

Post Show Report 2023



HÍBRIDA

South America

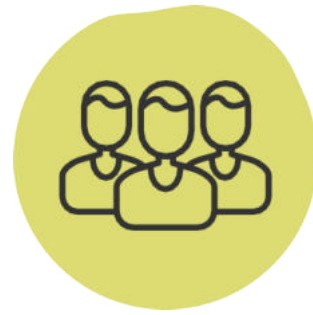
08-10 August | São Paulo Expo + Digital



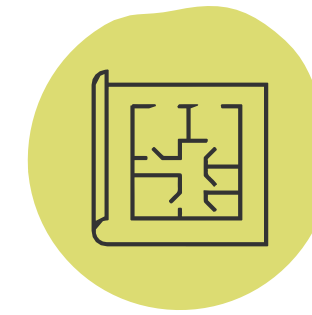
BIG Numbers

Food ingredients South America (FiSA) is the most complete platform for those who wish to network, exhibit their products and expand their knowledge in regards to the food and beverage industry.

Both through hybrid and digital solutions, we offer personalised business opportunities by connecting your company with an assertive and qualified audience **265 days per year**.



10,000+
professionals
visited the fair

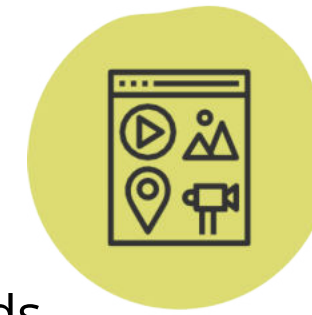


5,000+ m²
of exhibition
area



204
exhibiting
companies

800
national and
international brands



65+
hours
of content



100+
renowned
speakers



30
countries
present



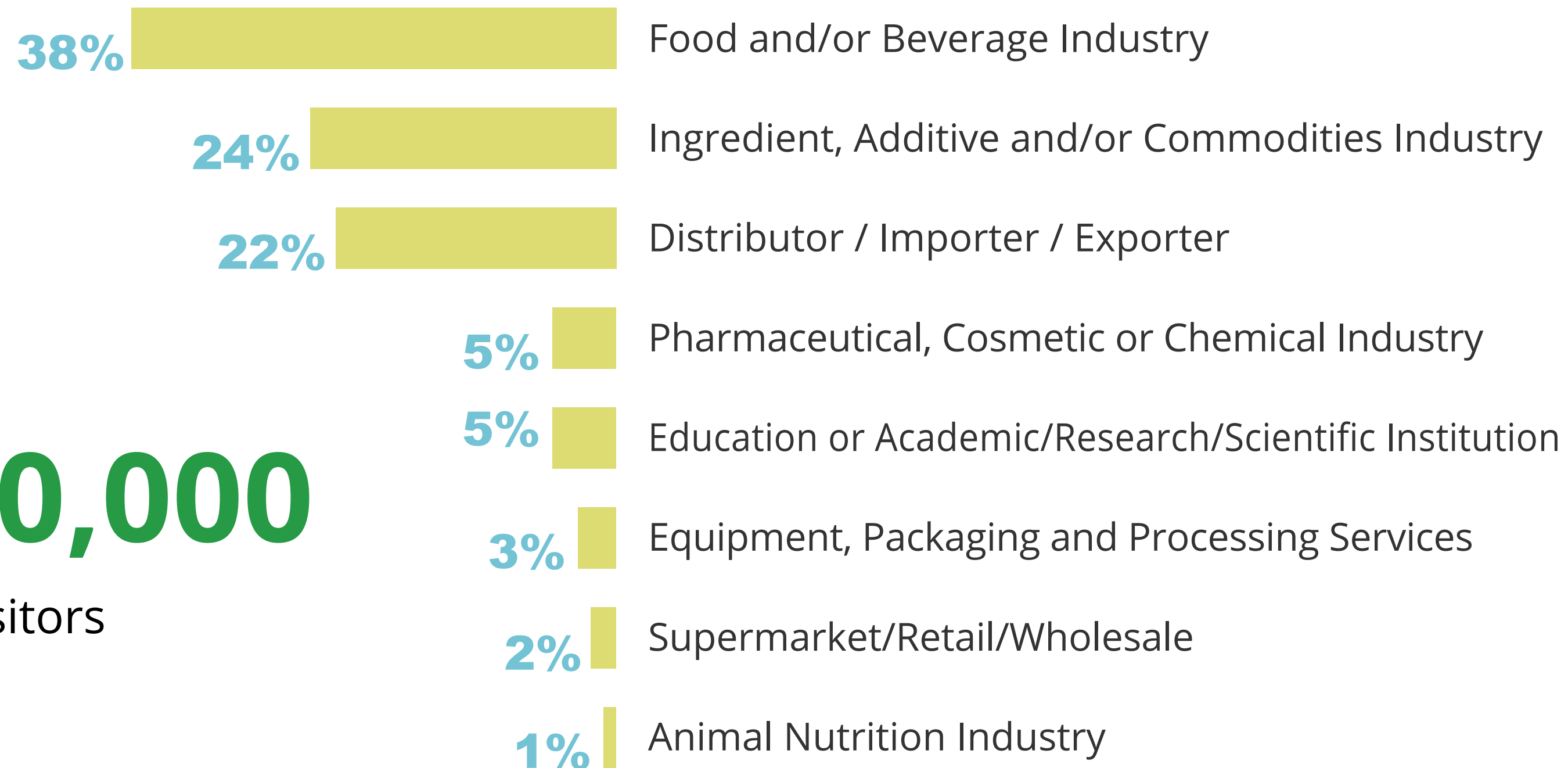
11
experiences focused on
content, innovation,
relationships and business

