



26<sup>th</sup> Edition

South America

Post Show Report

2024



Official Content Channel

**FOOD**  
CONNECTION

Strategic Partner

**ABIAM**  
Associação Brasileira da Indústria e  
Comércio de Ingredientes e Aditivos  
para Alimentos

Affiliated to

**UBRAFE**

Promotion and Organization

 **informa**markets



# The Event



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Food ingredients South America (FiSA) is the most complete platform for connecting, showcasing products and expanding knowledge from the ingredients sector to the food and beverage industry in South America, visited by thousands of professionals every year who come seeking to know what innovations will inspire the launch of new products in Brazil and worldwide.

The 2024 edition of the event was the biggest one yet, strengthening its position as the main stage for innovation in the sector. The number of exhibitors grew by 21% and the exhibition area by 26%, compared to the 2023 edition.

Check out the results of this great event below!





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# FiSA 2024 in numbers



**11,409**  
attendees



**9 experiences**  
focused in content, innovation, relationships and business



**100+**  
renowned speakers



**263** exhibiting companies  
**800** national and international brands from 9 different countries



**6,541.20 m<sup>2</sup>**  
of exhibition space



**39+**  
hours of content



**39 countries**  
attending

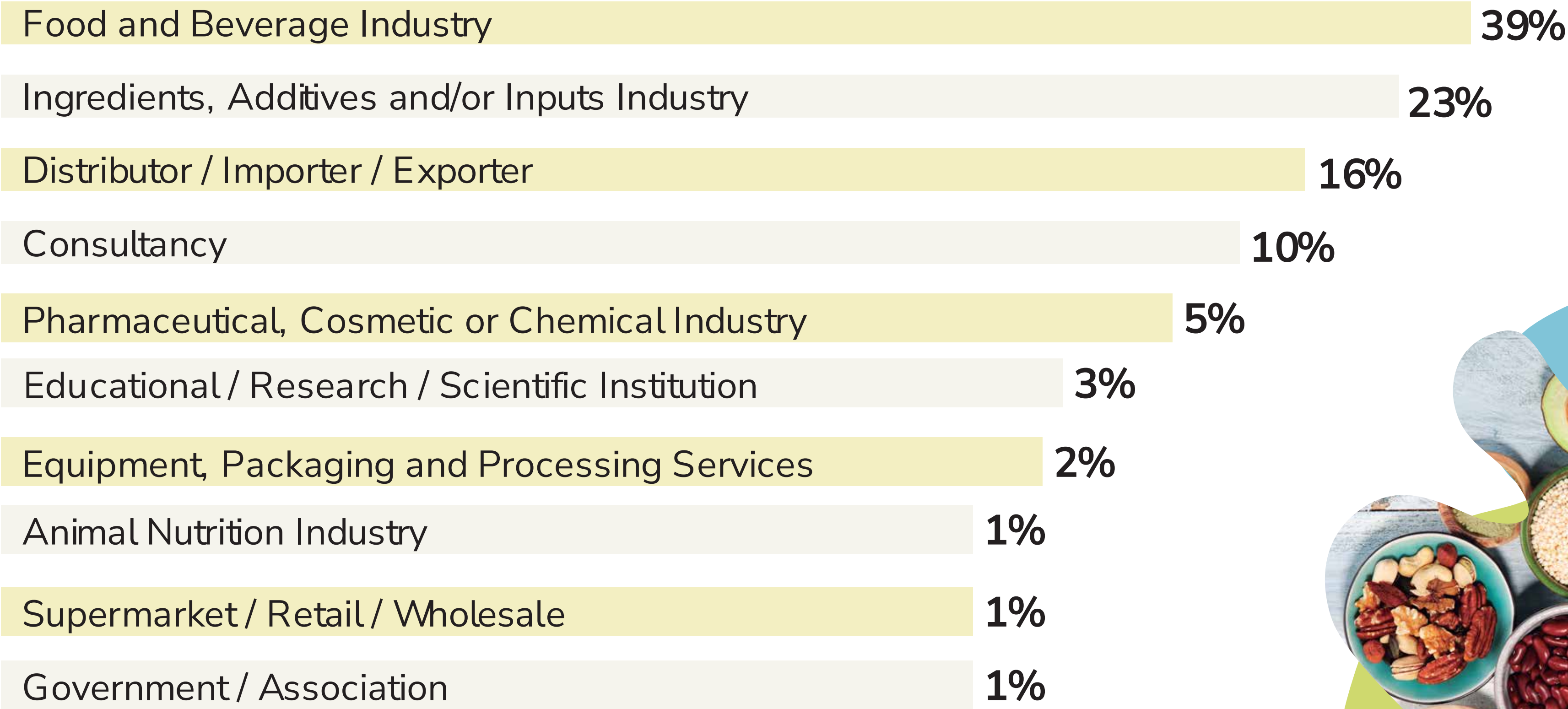
Promoção e Organização





## Attendance from all segments

The premier ingredient innovation gathering for the food and beverage industries in South America

