



expoalimentaria

results



ORGANIZING COMMITTEE:



Media partners:



Technology partner:



With support from:





US\$

730 million

negotiated amount



654

Exhibitors



500

local companies

► 21 regions

APURÍMAC	HUANCVELICA	LA LIBERTAD	PUNO
ANCASH	HUANCAYO	LAMBAYEQUE	SAN MARTÍN
AREQUIPA	HUÁNUCO	LORETO	TACNA
AYACUCHO	ICA	MADRE DE DIOS	TUMBES
CAJAMARCA	JUNÍN	PIURA	UCAYALI
CUSCO			

154

From abroad



14

Country pavilions

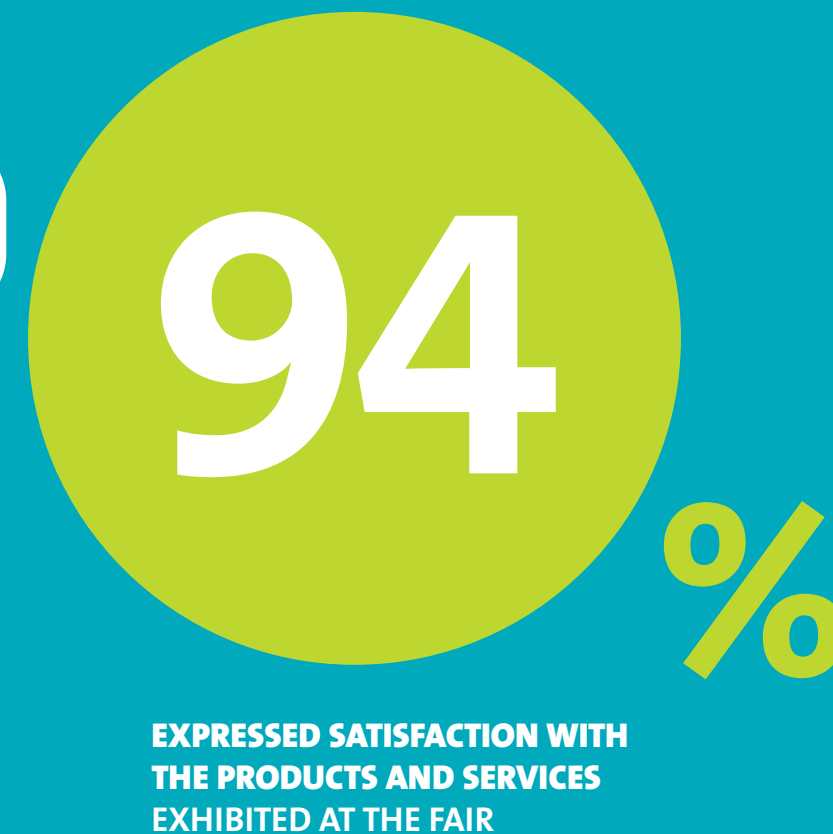
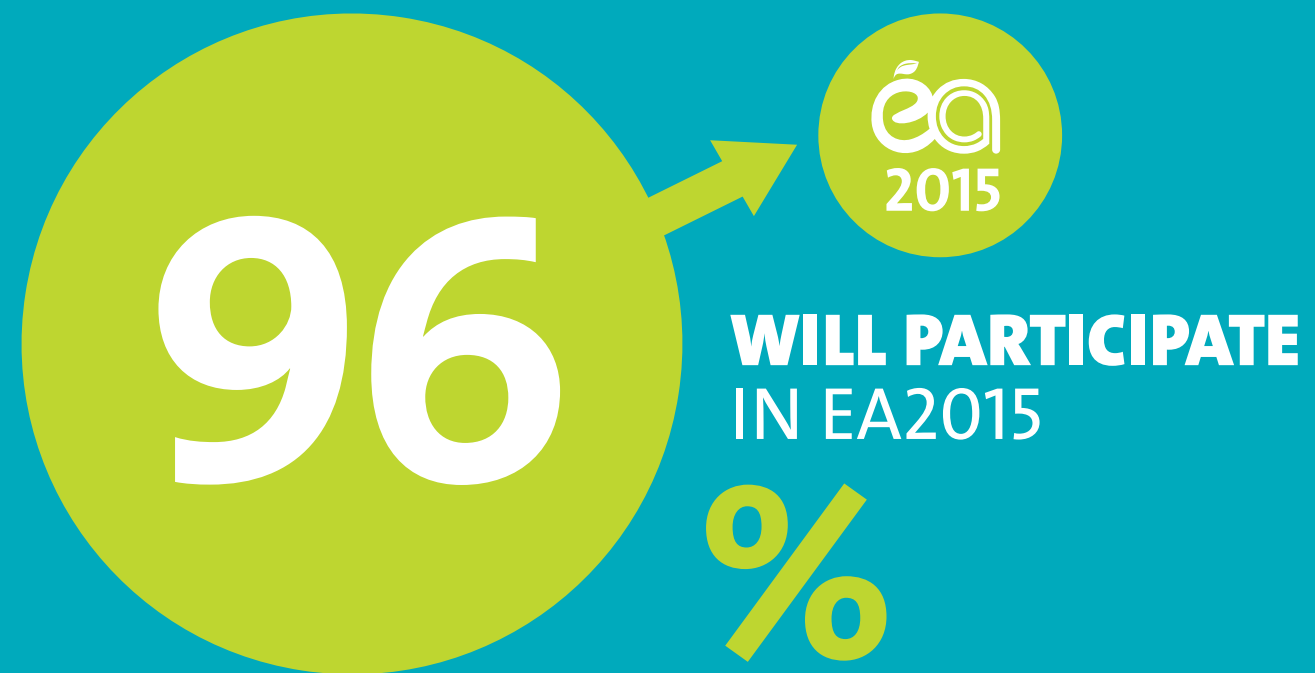