*General FiSA numbers from 08-10 August 2023

Visitors

The main gathering for food & beverage ingredients!

10,000
visitors

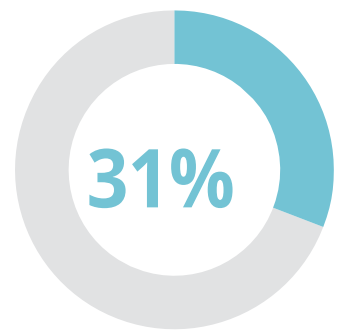


Qualified attendees

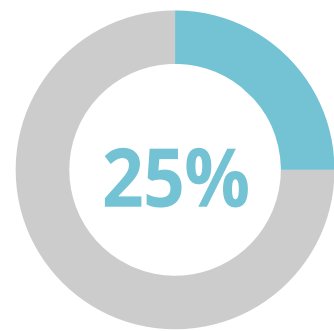
65%

of visitors are buyers or purchase influencers

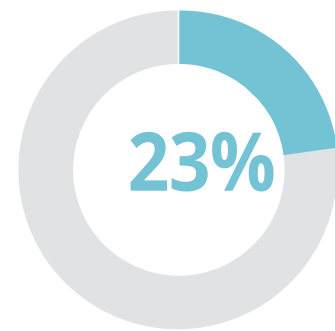
Company size



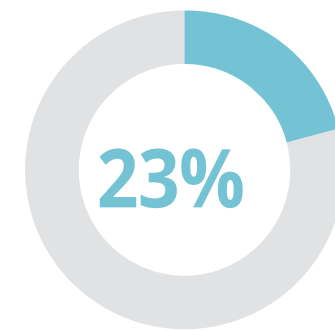
Large



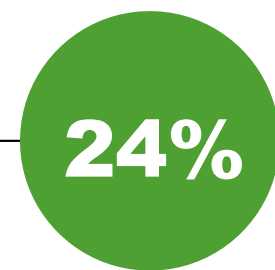
Micro



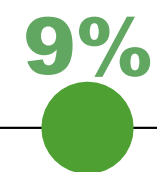
Medium



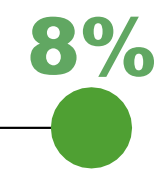
Small



Non-management
position



Buyer



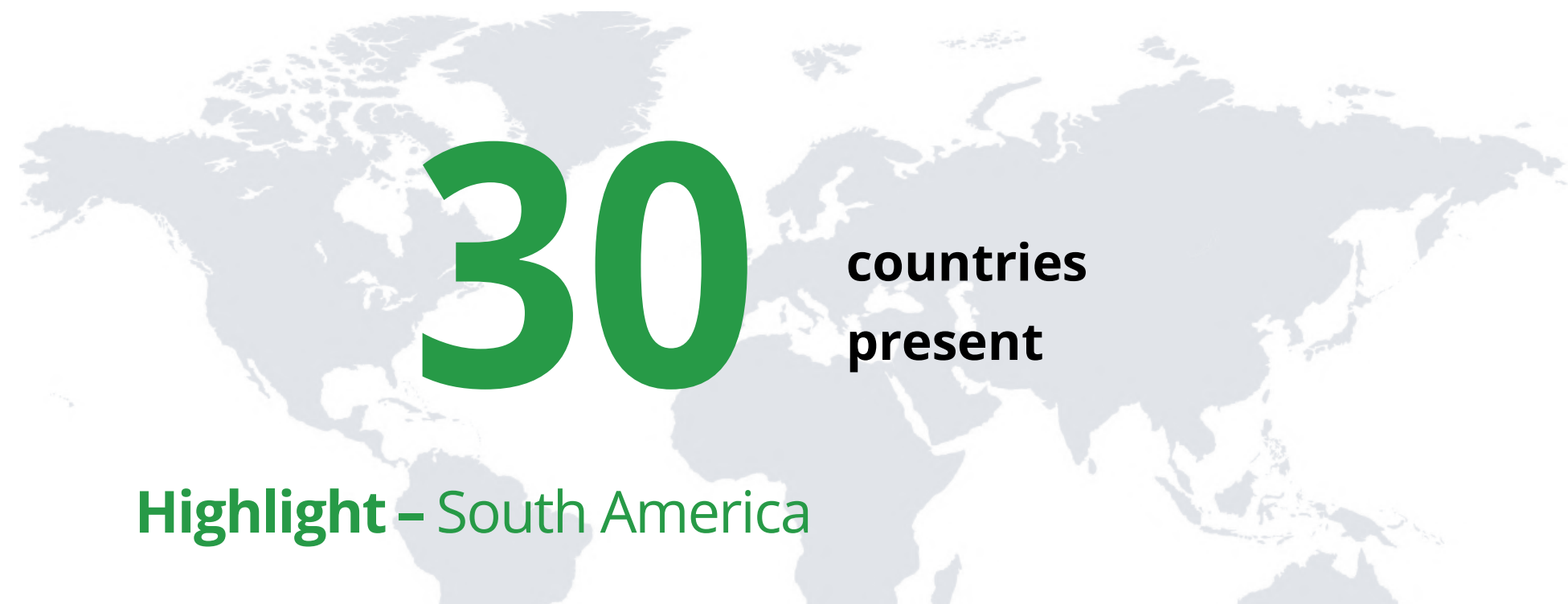
Consultant

Partner / CEO | Director / VP | C-Level | Coordinator |