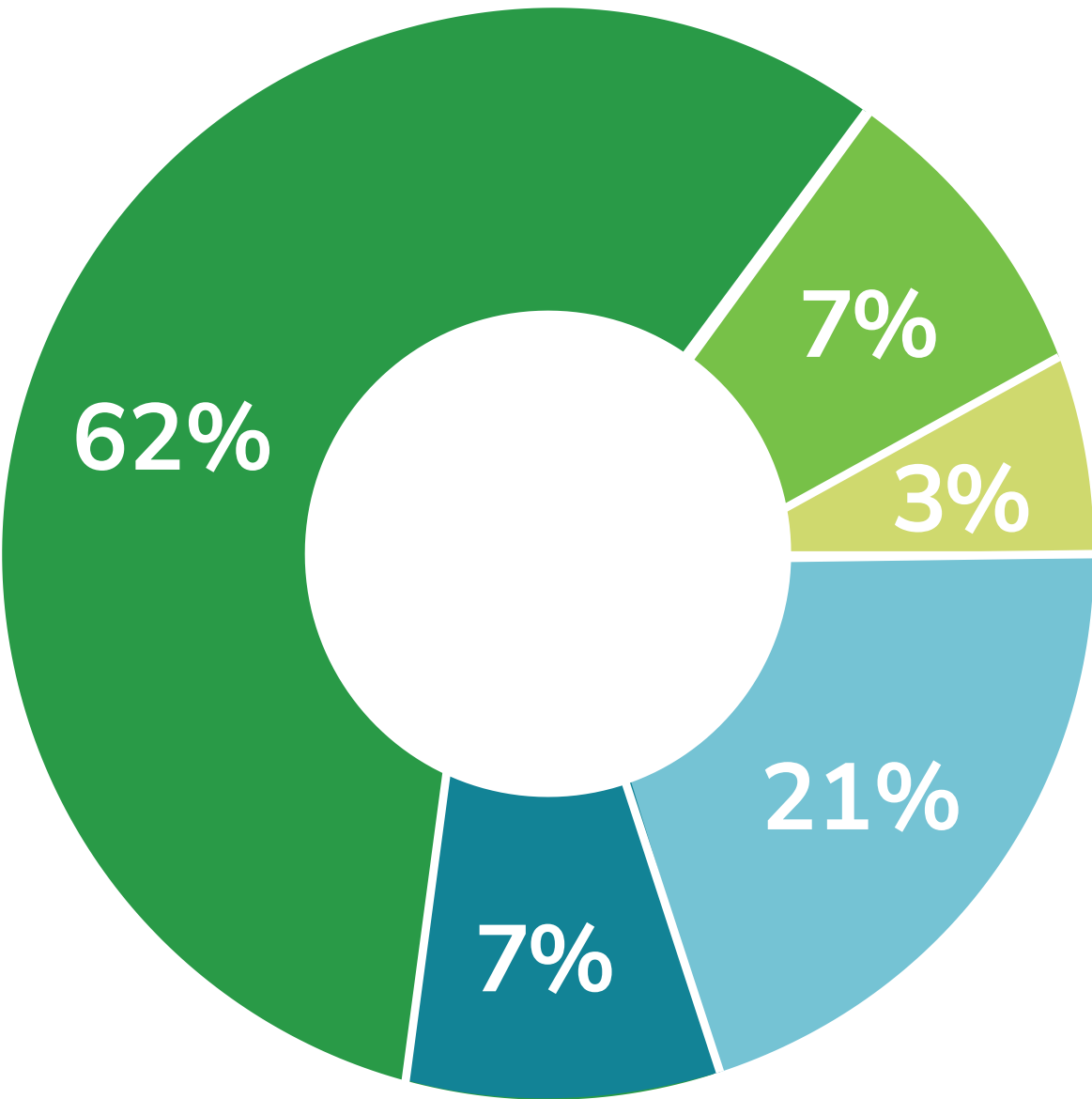


# Qualified Audience



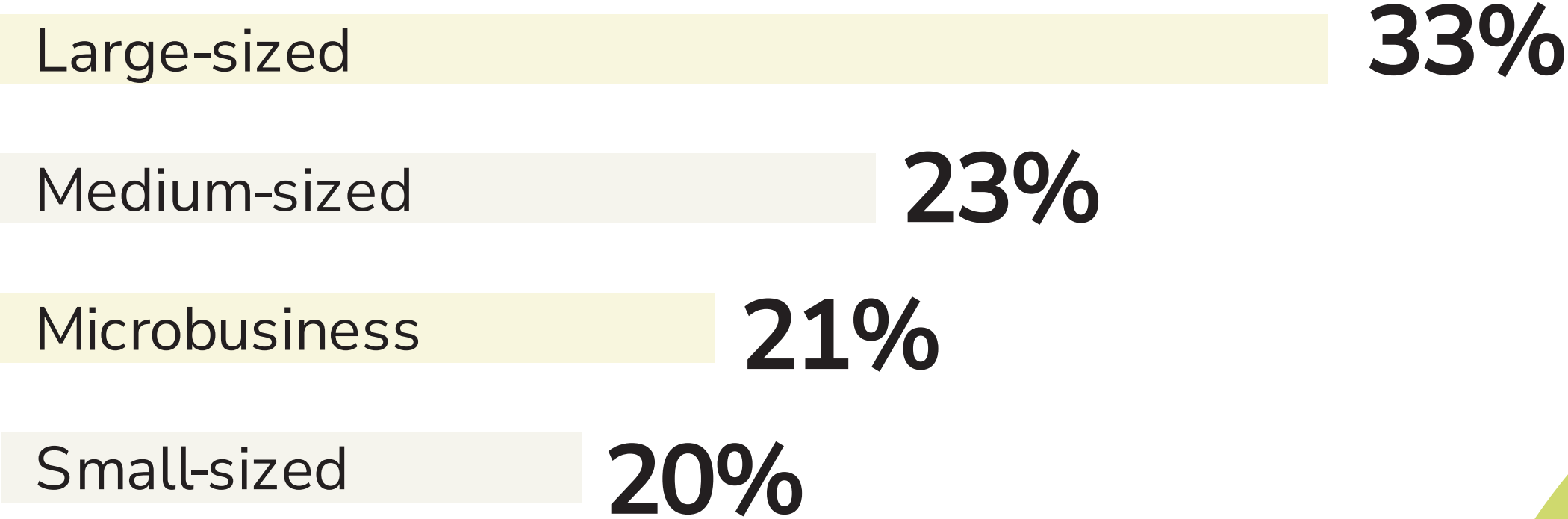
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## Positions



- Leadership positions\*
- Consultant
- Non-management positions
- Buyer
- Student

