

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

Voluntary Public

Date:

GAIN Report Number:

Peru

Post: Lima

Expoalimentaria Show 2013

Report Categories:

CSSF Activity Report

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Report Highlights:

FAS Lima's participation at ExpoAlimentaria 2013 generated nearly \$700,000 in new sales for three U.S. food manufacturers and exporters. As one of South America's premier food shows, the October 15-17 event counted with the participation of over 42,000 food trade visitors.

General Information:

ExpoAlimentaria 2013 is one of South America’s premier food shows. Held annually in Lima during the month of October, this year’s show drew over 42,000 food trade visitors. Of these, 2,600 were international visitors from 57 countries.

ExpoAlimentaria attracts a diverse group of domestic and foreign food and agricultural product exporters and importers, as well as participants from the food processing and packaging industries. Key products and commodities this year were consumer-oriented processed foods, including snack foods, in addition to grains. Highlighted new food trends at the show included Andean specialty grains and niche products.

President Ollanta Humala himself kicked off the well-attended event at Lima’s (high-end) Jockey Club convention center’s facilities. Thanks to the venue’s significant floor space, ample parking, and secure facilities, it will host ExpoAlimentaria 2014.

With over 25,500 square meters of exhibit floor space, ExpoAlimentaria 2013 was 10 percent larger than the previous year’s event. The number of companies and entities participating in ExpoAlimentaria 2013 exceeded 565, of which 126 of these were international exhibitors from 18 countries. This year’s show featured everything from food and beverage equipment to food inputs, processing and packaging equipment, processed meats (e.g., cold cuts) and confectionary products. Building upon Peru’s renowned food culture, the show also attracted substantial participation by the country’s restaurant sector and culinary institutes.

The FAS Lima booth generated foot traffic of over 3,000 visitors. U.S. food manufacturers and exporters participating in ExpoAlimentaria 2013 report generating nearly \$700,000 in projected 12-month sales from the show. The Exporters Association (ADEX), the show organizer, estimates that this year’s event generated over \$620 million in sales.

U.S. participants included Promotion in Motion (New Jersey-based), Danielle Foods (Rhode Island-based) and pistachios Wonderful (California-based). FAS Lima provided these high-value manufacturers and exporters of processed meats, snack foods and confectionaries with briefings detailing Peruvian market trends, opportunities, and key players. The participants welcomed FAS Lima’s assistance and guidance in meeting with high-quality visitors during the show; commenting that the event brought them into contact not only with Peruvian buyers but also potential third country importers as well.

Statistical Summary

Name of Show:	EXPOALIMENTARIA 2013
Dates:	October 15-17
City/Country:	Lima, Peru

A. Profile of Visitors

Total number of show visitors	39,600
Estimated number of trade visitors	28,000
Estimated number of foreign (third country) visitors	2,600
Estimated number of visitors to FAS booth	3,000
Number of new trade contacts made by FAS Lima	120

B. FAS booth

Size	9 sq mt
U.S Companies	3
Categories Products Showcased	High-Value: Snacks, processed meat (cold cuts), confectionary products

C. Show Expenses

Space Rental	\$3,089
Designing	\$2,478
POP Material	921
Total Expenses	\$6,497

D. Estimated Sales

Products that generated interest	Confectionary and processed meat products
Projected 12-month sales resulting from the show	\$660,000

E. FAS Field Evaluation

- **Show Objectives:** To provide U.S. exporters with the opportunity to promote the high-quality and safety of U.S. consumer-oriented food products.
- With FAS Lima's assistance, Promotion in Motion has appointed ITN S.A.C. as its Peruvian confectionary distributor; the other exporters were similarly pleased by results.
- Product samples must be shipped with ample time to avoid customs clearance delays. Participants need to adhere to shipping companies' and FAS Lima's recommendations.
- The October 2013, 16-day long U.S. government shutdown severely handicapped FAS Lima's ability to support U.S. participants. It also limited our ability to as promote FAS services and U.S. food and agricultural products at the show. The legally required suspension of official representation forced the removal of USDA/FAS logos.