Supervisor | Specialist



Qualified attendees

International Presence



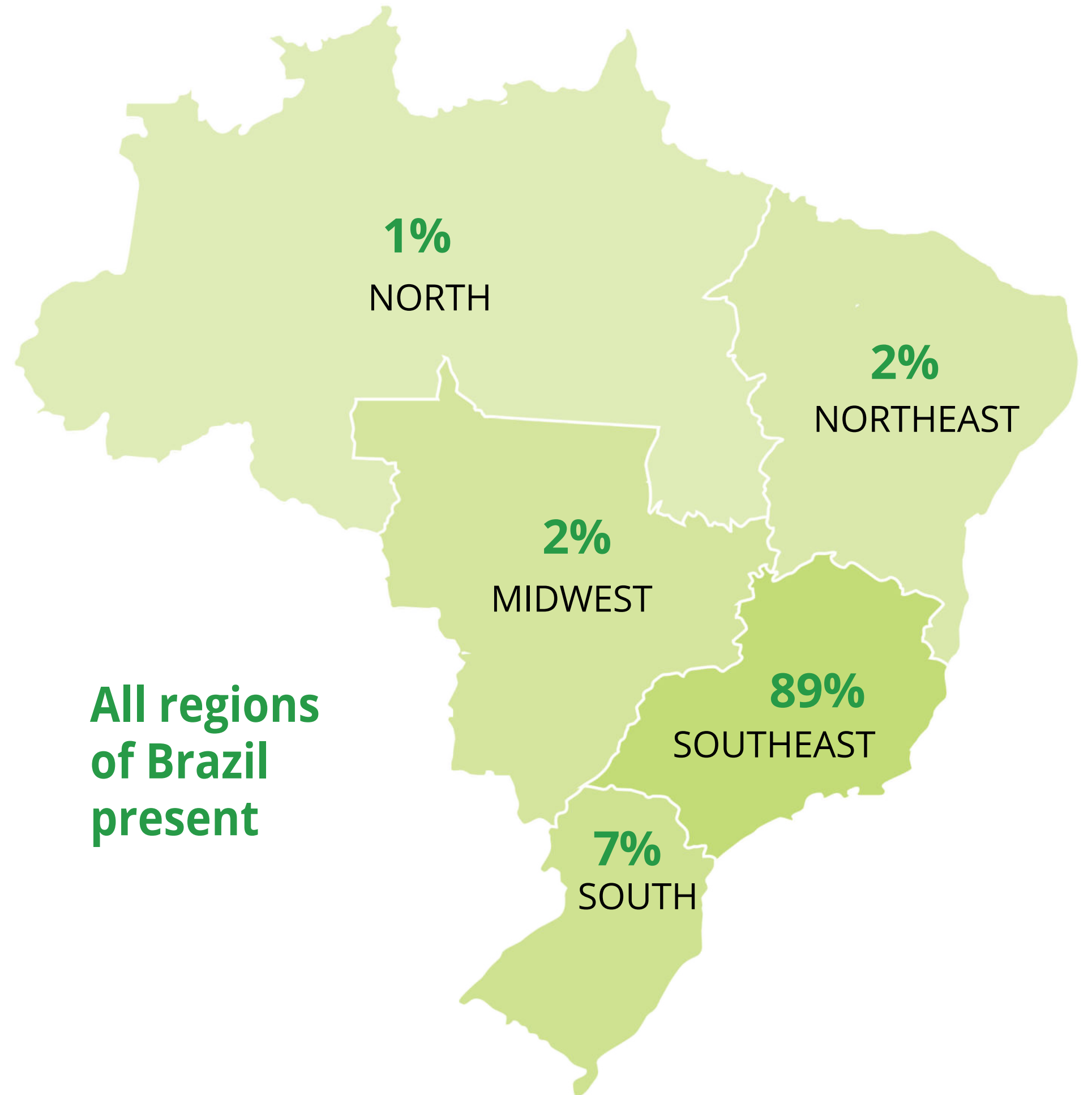
Highlight - South America



Argentina Uruguay Bolivia Paraguay Chile

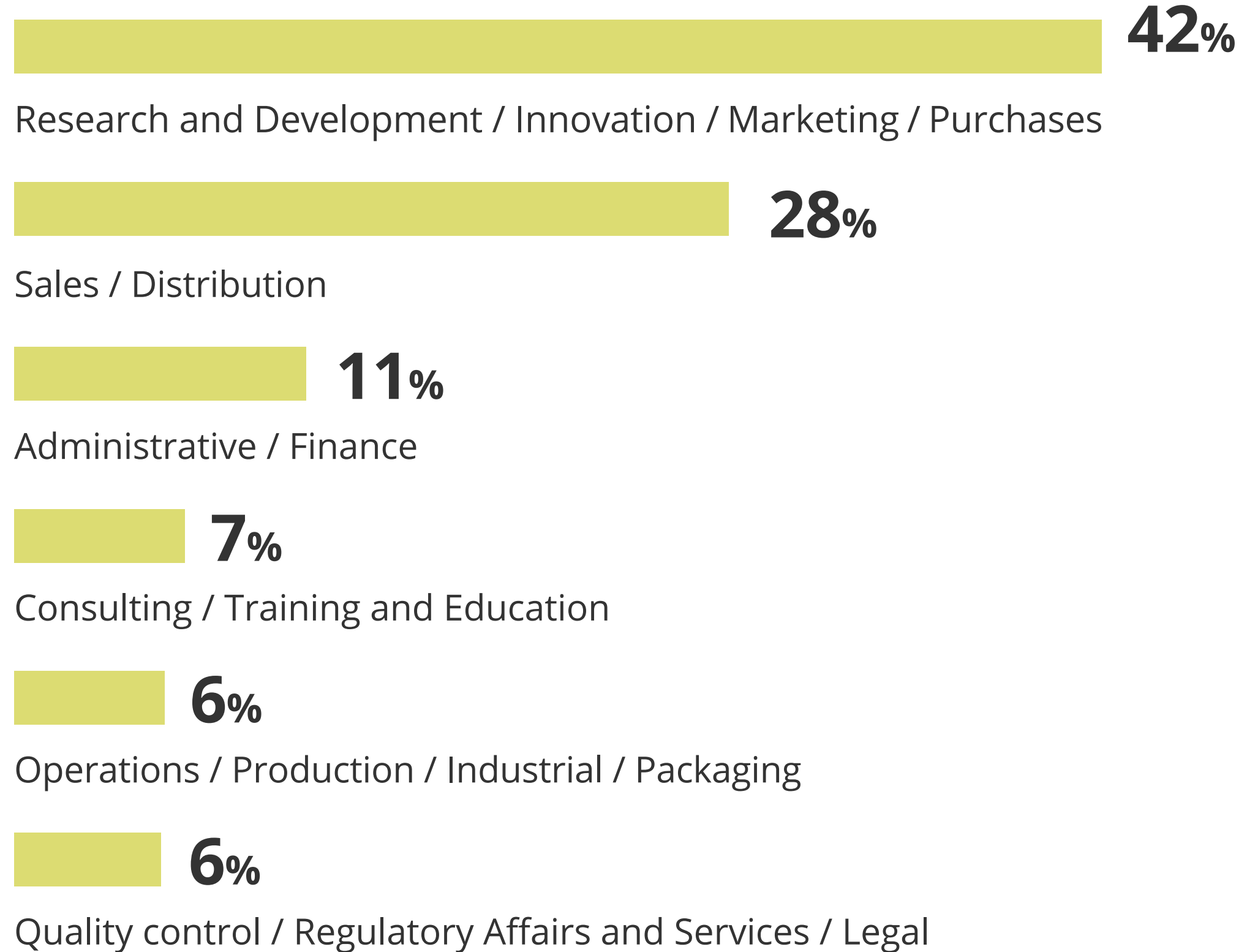


Peru Colombia Ecuador Venezuela



Qualified attendees

Department
















Visitor

Profile

Products of Interest

20 main products of interest to visitors

- 1°**  Natural ingredients / Organic ingredients / Fruits and Vegetables / Plant Extracts
- 2°**  Aromas / Flavoring
- 3°**  Functional / Nutraceutical Ingredients
- 4°**  Sugar, Sweeteners and Syrups
- 5°**  Vegetable Protein / Plant-Based Protein
- 6°**  Emulsifiers
- 7°**  Vitamins
- 8°**  Preservatives