## Company Size



**71% of visitors are buyers or influence the purchase**



\* Partner / Owner | President / VP | C-Level | Director | Coordinator | Manager | Supervisor | Specialist

# Qualified Audience



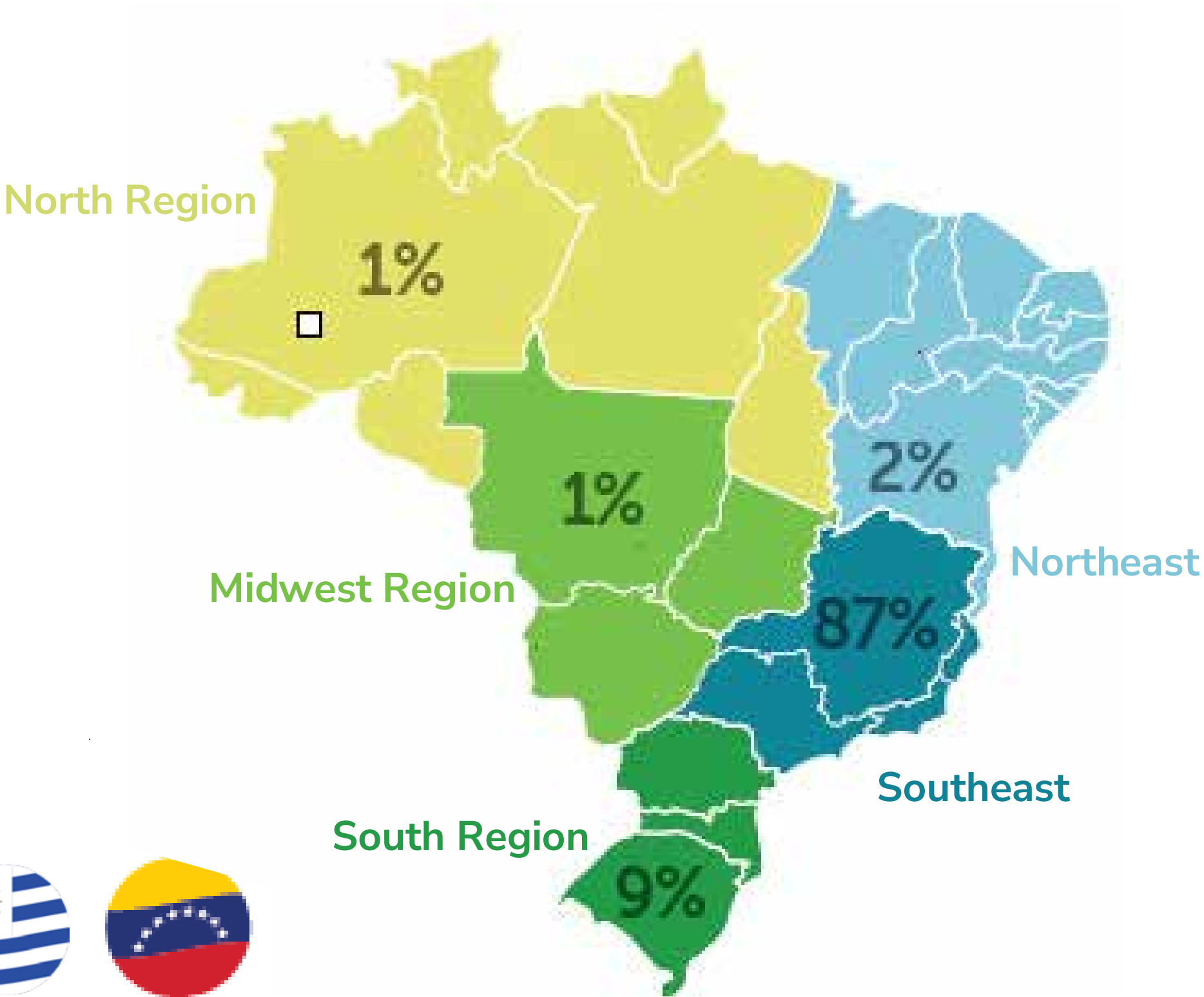
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Visitation with international coverage



