

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Peru

Post: Lima

Expoalimentaria Food Show 2010

Report Categories:

Trade Show Closing

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Report Highlights:

A second edition of Expoalimentaria trade show was held this year at Ministry of Defense facilities in Lima September 22-24. The show was attended by domestic as well as international key importers, managers and professionals of the food industry, hotels, restaurants, specialized shops and supermarkets.

Executive Summary:

Peru's economy has shown a strong growth during the past few years. The export sector has taken advantage of this and through its association with the Ministry of Agriculture and Promperu, organized a trade show after many years of absence of this kind of event.

The second Expoalimentaria trade show was held this year at Ministry of Defense facilities in Lima September 22-24. The show was attended by domestic as well as international key importers, managers and professionals of the food industry, hotels, restaurants, specialized shops and supermarkets. Expoalimentaria 2010, which doubled its size from a year ago level, was an excellent showcase for the exhibition of fresh and processed food, machinery, and equipment for food processing, packaging, and services. Four hundred exhibitors (301 local and 99 international) have showcased their products. This three-day showcase attracted 18,000 people and generated over \$69 million of trade.

The trade show focused on the following four sectors:

- **Food and Beverage:** Fresh Fruits and Vegetables, Processed , Frozen, Dehydrated , Prepared and Diet Food, Juices and Fruit Concentrates, Beverage and Liquor, Gourmet Products, Dairy, Meat, Oil and Fat products, Pasta, Flour, Bakery Products, Patisserie, Snacks and others;
- **Fishery:** Frozen, Canned and other Fish Products;
- **Exhibition for Machinery and Equipment for Food Processing and Industrialization**
Machinery and Equipment for Food Processing and Industrialization: Bakery, Canning, Dehydrating, Frozen and Refrigerating Equipment, Processing Equipment for Dairy and Dairy By-Products, Measuring, Calibration and Quality Control Equipment; and
- **Packing, Packaging and Services for the Food Industry and Foreign Trade:** Packaging for Food Industry, Air, Sea and Road Transportation, Logistics Operators and Customs Agents, Finance Companies, Insurance, Brokers, Supervisors and Surveillance Companies, Software, Communications and other Services.

This was the second time that FAS/Lima participated in the trade show for the purpose of promoting U.S. agriculture and meeting potential U.S. agricultural exporters. During the event, FAS/Lima met with over 1,000 people who are looking for assistance in importing and exporting products from/to the United States. The types of products of their interest were mainly consumer oriented products. Several key contacts were made.

The third (2011) Expoalimentaria is scheduled for September 28-30, 2011 at the Ministry of Defense facilities in Lima.