- 9°**  Colourants
- 10°**  Antioxidants
- 11°**  Chocolate, Cocoa and Cocoa Products
- 12°**  Starch
- 13°**  Enzymes
- 14°**  Cereals and Cereal Products
- 15°**  Acidulants and Ph Control Agents
- 16°**  Fats and Oils
- 17°**  Stabilisers and Thickeners, Binders, Texturisers
- 18°**  Fibres
- 19°**  Amino Acid
- 20°**  Collagen



Visitor Profile

The renowned event of the F&B industry

95%

of visitors are interested in attending again in 2024

72%

of visitors said Fi South America is the best event in the industry

78%

visited Fi South America to learn about new innovations in the F&B sector

88%

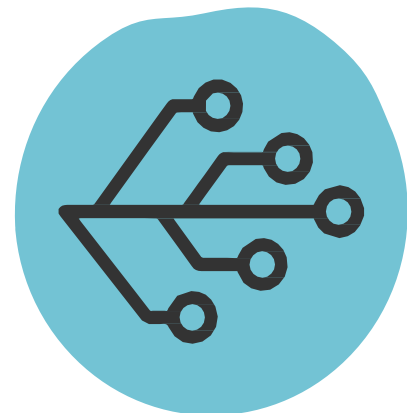
visited the event for the purpose of networking