**39** Countries attending

Professionals from all regions of Brazil



## Highlights – South America



# Qualified Audience



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## Department

Research and Development / Innovation / Marketing / Purchasing **44%**

Sales / Distribution **25%**

Administrative/Financial **11%**

Quality Control/Regulatory Affairs and Services/  
Legal / Hygiene and Sanitation **8%**

Operational / Production / Industrial / Packaging **7%**

Consulting / Training and Education **5%**













# Visitor Profiles



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## Top 20 products of interest to visitors

1.  Natural Ingredients / Organic Ingredients/  
Fruits and Vegetables /Plant Extract
2.  Flavors and Spices / Flavorings
3.  Functional / Nutraceutical Ingredients
4.  Plant-Based Protein
5.  Sugars Sweeteners and Syrups
6.  Emulsifiers
7.  Dye
8.  Preservatives
9.  Cocoa and Chocolate
10.  Vitamins

11.  Starch
12.  Antioxidants
13.  Enzymes
14.  Acidulants and pH Control Agents
15.  Collagen
16.  Stabilizers and Thickeners, Binders  
and Texturizers
17.  Fibers
18.  Fats and Oils
19.  Amino Acids
20.  Labeling



# What visitors say



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## The event approved by the market

“

We find many suppliers with innovations, with improvements to the product, to shelf life, aromas, trends in spicy flavors and trends that are coming to the market to improve products.

”

**Eliane Barros, Manager – Marba**

“

Our company is on a journey to find new products for sustainability and health, and this is where the key elements for our new products are found.

”

**Gilberto Firmino, General Manager – BOKUS**

“

We have already prospected two new ingredients, which we understand will do a lot of good for an innovation that is ahead. FiSA is important because this is where we find all the best innovations and technology.

”

**Michel Bastos, Purchasing Manager – Danone**

“

If I had to define FiSA in one word, I think it would be innovation, because this is where we find the news that we need to innovate in the supplements on a daily basis.

”

**Tatiane Izumi, Coordinator – Integralmedica**

# What visitors say



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## The event approved by the market

“

This is the place we discover what's trending, such as vegan cheeses, plant-based meats and analogs. This gives us inspiration to come up with tasty, good quality, healthy vegan products.

**Guilherme Carvalho, Executive Partner – Pop Vegan**

”

“

I would say that FiSA is essential. I have participated in several editions and every year we are able to capture things from FiSA that we will inevitably use. So for Nestlé, there is not a year that we come here and do not capture something that I end up applying to something in the company's products.

**Marcos Laurindo, Manager – Nestlé**

”

“

FiSA is in great demand for oils and fats, ingredients for the chocolate sector, and so far we have been able to find what we are looking for. We always visit FiSA, and this year we noticed that the event is even bigger than last year, so more suppliers.

**Aldo Santana, Industrial Manager – Cia do Cacau**

”

“

Those who do not come to FiSA are missing the opportunity to meet with the largest companies in the Brazilian sector and even outside Brazil, to talk, to network, to understand what the market has to offer and to seek solutions to the great challenges we have for the coming year.

