

# Exp<sup>o</sup> ANTAD & Alimentaria

## 6-7-8 **march** MÉXICO 2018

### THE MEXICAN MARKET

## WHY MEXICO?

- ✓ Because of its size
- ✓ Because of its openness to foreign trade and strategic location
- ✓ Because of its potential growth and its economic and politic stability
- ✓ Because of the potential consumption of its population
- ✓ Because of the potential of tourism and its impact on the food and drinks industry

### GENERAL AND MACROECONOMIC DATA

	SPAIN	MEXICO
SIZE (Km <sup>2</sup> )	505.988	1.964.375
POPULATION 2016 (Inhabitants)	46.468.102	123.518.270*
GDP 2016 (mill. €)	1.113.851	944.615
GDP per capita 2016 (€)	24.000	7.437

\*2017CONAPO's forecast. Source: CONAPO and datosmacro.com

## Food and Beverage Sector

34% of household income goes to the purchase of food and beverages. In Mexico, there are 31.5 million households (2016).

### EMERGING CONSUMPTION TRENDS

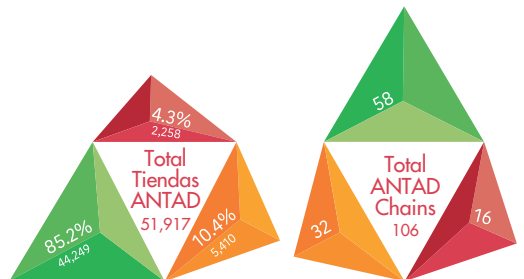
- ✓ Organic food, healthy and sustainable food, free from, alternative milks, nutritional products
- ✓ "Ready to eat" products including processed vegetables
- ✓ Snacks and beverages
- ✓ No alcoholic beverages
- ✓ High increase of Food Service in large cities
- ✓ Self-service machines increase
- ✓ Fast Food diversification

### EXPO ANTAD & ALIMENTARIA MEXICO

## ANTAD & ALIMENTARIA: A CONSOLIDATED ALLIANCE

- ✓ ANTAD (the National Association of Self-Service and Department Stores) guarantees the attendance of nearly the entirety of Mexico's distribution due to its maximum representation in points of sale, commerce and industry chains in Mexico.
- ✓ Alimentaria Exhibitions impresses full internationalisation upon the new trade fair through its knowledge of the international market of operators in the industry.
- ✓ EXPO ANTAD & ALIMENTARIA MEXICO brought together the most complete offer of food, beverage and major consumer products.
- ✓ It becomes the most relevant International Food & Drinks trade show in Mexico.

### Antad data 2016



Specialized Store Self Service Department Store

## 2017 EXPO ANTAD & ALIMENTARIA DATA

### DATA



\* Forecasted 2017 data

### RANGE OF PRODUCTS PRESENTED AT THE SHOW:

- ✓ National Food & Drinks.
- ✓ International Food & Drinks.
- ✓ General Merchandises.
- ✓ Furniture & Equipment.
- ✓ Higiene Health and Healthcare.
- ✓ Transport.
- ✓ Technology.



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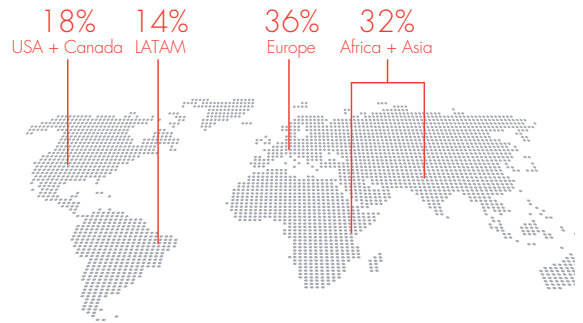
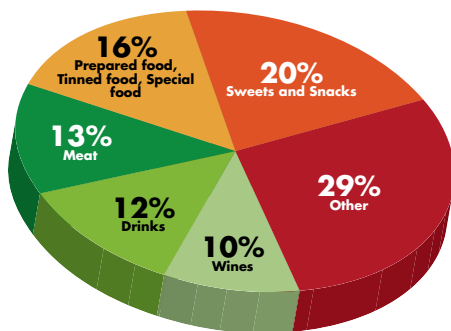
## EXPO ANTAD & ALIMENTARIA MEXICO 2017: INTERNATIONAL PAVILION

PARTICIPATION OF INTERNATIONAL FOOD & DRINKS EXHIBITING COMPANIES

**+78%** Increase of the number of international food and drinks exhibiting companies

More than **340** participating companies

INTERNATIONAL PRODUCTS WITH THE LARGEST PRESENCE IN THE EXPO



✓ **28 origin countries**

Germany, Argentina, Chile, China, Colombia, Korea, Costa Rica, Denmark, Ecuador, El Salvador, Spain, Philippines, Greece, Guatemala, Guayana, India, Indonesia, Italy, Japan, Poland, Russia, Sri Lanka, Taiwan, Tunisia, Turkey, United Kingdom, United States, Canada.

✓ **Companies from 9 new countries:** Germany, Denmark, Philippines, Guayana, Japan, Russia, Sri Lanka, Taiwan, Tunisia.

✓ **Outstanding participation of international Pavilions or group participations:** Spain, Spanish Regional Governments, China, Korea, Japan, Denmark, Turkey, Ecuador, Colombia, Argentina, Guatemala, El Salvador, United Kingdom, Indonesia, Sri Lanka, Argentina, United States, Canada, Italy.

\* 2017 forecast

OVERALL SATISFACTION

**82,23%**

RECOMMEND EXHIBITING IN NEXT EDITION



SUCCESSFUL CASE

**Galifresh makes the leap to Latin America and opens commercial office in Switzerland to approach Central European market**



The company has established commercial contacts at one of the most important trade fairs in the sector in Mexico for the distribution of 100% natural fruit purees in this country and in markets in Central and South America.

Galifresh expands to Latinoamérica by starting exporting its 100% natural fruit purees to various markets after its participation in Mexico at ExpoANTAD & Alimentaria. The company has reached agreements with importers / distributors for distribution in Mexico, Central America and South America.

Source: Noticias de Vigo, 19 de abril de 2017

IN SEARCH OF THE GENERATION OF WORTHWHILE EXPERIENCES

**NETWORKING  
PROMOTION  
BUSINESS  
INNOVATION**

✓ **Business meetings and Buyers Lounge:** a specific area is designed for the generation of business with its protagonists: guest buyers from several countries: Mexico, United States, Central y South America. Programs organized with the collaboration of the Mexican Council of Foreign Trade, Promexico, USA Trade, ALAS.

✓ **Food Connections:** Activities aimed at generating gastronomic experiences in its 3 areas: Tasting & Parings, Cooking Experience and Drinks Show, or through tastings, round tables, demonstrations, etc.

✓ **Media Snapshot:** Privileges space for the promotion of companies, products and innovations: new products, media-conferences forum, specialized Media Zone, bloggers, Medias.

✓ **Relational and Networking activities:** Welcoming Reception, sport tournament, Stores and Distribution Centre Tour.

Customer Support

Internacional companies:  
T.: +34 93 553 10 86 T.: +34 93 552 06 58  
internacional@alimentaria.com

Check our website:  
[www.alimentaria-mexico.com](http://www.alimentaria-mexico.com)