Exhibitors

204
exhibitors

800
national and international
brands represented

Segments



Emerging
technologies for
the food and
beverage
industries



Food safety,
quality and
service



Industries and
ingredient
distributors





~~Exhibitors~~

The satisfaction of those who participated and guaranteed return on investment

85%

are interested in exhibiting again in 2024

82%

consider FiSA to be the best event in the industry

65%

said they have been networking

63%

consider FiSA to be an opportunity to meet new suppliers and partners

~~Exhibitors~~

Success in the words of those who participated

“ FiSA is one of the most important global events for us because of its traditions and the fact that FiSA brings together an extremely qualified audience. These attendees are the decision-makers in the food and beverage industry.”

Sandra Lucchetti, Marketing Coordinator at GELITA South America

“ Last year was our first time at the event and our turnover increased fivefold compared to 2021. Next year we want to expand our space at FiSA and close more deals.”

Adriana Ramos, Sales Manager at Aunare

“ This is the second year we've participated. We've attended other fairs, but the audience here is just very qualified. ”

Rogério Matos, Director of Super Foods

~~Exhibitors~~

Success in the words of those who participated

“ Our first time at FiSA was in 2019 and since then we’ve seen an increase in visitors, both in terms of quantity and quality, including professionals from other countries such as Chile, Bolivia and Colombia. ”

Carolina Nascimento,
Manager for South America at the US Dairy Export Council (USDEC)

“ We've been attending FiSA for several years. FiSA is a very important event for us because it allows us to prospect new clients and to grow closer to our current clients by presenting our innovations. ”

Márcia Silva, New Business Development Specialist at Rousselot Gelatinas in Brazil

“ FiSA is an excellent opportunity to gain insight into the latest developments in the industry. Since Acquion is fully committed to products associated with sustainable chains, this fair is a benchmark in the food sector for us.”

André Albuquerque,
CEO of Acquion

Attractions and Experiences

Fi South America offered a three-day event with a wide range of attractions where visitors could access new content, have incredible experiences, and boost their connection with the ingredient, food and beverage industry even more.



1,200+
visitors participated
in the attractions



11
parallel attractions



67+
hours
of content



100+
speakers



Attractions Content

Topic: Sustainability and Innovation

The **Summit Future of Nutrition** conference explored the paths to innovation in the development of sustainable food chains, with an emphasis on the utilisation and conservation of Brazil's socio-biodiversity.

The topic was debated from three market perspectives:

08/08 - Food Ingredients:

Trends and New Technologies

09/08 - Natural Ingredients:

Organic, Natural and Vegan

10/08 - Health Ingredients:

Functional and Nutraceutical

570+
participants

Summit
Future of
Nutrition



Sponsors:

Biovisa
inteligência regulatória

Givaudan

intertek
Total Quality. Assured.

grupo
Vigna Brasil
27 YEARS

Attractions Content



Supplier Solutions

Solutions and new developments in the ingredients industry presented by suppliers.

Audience: 570 participants

Sponsorship:

Rousselot



SPOT REGULATÓRIO BRAINBOX BY REGULARIUM

Event that helped industries approve new ingredients on Anvisa's positive list.

Audience: 100 participants

By:

Regularium
INTELIGÊNCIA REGULATÓRIA EM ALIMENTOS



Women's Networking Breakfast

In partnership with the Tiãozinho School Bakery project, we created an exclusive breakfast for women, centred around sustainability and actions that help the food and beverage chain rethink protecting the future of the planet and global population.

Audience: 55 women from the sector

Partnership:



Attractions and Experiences in the Innovation Hub



Innovation Tour

An exclusive experience for professionals in the sector, offering insights on market trends and innovations in ingredients, including content sessions and tours of exhibitors' booths.