**Liliane Moraes, R&D Manager – PepsiCo**

”



# What visitors say



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## The event approved by the market

“ FiSA is essential for the food market. It is not only important, it is essential to the entire innovation and quality movement. And now sustainability biases are also starting to emerge. ”

**Karina Carneiro, Research and Development Coordinator – Friboi**

“ We pay close attention to market trends. So if you think about ingredients that are already on the market, but formulated in new pharmaceutical forms, we have seen a lot of gummy. My expectation here is to see more original forms of these already known ingredients. ”

**Ana Clara Castro, New Business Coordinator – EMS**

“ It's my first time at the show. It was very interesting, I was able to talk to many suppliers and find the solutions we needed. ”

**Jullia Oliveira, R&D Analyst – Visc ofan do Brasil**





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## Visitors

**80%**

intend to return in the next edition

**85%**

consider participation in FiSA important to their business

**72%**

attended FiSA to learn about market trends

**73%**

attended the event to increase industry knowledge and networking

## Exhibitors

**84%**

satisfied with the quality of the visit

**93%**

satisfied with the number of attendees at the event

**90%**

satisfied with the overall event

For 28 years, the main event for innovations in ingredients for the food and beverage industries recognized by the market!



# Exhibitors



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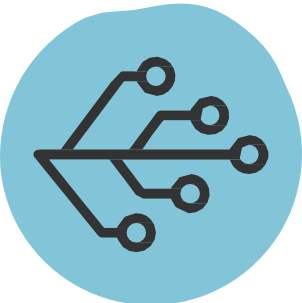


**263**  
exhibitors



**800**  
national and international brands from 9 countries

# Segments



Health Ingredients, Natural  
Ingredients, Food Ingredients,  
Pet Food Ingredients



Food safety, quality  
and services



Ingredient distributor  
industry



# Exhibitor Testimonials



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## Guaranteed return on investment

“

I think our booth is one of the most visited. It's great to know that we're still very active in the market. We're very happy. The flow is always very high and quality. Very focused on the audience we are looking for.

”

**Lara Barbosa, Marketing Analyst South America – Barentz**

“

I liked it a lot, even more than last year. I think the audience is more selective and qualified. The flow was also very good. We had more commercial conversations, we had more of an interested audience, so it was very rewarding for us.

”

**Guilherme Sanchez, Inbound Marketing Specialist – Ingredion**

“

Our goal with the fair is the promotion of Indonesian products. We are a government agency, so the show is very important because it makes it very easy to represent our products and show them to visitors. Our focus is to get the buyer, the importer from here, to import the products from Indonesia to Brazil. FiSA makes this process much easier. We did a lot of business. We plan to attend every year.

”

**Dewi Murni, International Communication – ITPC**

“

The booth was very busy. We have not closed any deals yet, but we had a lot of demand for animal protein, both domestically and internationally. The second day of the fair was the busiest. We have participated in FiSA in 2022, 2023 and now 2024. Next year is already confirmed.

”

**Matheus Alves, Marketing Analyst – Shinoda**



# Exhibitor Testimonials



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South America

## Guaranteed return on investment



Denver had been away from the show for about eight years, so coming back was a big challenge for our team. And it was very gratifying. We have several customers and partners who are here. The relationship with the customer was also important. The booth was full, the flow was good and we're interested in coming back to FiSA next year. We were able to schedule meetings and deal with more strategic issues, so being here at the fair is important.



**Nayra de Oliveira Santos, Marketing Analyst – Denver**



The movement was very good, we had today, on the third day, with an hour of fair, almost 260 people attended. Many of them are already our customers. We've always had very positive feedback at FiSA, and this year was no different. I think the movement was very good. This year we had fewer people who are not in the industry. These are positive points because we can really focus on customers and prospects. The contract for next year has already been signed.



**Giovanna Diniz, Marketing Analyst – Matrix**



The event is always very positive for our company. It is an environment for generating opportunities and relationships, not a fair for closing deals. We had a lot of relevant customers visiting the booth, which is very important for us.



**Caroline Souza, Marketing Manager – Daxia**



This is our third year at FiSA and we have already signed up for next year. The booth is busy every day, no tables are empty and we receive many proposals. We noticed the presence of many new customers, in addition to those we already knew. I think the sales team is very happy with that.



**Julia Krimpelbein, Marketing Analyst – Aplinova**

# Exhibitor Testimonials



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## Guaranteed return on investment

“

This year was one of the most important years for us because we are in the process of signing contracts with the three largest companies in Brazil in our industry, and all three came on the first and second days of the fair. So we were able to shake hands, look people in the eye, talk to customers and prospects, and close long-term deals worth millions of dollars. The first and second days were the most important for us. In addition, customers came from Venezuela and Bolivia, who work with annatto oil, so we have already started sending samples for export.

**Matheus Santos, Commercial Supervisor – Vale Urucum**

”

“

Kilyos' participation in FiSA is really more about the relationship, meeting our customers and prospects at the beginning of the conversation. We really like the frequency of visits and even the qualifications of the visitors. It was very interesting.

