeiro**  
COMMERCIAL DIRECTOR



“It exceeded Grandvalle's expectations. The audience was much more focused and segmented – excellent.”

**Jonas Santos**  
MARKETING COORDINATOR



“An extremely high-quality trade show, and very important for companies in the sector that want to thrive in Brazil.”

**José Rinaldo**  
DIRECTOR

# VISITOR TESTIMONIALS:



DASANTA

"The event was incredible this year. It is growing more and more, and has established itself as our event in the fresh produce sector."

**Júlio Aoki**  
CEO



cencosud

"The event is much better than I expected. We got to see everything. The latest trends, business deals, and lots of networking. All in one place."

**Débora Queiroz**  
COMMERCIAL MANAGER



sam's club

"The networking we do here with everyone — whether retailers, suppliers, or producers—greatly improves our commercial performance. The exchange is rich and helps us expand the chain of information about the market as a whole."

**Marcelo Hiroi**  
COMMERCIAL MANAGER

# SPONSORS



## PLATINUM SPONSORSHIP



## GOLD SPONSORSHIP



## SILVER SPONSORSHIP



## BRONZE SPONSORSHIP



# SUPPORTERS AND PARTNERS



## OFFICIAL COFFEE



## OFFICIAL INSURANCE PARTNER



## ECOBAG PARTNER



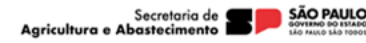
## PARTNER BUSINESS SCHOOL



## PARTNER ESG



## INSTITUTIONAL SUPPORTERS



## MEDIA PARTNERS





# THE BEST OF TWO DAYS!

06

AUGUST



[CLICK HERE TO WATCH THE VIDEO](#)

07

AUGUST



[CLICK HERE TO WATCH THE VIDEO](#)





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ECOSSISTEMA PARA EVENTOS

# SEE YOU IN *2026!*

**AUGUST 4 AND 5**

8 AM – 7 PM | DISTRITO ANHEMBI  
SÃO PAULO - BRAZIL