Audience: 42 participants

Partnership:



New Product Zone

Well-known from previous Fi editions across the world, it featured showcases with innovations by exhibitors, and included presentations by the National Industrial Apprenticeship Service (SENAI) Foods, as well as participants enrolled in the Fi Innovation Awards and StartUp Innovations Challenge 2023.

Audience: 42 participants

Support:



Tasting Experience

Tasting area open to visitors during the event, allowing attendees to try trending products, and discover the latest launches and developments in the market.

Audience: 161 participants

Attractions and Experiences

in the Innovation Hub



Plant-Based Experience

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

Audience: 161 participants



DESIGN

EXPERIENCE BY ensaio

Three-day workshop at FiSA, in which participants had the opportunity to explore and learn about the actual impact of design processes, while developing creative and effective solutions to problems.

Attractions

Sustainability



FiSA's first-ever project offered by sustainability sponsor Vogler. **21 hours of content** on the following topics: Zero Hunger and Sustainable Agriculture, Healthy and Functional Nutrition, Responsible Consumption and Production, and the Fight Against Global Climate Change.



With the distribution of fruit and free water points, an inclusion project with massages given by blind people, bikes for recharging mobile phones and a rest area, this exclusive space promoted various actions to encourage sustainability in the industry, collaborating to make a lasting positive impact on the world and the businesses we promote.