**“Expoalimentaria
has reached high
levels of quality,
where exhibitors and
visitors alike come to
do business.”**

Cindy Fernández
ROMEX

**HAPPY
EXHIBITORS**







MORE THAN 600 MEETINGS HELD IN BUSINESS MATCHMAKING ROUNDS



↑ **10** NEGOTIATED AMOUNT
% 2014 vs. 2013

**“We found all
kinds of high
quality products in
this well organized
and highly
recommended
event.”**

Margarita Zambrano
MEYTHALER AND ZAMBRANO
ECUADOR

**VISITORS
SATISFIED**



32,594



VISITS *IN THREE DAYS*



2,556

International
visitors

GREAT PLACE TO FIND DECISION MAKERS!

What do visitors look for?

- To contact potential suppliers and customers.
- To find high-potential products.
- To get to know the food and beverage offer of countries in the region.

IMPORTER/
EXPORTER

25%

SUPERMARKETS/
HORECA

17%

16%

SERVICE
PROVIDER

11%

PACKAGING/
LOGISTICS

17%

FOOD
PROCESSOR

9%

WHOLESALE/
RETAILER

5%

PRODUCER

95

%

OF VISITORS HOLD A HIGH POSITION

86

%

OF VISITORS HAVE THE AUTHORITY TO MAKE
DECISIONS





**“IT’S A VERY PROFESSIONAL
EVENT. YOU CAN SEE THAT
IN THE TYPE OF STANDS AND
PAVILIONS. THIS YEAR THERE
ARE MANY MORE PRODUCTS
OF INCREDIBLE QUALITY.”**

*Edwin Keijzer
EMBASSY OF THE
NETHERLANDS*

**“PARTICIPATING
COMPANIES CAN
INCREASE THEIR BRAND
EXPOSURE.”**

*Saúl Arciniegas
RANSA*

**“IT IS THE MOST IMPORTANT TRADE
FAIR FOR FOOD AND BEVERAGES
IN THE REGION. THIS YEAR WE
ARE PARTICIPATING WITH 20
ECUADORIAN COMPANIES OF FOOD,
BEVERAGES AND SEAFOOD. WE ARE
CONFIDENT THAT WE WILL INCREASE
OUR PARTICIPATION IN 2015”**

