

OFFICIAL DATA. EXPO ANTAD & ALIMENTARIA MÉXICO 2018

Exhibitors:	1.900
Domestic	1.330
International	570
Country Origin	31 Countries
F&D Exhibitors	1.387
F&D Domestic	1.015
F&D International	372
Visits/ Visitors:	49.300 (37.200 badges)
Domestic	76%
International	24%

Exhibitor Profile. Expo Antad & Alimentaria México 2018

Origin: Domestic 70%, International 30%

Country of Origin: Argentina, Australia, Brazil, Canada, Chile, China, Colombia, Denmark, Ecuador, Germany, Greece, Guatemala, Guyana, India, Indonesia, Italy, Latvia, Myanmar, Panama, Peru, Poland, Portugal, Spain, Sudan, Thailand, Taiwan, Turkey, United Kingdom, United States, Uruguay.

Range segmentation:

73% Food & Beverage,
 7% Furniture & Store Equipment,
 5% Hygiene, Health and Personal Care,
 4% Technology,
 11% General Merchandises

Visitor Profile . Expo Antad & Alimentaria México 2017

Origin: Domestic 76%, International 24% (growth of 10% compared to the previous 2017 edition).

Origin of International Visitors:

North America: 51%
 Latin America: 15%
 Europe: 17%
 Asia, Africa and Oceania: 17%

Activity:

- Distribution
- Food Service (restaurants, hotels, institutional)
- Institutional
- Press

The main commercial activity of our visitor is: Bars, Butcher shops, Fast Food Chains, Restaurant Chains, Cafeteria, Canteens, Catering, Chefs, Price Clubs, Industrial Canteens, Marketers, Convenience Stores, Department Stores, Distributor, Schools, Pharmacy, Food Service, Hotels, Importers, Institutions, Wholesales, Bakery/ Confectionery, Suppliers, Restaurants Specialty Restaurant, Supermarkets, Organic and natural products stores, Grocery Stores, Liquor Stores, Specialized stores, Online Stores, Other.

99% of visitors consider participating in next edition and qualify its visit at the event as very productive.

Professional Visitor Profile

EXECUTIVE REPORTING LEVELS	
Senior Management	13%
Executive Management	44%
Buyers	32%
Operations	10%
Others	1%

DECISION MAKING PROCESS	
Decide	52%
Approve	40%
Influence	7%
Not participate	1%

INTERNATIONAL PAVILION. INTERNATIONAL FOOD & DRINKS. 2018

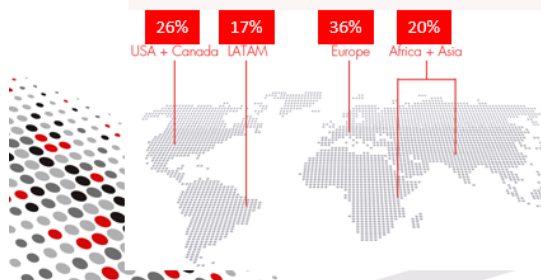


KEY FIGURES 2018

2018 DATA*. International Food & Drinks range

	2018
Total exhibitors F&B	1.387
International companies	372
Origin	30 countries
International pavilions and group participations	19

- More than **370 international companies** (9,4% increase vs 2017)
- 30 origin countries** :
 Germany, Argentina, Australia, **Brazil**, Canada, Chile, China, Colombia, South Korea, Denmark, Ecuador, Spain, U.S.A, Greece, Guatemala, Guyana, India, Indonesia, Italia, **Latvia**, Myanmar, **Panama**, Peru, Poland, United Kingdom, Sudan, Taiwan, Thailand, Turkey, **Uruguay**.
- Outstanding participation of international pavilions or group participations**



* Non-definitive data



LINES OF ACTION

BUSINESS AND INTERNATIONALITY:

BUYERS PROGRAM:

- **Meetings with Commercial Chains associated to ANTAD** (including those chains that had space in the Exhibition Floor).

It is estimated that more than 35,400 meetings with estimated sales of 14.200 Million pesos (a 6% increase compared to previous edition).

Chains on the Exhibition Floor were: Casa Ley, Chedraui, Farmacias Benavides, La Comer, Liverpool, Smart & Final, Soriana, Super Kompras, Super del Norte and Wal-Mart.

In the International Pavilion was attended by ANTAD partners with buyers looking for supply in gourmet products, Foodservice, international products: Casa Ley, Chedraui, la Comer and Soriana.

Furthermore, the Expo was attended by professionals of Antad's Partners who were not present in the Exhibition Floor.