We have been participating in FiSA since 2015, with some gaps in between, but we always try to be there, and we plan to participate again next year.

**Paula Hirata, Marketing Coordinator – Kilyos**

”

“

Of course, we always do business, we always meet new customers, especially from outside Brazil. There are a lot of people from abroad at the show, which is interesting for us. Overall, we noticed that visitors are looking for new products, which is cool. We have been participating in FiSA since 2018, and today we are closing our participation for the next edition.

**Caroline Souza, Marketing Manager – Daxia**

”



# Attractions and experiences

Fi South America offered three days packed with content, networking and opportunities to discover new ingredients and innovations.



**2,114**  
attendees



**39+**  
hours of content



**9**  
attractions



**100+**  
speakers





# Content attractions

Summit  
**Future of  
Nutrition**

Supplier  
**Solutions**

Topic: Future Nutrition - Innovation, Sustainability and Transformation

**618** congress attendees

The 2024 edition brought together professionals and experts to discuss topics essential to the future of the food industry, with a focus on the ingredients chain.

The topic was discussed from three market perspectives:

08/06– Natural Ingredients: Organic, Natural and Vegan

08/07– Food Ingredients: Trends and New Technologies

08/08– Health Ingredients: Functional and Nutraceuticals

Natural  
Ingredients

Food  
Ingredients

Health  
Ingredients

Sponsors:

**Barentz.**



# Content attractions

## Audience of congress attendees:

- 63%** hold leadership positions
- 52%** work at Research and Development / Innovation and Marketing areas
- 17%** work at Regulatory and Legal Affairs/Quality Control areas
- 73%** operate in the following industries:
  - Food and Beverages
  - Ingredients, Additives and/or Inputs
  - Animal Nutrition Industry
  - Pharmaceutical, Cosmetic or Chemical Industry
- 65%** work as buyers or hold a position that influence the purchase





# Content attractions



## SPOT REGULATÓRIO BY REGULARIUM

Event with news on the regulation of food and dietary supplements and the requirements for approval of new ingredients for innovation.

83 participants\*

Implementation:



Regularium

\*Audience:

24% are in Research and Development / Innovation area

52% hold leadership positions

63% are from the Regulatory and Legal Affairs and Services/Quality Control area



## Women's Networking Breakfast 61 participants\*

Exclusive event for women professionals in the ingredients, food and beverage industry, with the mission of promoting gender equality and discussing important issues related to sustainability in the industry, through presentations and debates with women in leading positions in the sector.

Sponsors:  

\*Audience:

52% operate in the food and beverage industry

85% hold leadership positions

# Innovation Hub Attractions and Experiences



## Innovation Tour

**98** participants\*

An exclusive experience for industry professionals that provides insight into market trends and ingredient innovations, including content sessions and tours of exhibitor booths.

Partnership: **FOODBRASIL**



### \*Audience:

**13%** are from the Regulatory and Legal Affairs and Services/Quality Control area

**41%** are in Research and Development / Innovation area

**52%** hold leadership positions



## New Product Zone

Sponsored by



**1,090** participants\*

A regular feature in other Fi exhibitions around the world, this zone features new innovations from exhibitors as well as entries to the Fi Innovation Awards and Startup Challenge

Sponsor:



### \*Audience:

**10%** are from the Regulatory and Legal Affairs and Services/Quality Control area

**45%** are in Research and Development / Innovation area

**57%** hold leadership positions



# Innovation Hub Attractions and Experiences



## Tasting Experience 265 participants\*

There was a tasting area open to visitors during the event, where they could try products that are trends, launches and novelties on the market.



## Plant-Based Experience 265 participants\*

Content and experiences related to the new trends of plant-based foods, including also vegan and vegetarian concepts.



## Sustainability Experience 265 participants\*

Space exclusively dedicated to sustainable and upcycled products.

Partnership:



\*Audience:

**15%** are from the Regulatory and Legal Affairs and Services/Quality Control area

**36%** are in Research and Development/ Innovation area

**57%** hold leadership positions



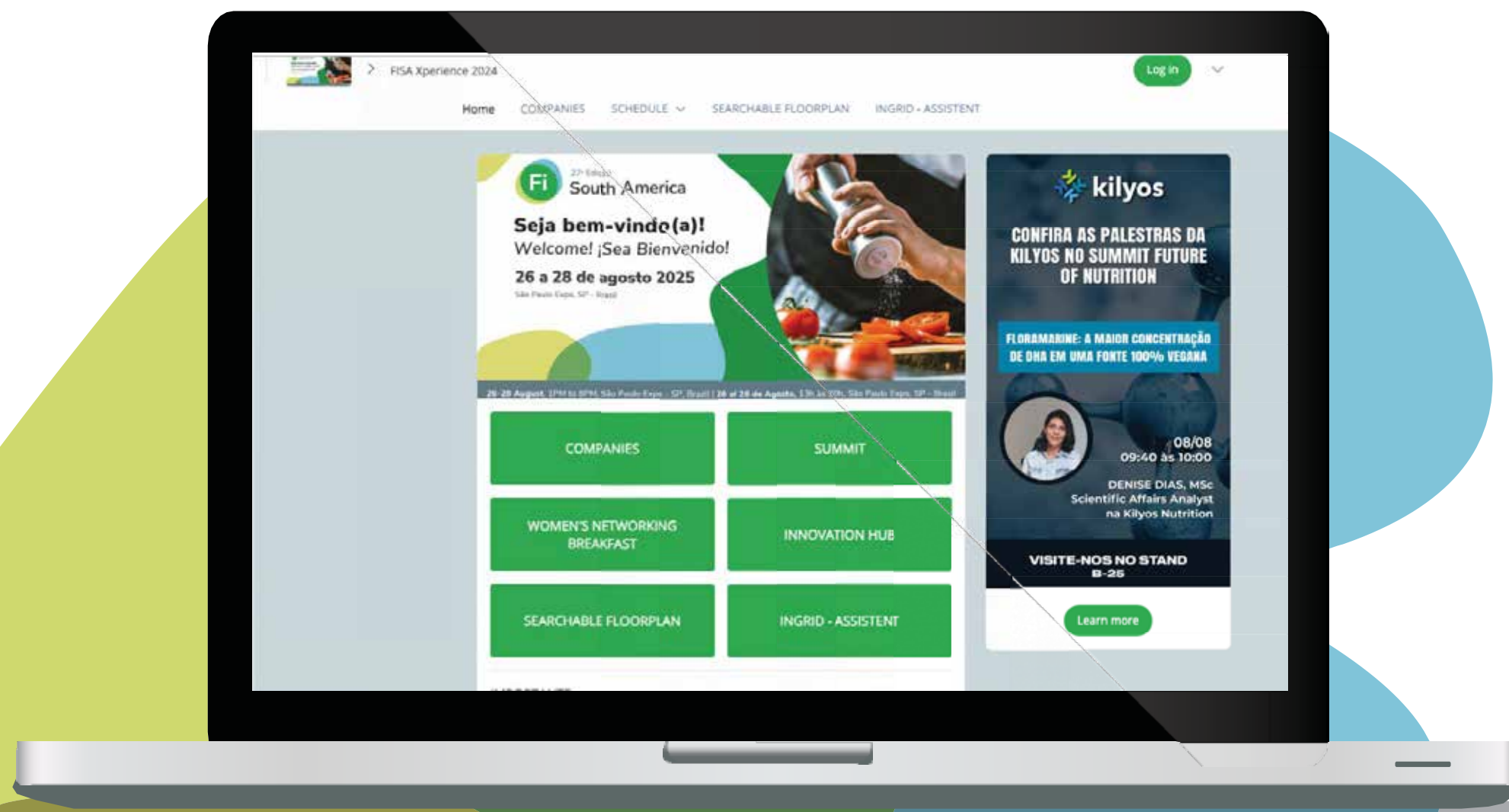
# Digital results



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A snapshot of year-round audience engagement\*

## Digital Platform



**14.400+**  
total visits to  
the platform

**2,500+**  
active users

**311**  
companies

**Most visited pages:**

**Displays / Conecte-se / Products**

\*Data collected from 11 August 2023 to 20 August 2024.

# Digital results

A snapshot of year-round audience engagement\*



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## Fair Website

285131

Show Website

408109

page views

## Social Media



8,594

followers



5,181

folbwers



4,200

folbwers



308

subscribers



72

subscribers

## FOOD CONNECTION

Food Connection is Fi South America' official channel with exclusive, unprecedented content focused on trends and insights for the entire food chain.

160+  
published  
content pieces

62,500+  
visits\*

\*Data collected from 11 August 2023 and 20 August 2024

# Ambassadors



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**Aline Assis**  
Technical Director  
Labeling®