*Alejandro Dávalos
COMMERCIAL OFFICE OF ECUADOR IN PERU*

**“I HAVE MULTIPLE
SUPPLIERS OF VARIOUS
PERUVIAN AND LATIN
AMERICAN PRODUCTS,
ALL IN ONE PLACE”.**

*Andrés Ocampo
HLB SPECIALS USA*

INNOVATION CONTEST

JURY ▶

- ▶ ASSOCIATION OF EXPORTERS – ADEX
- ▶ COMMISSION FOR THE PROMOTION OF PERU FOR EXPORT AND TOURISM – PROMPERU
- ▶ LA MOLINA NATIONAL AGRARIAN UNIVERSITY
- ▶ SAN IGNACIO DE LOYOLA UNIVERSITY – CULINARY SCHOOL
- ▶ TOULOUSE LAUTREC INSTITUTE
- ▶ EL COMERCIO
- ▶ SEMANA ECONÓMICA
- ▶ CHEF PEDRO MIGUEL SCHIAFFINO – MALABAR RESTAURANT
- ▶ CHEF MÓNICA KISIC - IK RESTAURANT
- ▶ CHEF FLAVIO SOLÓRZANO - SEÑORÍO DE SULCO RESTAURANT
- ▶ CHEF MITSU HARU TSUMURA – MAIDO RESTAURANT



THE MOST INNOVATIVE PRODUCT OF EXPOALIMENTARIA 2014

Instant Chía Cool

EXPORTADORA AGRÍCOLA ORGÁNICA S.A.C.

WILL PARTICIPATE IN THE SOFI AWARDS
FANCY FOOD SHOW 2015 – NEW YORK



WINNERS



BEVERAGES CATEGORY

FIRST PLACE:
INSTANT CHÍA COOL
EXPORTADORA AGRÍCOLA
ORGÁNICA S.A.C.

SECOND PLACE:
MACARENA PUNCH
LAS MARGARITAS S.A.C.



COFFEE AND BY- PRODUCTS CATEGORY

FIRST PLACE:
CAFETAL FILTER COFFEE
EXPORTADORA ROMEX S.A.



CONFECTIONERY AND SNACKS CATEGORY

FIRST PLACE:
MIX OF VEGETABLES
INKA CROPS S.A.



PACKAGING CATEGORY

FIRST PLACE:
**CAMPOMAR ZIPPER
PACKAGING**
PESQUERA HAYDUK S.A.

SECOND PLACE:
**CAMPOMAR
LITHOGRAPHED CANS**
PESQUERA HAYDUK S.A.



FROZEN FRUITS AND VEGETABLES CATEGORY

FIRST PLACE:
**ARTICHOKE HEARTS
(QUARTERED)**
CAMPOSOL S.A.

SECOND PLACE:
**WHOLE GREEN
ASPARAGUS**
CAMPOSOL S.A.



CANNED FRUITS AND VEGETABLES CATEGORY

FIRST PLACE:
FRUIT SALAD
TECNOLOGÍA Y PROCESOS
ALIMENTARIOS S.A.C.

SECOND PLACE:
**CASA VERDE SPICY
CHERRY PEPPER**
DANPER TRUJILLO S.A.



GOURMET PRODUCTS AND PREPARED MEALS CATEGORY

FIRST PLACE :
**CASA VERDE ARTICHOKE
TAMALE**
DANPER TRUJILLO S.A.

SECOND PLACE:
**LINE OF TROUT-BASED
PREPARED MEALS**
EL PASO S.A.C.



SEAFOOD PRODUCTS CATEGORY

FIRST PLACE :
BAYOVAR SALADS LINE
AUSTRAL GROUP S.A.A.

SECOND PLACE:
**FRESCOMAR SPICY
SMOKED MACKEREL**
PESQUERA DIAMANTE S.A.



SEAFOOD route



Piura

PRESS TOUR



Piura
Chiclayo
Trujillo



FRUIT AND VEGETABLES route



Conventions and Conferences Program



more than
1,000
participants

II INTERNATIONAL CONVENTION OF MARKETS AND TRENDS



BRANDING STRATEGIES AND TRADE MARKETING



CONTAINER AND PACKAGING TRENDS FOR THE FOOD SECTOR



SPEAKERS:



JUAN RITZ / IPL WALMART UK
ANDREA THOMAS / WALMART STORES US
YOSI AVIRAM / ISRAEL EMBASSY
DENNIS PALMA / HUNTERS LANDING
FRÉDÉRIC JAUNAUT / FERRANDI CULINARY SCHOOL
MARCK MCKAY / FTA FOOD SOLUTIONS
MUSTAFÁ DAVUTOGLU / GAMEDA GIDA DIS TIC.LTD.STI
ADRIANA MICHAEL / ORGANIC AND WELLNESS NEWS
IBRAHIM ABU QAOD / DAYS I AGRICULTURAL TRADING
MARIA ALEJANDRA CHAUX / FONDO BIOCERCOMERCIO COLOMBIA
ROBERT ERATH / PNUMA