- **Special invitation to Importers and professionals of Foodservice**
In the category of buyers in the HO.RE.CA and Food Service sector, we have the participation of 127 buyers from more than 115 chains: Bars, Restaurants, Hotels, Importers, Chefs, Wine Shops, among others.

- **International Buyers**
Presence of Chains Stores from USA: Northgate Market and NAFTA Distributors. More than + de 550 buyers from USA, Canada and Central America in the Hosted Buyers Program, coordinated and supported by ProMexico and by the Antad Representative in California.

The special invitation to buyers from Central America, the Caribbean and Latin America is also highlighted by the organization and by the Latin American Supermarket Association (ALAS), which promotes the assistance of buyers and supermarkets every year. ALAS represents the interests of federations, chambers of commerce, associations, institutions and independent supermarkets of more than 18 countries of Latin America, USA and the Caribbean. Among others, it brings together entities such as ANTAD, the Brazilian Association of Supermarkets (Abras), the Argentine Federation of Supermarkets and Self-Service (FASA) and the US Food Marketing Institute.

GENERATING: EXPERIENCES, KNOWLEDGE AND NETWORKING

Opening Plenary Session:

- During the INAUGURAL PLENARY SESSION, the Magna Inaugural Conference was held with the theme "To Grow Up Mexico" by Sergio Sarmiento, with the attendance of 750 participants. Several messages were then delivered by the candidates for the presidential elections and there was the presence of professionals from the Public and Private Sector.



Sports Program, Tour to the Distribution Center of Chedraui (CEDIS) and Welcome reception:

- Prior to the inauguration, the **SPORTS PROGRAM** was held in the facilities of the Atlas Club with the participation of 126 players.



The same day at night, the **WELCOME RECEPTION** took place with an attendance of 1,800 executives.

First contact between buyers and exhibitors with the support and collaboration of the Secretary of Agriculture (SAGARPA), who with the coordination of ASERCA supported the National Association and Establishments TIF (ANETIF) and Mexico Supreme Quality; we also have the support of the companies: Grupo Modelo and Coca-Cola.



Conference Program:

The Inaugural Magna Conference was held with the theme "So that Mexico grows" by Sergio Sarmiento, with the attendance of 750 participants. Super sessions and specialized conferences were held 39 lectures with topics related to the Retail sector, these conferences had the participation of 3,448 attendees.

FOOD CONNECTIONS:

- In order to cater the growth and development of the Gastronomic and Culinary areas in the Retail and HORECA sectors, we had created 3 main activities: The Cooking Experience, The Drink Show and The Tasting Show with 46 demonstrations. With these activations the participants had the opportunity to make business and get valuable information.



MEDIASNAPSHOT:

- On the Business Floor, it was developed as in the last two editions, a space that grouped the official Media of the Expo and other media of the sector and a place for innovation where 660 New Products were presented. This space also had our media room and space for newspapers, magazines and bloggers; as well as a suitable space in which conferences were held on topics of interest in the retail and HORECA sector.



HIGHLIGHTS . Expo Antad & Alimentaria México 2018

- **Range segmentation of the Expo**, under the objective of sorting out the range of products to facilitate and improve the visit and optimization in times of buyers.
- Segmentation of the two pavilions, both Jalisco and Guadalajara. With continuity of the food range (national in Jalisco and International in Guadalajara).
- **International Pavilion (formerly Guadalajara Hall):**
 - Unique entrance and exit of visitors and exhibitors to the Expo by the International Pavilion
 - Presence in the International Pavilion (Guadalajara) of Associated Chains, who buy international / gourmet products and / or act as an importer, to serve exclusively potential international suppliers.
 - International Pavilion as a dynamic space with networking, exchanges and experiences.
- **Attracting current profiles and new profiles:**

- Unique in the world: Some Associated chains move their purchasing offices to the fair with the assistance of buyers.
- Call to the Food Service channel (hotel chains, restaurants, catering especially strategic areas, also the chains of associates).
- One-to-One invitation to Mexican and Central American importers.
- Creation and implementation of different programs and actions to generate Business.
- With the collaboration of Mexican Council of Foreign Trade, PROMÉXICO and USA, invitation to importers, brokers and other professionals involved in the foreign trade of Mexico, USA, Central and South America.
- Invitation of the organization through One-to-One actions to professionals in Central America and Latin America: Importers, distributors, hotel chains, restaurants, cruise providers.
- Direct invitation to US Buyers (importers and retailers).
- Northgate Market and Vallarta Supermarkets (US commercial chains) present on the Exhibition Floor.
- Proméxico's Hosted Buyers Program.
- Celebration of the ALAS (Latin American Supermarkets Association) Meeting during the Expo, which brings together 15 members, all professionals from Latin American retail chains.
- Matchmaking System.