Audience: 250+ visitors stopped by at the Green Lounge

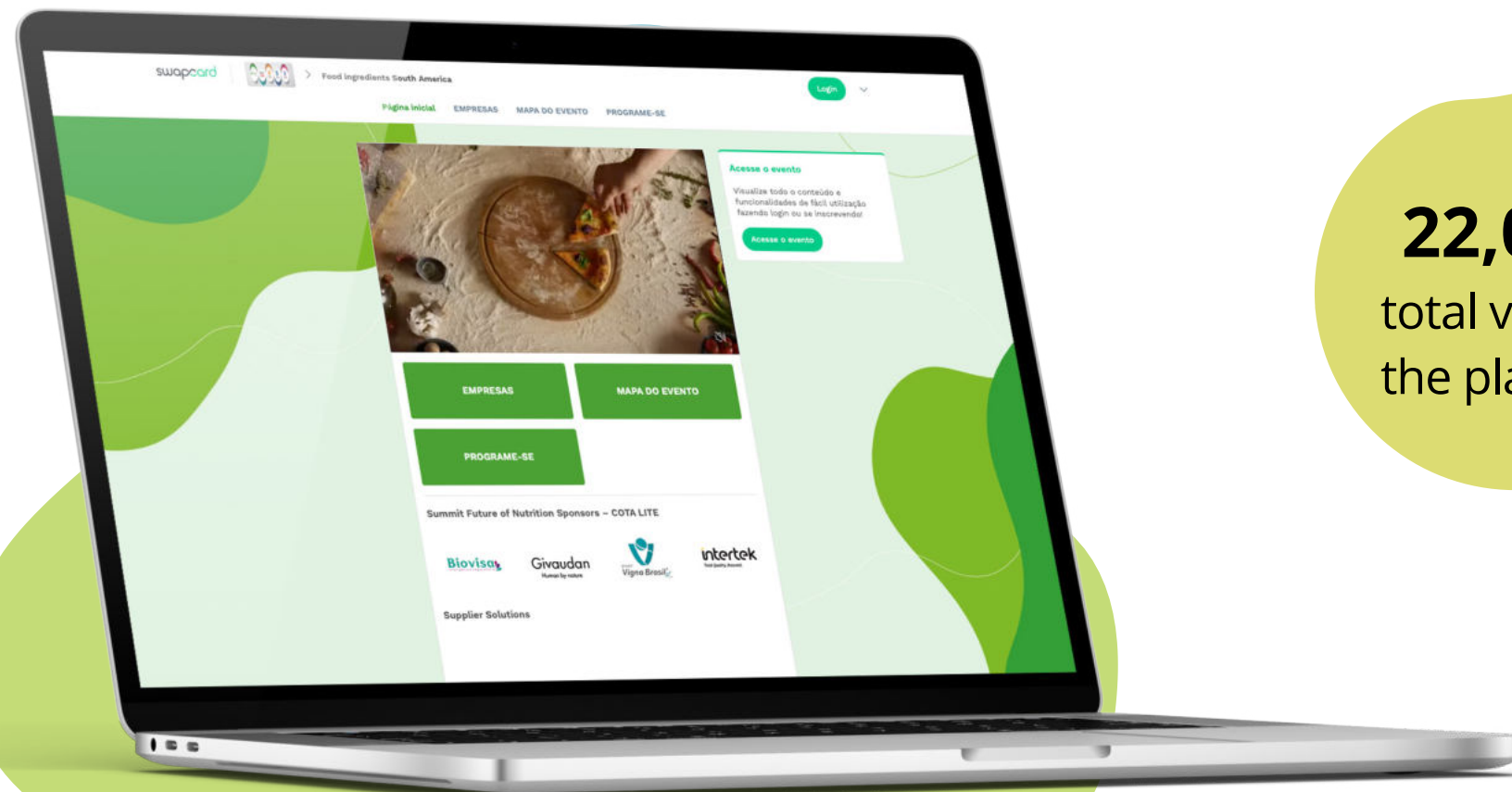
Platform Digital

Check out our audience figures:



South America
Xperience

A year-round meeting point for the ingredients, food and beverage industry, providing new connections, business opportunities and knowledge.



22,000+
total visits to
the platform

4,100+
visitors

45+ hours
of available
content

315+
speakers

291
exhibitors

Most popular pages:

Exhibitors Showcase:
6,556 visits

Schedule:
3,508 visits

Get connected:
3,340 visits

*Data collected from 10 August 2022 to 10 August 2023

Media Partners and Supporters

ABEA
Associação Brasileira de Engenheiros de Alimentos

ABIA
ASSOCIAÇÃO BRASILEIRA DA INDÚSTRIA DE ALIMENTOS

abiad

ABIAM

abifisa
ASSOCIAÇÃO BRASILEIRA DAS EMPRESAS DO SETOR FROTTERAPICO,
SUPLEMENTO ALIMENTAR E DE PROMOÇÃO DA SAÚDE

abifra

ABNT

AFREBRAS
ASSOCIAÇÃO BRASILEIRA DE FÁRMACOS E PRODUTOS DE SAÚDE

AI | Aditivos
Ingredientes

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revista
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ConfetariaBrasil
Marketing & Produção

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BRASIL

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gfi / Brasil

grupo food

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Alimentar**

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Alimentaria**