SONIA TAY / ORIGINS HEALTH CARE
JUAN HUIBERT VAN / CBI
LAURENT VIGUIÉ / AQUACULTURE STEWARDSHIP COUNCIL
SALVADOR MEZA / PANORAMA ACUÍCOLA
GUSTAVO KONISZCER / FUTUREBRAND LATAM
MARCO ANTONIO MERINO / CENCOSUD
ARIE GELEIN / PACKAGING KNOWHOW
CHRIS LA BOMBARBE / AMCOR
JORGE SALUDES / AINIA TECHNOLOGY CENTRE
MIGUEL SANTAYA / TOULOUSE LAUTREC INSTITUTE
SAGA SHOFFNER / OWENS ILLINOIS



Peruvian Cacao and Coffee for the world



Hall of Marine and Aquaculture Products

More than 1,500 samplings of snacks in the Hall of Marine and Aquaculture Products based on anchovy, shrimp, squid, among others.



More than 8000 coffees between Espresso, Doppio, Ristretto, Moccachino, Macchiato, Cappuccino, Frappés, Latte with flavors.

The circuit of cacao value was made in which grain varieties and cocoa pods and the transformation process of the grain, tablet exhibition and activations were presented.



Culinary School

More than 850 attendees to the 25 Gastronomic Hall Master Classes. We had the participation of the most important chefs of Peru and Latin America, such as Flavio Solórzano from Señorío de Sulco, Pedro Miguel Schiaffino from Malabar, Cesar Choy from Maido of the Culinary School of San Ignacio de Loyola University. Also, Frédéric Jaunault of the prestigious Ferrandi Culinary School of France.



Pisco Hall

More than 5000 pisco cocktails served in the Pisco Hall, which included chilcanos, sours of different flavors including Camu Camu, Aguaymanto, Maca, Passion Fruit, Pineapple, Chicha, Orange, among others.



Tasting Hall

Coffee
Cocoa
Olive oil
Pisco



PRESS COVERAGE DIFUSSION



22.5
MILLION
PEOPLE



9.3
MILLION
NATIONAL SCOPE



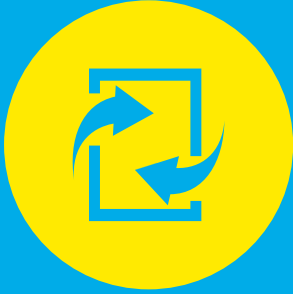
13.27
MILLION
INTERNATIONAL SCOPE



518
ARTICLES PUBLISHED



415
ACCREDITED MEDIA



16
INTERNATIONAL MEDIA



98,829
WEB



15,035
SOCIAL MEDIA

MEDIA PARTNERS:

El Comercio 175 años

SEMANAeconómica



34 Products Categories

FOOD AND BEVERAGES

Oils and fats
 Drinks and liquors
 Biotrade and natural products
 Cocoa and by-products
 Coffee and by-products
 Sweets, cakes, and snacks
 Spices
 Frozen Fruits and Vegetables
 Dehydrated Fruits and Vegetables
 Canned Fruits and Vegetables
 Fresh Fruits and Vegetables
 Functional and nutraceutical food
 Andean grains
 Supplies for agriculture industry
 Supplies for food Industry
 Juices, pulps and concentrates
 Pasta, flour and bakery
 Meat, poultry and derived products
 Ethnic Products
 Gourmet products and prepared meals
 Dairy products and derived products
 Organic Products
 Sauces, tapenades and dressings
 Seeds, cereals and legumes

FISHERY

Frozen products
 Canned products
 Supplies for the aquaculture industry
 Marinated / cooked / breaded products
 Refrigerated products

PACKAGING

Containers and packaging for the food industry

MACHINERY, EQUIPMENT AND TECHNOLOGY

Machinery, Equipment for food industry

SERVICES

Foreign Trade Services



See you at
expoalimentaria2015

August 26th - 28th
Centro de Exposiciones Jockey

SPONSORS

