

2025 EDITION
8.8
VISITOR RATING



3rd EDITION

14-16 SEPTEMBER 2027

VICTAM

LatAm 2027

IN CO-LOCATION WITH



LATIN AMERICA'S LARGEST DEDICATED EVENT FOR THE ANIMAL FEED AND FLOUR PROCESSING INDUSTRIES

VENUE: White pavilion, Expo Center Norte, São Paulo, Brazil



Founding companies:



VICTAM LATAM 2027 *Green lights ahead*

More visitors, more business, more momentum.

Since 1964, Victam has been hosting the world's largest events dedicated to the animal feed processing industry. Together with its co-events, GRAPAS and Feed Formulation 2027, it has developed into a leading platform for flour processing, grain handling, and animal nutrition.

With an impressive 73% rebooking rate, Victam LatAm 2025 confirmed its position as Latin America's leading event for the feed and grain processing industries. Exhibitors reported valuable business contacts and solid returns on their participation.

Following a 41% increase in visitor numbers, the event's growth reflects both the region's potential and the industry's confidence in Victam LatAm as a proven business platform.

In response to market demand, the next edition will introduce the Animal Farm Equipment segment—expanding the event's scope from feed mill to farm. To further meet market needs, hosted buyer missions from other Latin American countries will be organized to make it a truly Latin American event. Building on this success, Victam LatAm 2027 promises to grow even further.

We look forward to welcoming you.

WHO SHOULD PARTICIPATE



SEGMENTS

- Animal farming • Animal feed • Animal health • Aqua feed • Biomass • Flour processing • Grain handling • Pet food • Poultry feed



EXHIBITOR PROFILE

- Animal farm equipment • Feed milling technology • Flour milling technology • Handling services • Health ingredients • Ingredients and additives • IT and Data analyses • Laboratory equipment • Packaging • Safety and automation • Spare parts • Storage



VISITOR PROFILE

- Animal farms • Cooperatives • Feed formulators • Feed millers • Flour millers • Food retailers • Harbours • Nutritionists • Pet food producers • Traders • Universities & research institutions • Veterinarians • Zootechnics

HOW TO EXHIBIT



AS AN EXHIBITOR

- Fill in the online application via the qr-code or contact our sales team to receive a stand proposal
- Participate with your own stand or order from a variety of ready to go stand designs
- Our team will gladly discuss event branding opportunities with you

WHY EXHIBIT

- › Huge market potential
- › The largest event in Latin America for professionals across the feed and grain processing sectors
- › Focus on the entire Latin American region
- › Buyers mission from Argentina, Chile, and Colombia
- › High-quality visitors
- › The all-in-one event for the feed and grain sectors
- › Elaborate conference program
- › Bi-annual event
- › Quality of event expressed by rebooking of 73% during event days
- › Partner Search Program to help you connect with local business partners

MARKET POTENTIAL

- › With ~94 million tonnes of animal feed forecast in Brazil in 2025, Brazil remains among the top global producers
- › The region produces over 20% of beef and 21,4% of poultry at global level. In the area of eggs and milk, the region contributes more than 10%
- › Latin American countries are major exporters of soybeans, pork, maize, poultry, and animal feed
- › Brazil is the world's fourth largest grain-producer (rice, barley, corn, soybeans, and wheat), following China, The USA and India. In 2025, Brazil produced the largest grain harvest ever at 355 million tons of grain!

- › **PRE BOOKING RATE : UNTIL JUNE 1 2026***
- › **EARLY BIRD RATE : UNTIL APRIL 1 2027***

*Stand allocation is done on a first come first serve basis



**SEE YOU
IN 2027**

MORE INFORMATION

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3 EVENTS UNDER ONE ROOF!

Under the umbrella of VICTAM LatAm, 2 events are organized in parallel. With these events it will be the complete event for animal feed and grain processing and handling.

CO-LOCATED EVENTS



Feed Formulation is dedicated to animal feed additives and nutritional solutions. With its co-location at VICTAM, the show becomes the total event for the animal feed industry — bringing together every essential segment of the animal feed and pet food production chain.

This is a valuable opportunity to connect with leading players in feed technology, nutrition, pharmaceuticals, and genetics. The conference program explores a wide range of topics, including trends and innovations in animal nutrition, feed formulation, and feed additives.

With more than 150 exhibitors, Feed Formulation LatAm offers a complete overview of current products and market innovations.



GRAPAS is firmly established as the leading event for the grain and flour processing industries. The show brings together a wide range of companies presenting solutions in milling, handling and storage equipment.

GRAPAS attracts flour millers, logistics companies, storage companies and trade professionals from across Latin America who come to discover new technology, gain insights through education and connect with industry peers. The technical conference delivers practical knowledge to help millers improve yields, efficiency, customer satisfaction and operational safety.



Animal Farm Equipment Zone

Technology and solutions for Animal Farms — from feed to animal product. This extension of the event is a direct response to the vertically integrated Latin American market. The region possesses over large-scale 'integrated farms' that cover the entire production chain—from animal feed production to meat processing industry. Consequently, the animal farms who already attend the exhibition for feed milling technology, are the same professionals who are investing in stall equipment, feeding systems, barn machinery, automation, health and hygiene, environmental monitoring and control, and meat processing technology.



- **WHEN :** SEPTEMBER 14-16, 2027
- **WHERE :** WHITE PAVILION, EXPO CENTER NORTE, SÃO PAULO, BRAZIL

*To participate or to receive a stand proposal at any of the two partner events, please contact VICTAM at expo@victam.com

CONFERENCE AND WORKSHOP PROGRAMS

Among other topics: • Efficiency in sustainable nutrition • Mill Safety • Feed Formulation • Feed Safety • Feed Technology • Grain Handling and Storage • Packaging • Pet Food and Aqua Feed extrusion • Sustainable Soy

SHOW REVIEW 2025

VICTAM LatAm 2027

IN CO-LOCATION WITH



TOP VISITING COUNTRIES

Excluding Brazil

Argentina 22% - Colombia 17% - Peru 16% - Uruguay 12%
- Chile 8% - Paraguay 6% - Bolivia 5% - Other 14%



VISITOR QUALITY

Final decision makers 37% - Co-decision makers 32%
- Influencers 18% - Not involved 13%



VISITORS BY INTEREST

Feed & Flour processing technology 43% - Animal feed compound 38% - Feed ingredients 36% - Poultry feed 19%
- Pet food 17% - Grain processing 14% - Animal health ingredients 12% - Automation & Control 12% - Storage & Handling 11% - Other 17%



237 EXHIBITORS

Representing 30 participating countries



6.122 VISITORS

41% increase in visitor numbers compared to Victam LatAm 2023



14.000m²

Gross exhibition space sold



8,8/10 RATING

Feedback from our visitors

“Victam LatAm 2025 was very successful for us. We saw strong visitor quality, efficient organization, and smooth logistics throughout. The show helped us meet precisely the audience we were hoping to engage and generated valuable leads for our sales pipeline. We appreciate the clear communications, helpful floor staff, and the overall atmosphere that encouraged meaningful technical conversations.”

Nils Minow, Head of Marketing & Corporate Communications, Amandus Kahl



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