**Aline Bortoletto**  
Director, Inovbev – Beverage  
Research and Development



**Aline Veloso**  
Food Engineer Influencer



**Amanda Martins**  
Director and Consultant, Learning  
Foods Treinamentos e Consultoria  
Ltda.



**Ana Rosa**  
Influencer



**Augusto Ichisato**  
Influencer



**Gabriela de  
Moraes**  
Technical Director  
Maximizar Consultoria



**Ja naina  
Mainardi**  
Director  
SENAI



**Luciana  
Sousa**  
Sales technician  
Finepack Embalagens



**Luiza Zanatta**  
Technical Director  
NutraLíder



**Maira Figueiredo**  
CEO  
NuRÓTULO



**Marcelo Cristianini**  
Full Professor, State University of  
Campinas



**Eloisa Espinosa**  
Founder and CEO  
E.L.O Connecting Food & People



**Fran d'Carlos**  
Technical Director  
Safer Food Consultoria



**Simone Magalhães**  
Executive Director, Becon Brasil  
Consultorias e Treinamentos



**Tatiane Ribeiro**  
SensoryLab  
Consultant



**Sara Araújo**  
Founder and Executive Director  
Solucionária



**Dafné Didier**  
Director of Regulatory & Scientific  
Affairs, Regoola



# Media Parters



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# Supporters





# Sustainability



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Food ingredients South America is committed to sustainability and has promoted initiatives that aim to inspire the food and beverage chain to rethink and build a future with positive impact and contribute to the achievement of the goals defined by the Development Goals UN Sustainable Development Goals (SDGs).

**2** ZERO HUNGER  
AND SUSTAINABLE  
AGRICULTURE



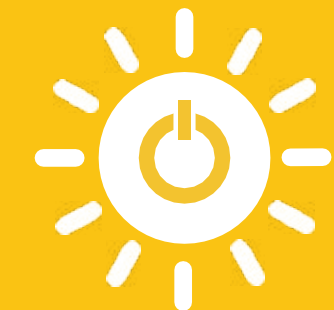
**4** QUALITY  
EDUCATION



**5** GENDER  
EQUALITY



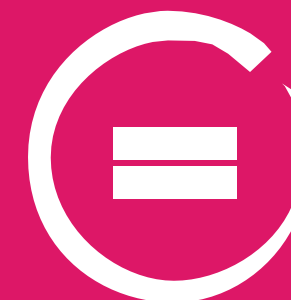
**7** AFFORDABLE AND  
CLEAN ENERGY



**9** INDUSTRY,  
INNOVATION AND  
INFRASTRUCTURE



**10** REDUCED  
INEQUALITIES



**11** SUSTAINABLE  
CITIES AND  
COMMUNITIES



**12** RESPONSIBLE  
CONSUMPTION  
AND  
PRODUCTION





# Sustainability



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## Padaria Escola Tiãozinho

The donated food was destined for the social project Padaria Escola Tiãozinho in Safrater, which offers professional training to the population of needy communities in order to integrate them into the labor market.



## Sustainable mobility

FiSA offered free transfers to visitors and exhibitors, encouraging carpooling to reduce the emission of polluting gases. Provision of electric trolleys for people with reduced mobility.



## Better Booths

Program that encourages the construction of more sustainable booths to zero waste generation.



## Carpete Solidário

Part of the amount that would be spent on the carpet will be converted into a food donation for the Padaria Escola Tiãozinho project.



## Green Lounge

Wellness space with rest area, cell towers and distribution of vegan crackers.



## Women's Networking Breakfast

Meeting with women who inspire the industry, with the aim of promoting gender equity, inclusion and diversity. We provide a support room for breastfeeding and prayers at the event.



## Summit Future of Nutrition

The Congress addressed issues of innovation related to the formation of sustainable food chains, with emphasis on the use and conservation of Brazilian socio-biodiversity.



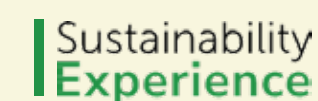
## Interactive map

Replacement of the printed pocket map by the digital map, contributing to the reduction of paper use and encouraging the use of sustainable technologies.



## Fi Awards and Startup Innovation Challenge

The traditional awards promoted by FiSA highlighted the Innovation in Sustainability category, mirrored in the growing investments in ESG made by the food and beverage industry.



## Sustainability Experience

Innovative project at FiSA, which explores the participation of exhibitors in the sustainable ingredients sector.



## Lecture translation

In our congress, we had the translation of the content in traditional audio, with headphones.

**Check all sustainability actions on the website:**

**[fi-events.com.br](https://fi-events.com.br)**

# Media coverage



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**125** publications in the media



**Visibility in food and beverage, business, events, technology and innovation vehicles:**

Companies and Businesses, Food Innovation, Additives and Ingredients, Radar Portal, Brazilian Fairs



**66,000+** people impacted



**The audience won** through the publications would mean an investment of **R\$725,000 in the media**



**CHECK OUT THE RELEASES ON OUR WEBSITE:**

**fi-events.com.br**



# Check out the 2024 edition



Click here and access  
the photo gallery



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# South America

Video  
highlights  
from **FiSA**  
**2024**







South America

See you in

2025

26 - 28 August 2025

São Paulo Expo (SP) – Brazil

[fi-events.com.br](https://fi-events.com.br)

Access our social media



Official Content Channel



Strategic Partner



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Promotion and Organization