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MercadoSoveteiro

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www.quimica.com.br

sbCTA
www.sbcta.org.br

30
1993 - 2023
SBOG
Sociedade Brasileira
de Óleos e Gorduras

SENAI

SVB
Sociedade
Vegetariana
Brasileira

unesp

Commitment to sustainability

Food ingredients South America is committed to sustainability, and promotes initiatives aimed at inspiring the food and beverage chain to rethink and build a future with a positive impact and help achieve the targets of the **UN Sustainable Development Goals**.





15 hours of content dedicated to sustainability



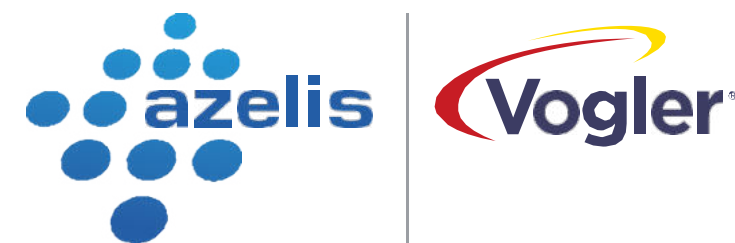
Connecting with inspirational women in the industry.



Showcasing the sustainable practices of exhibiting companies.



Part of the amount that was going to be spent on carpeting was converted into food donations for the Tiãozinho Bakery project.



Project in partnership with Vogler (a member of the Azelis Group), AAK, Kerry, Innophos and Givaudan featuring content, tasting and exhibits from sustainable companies and their solutions.



We support the professional training project for community members to enter the labour market.



Replacing the printed pocket map by a digital map, thus reducing the use of paper and encouraging the use of sustainable technologies.



Area with hydration points and bicycles for charging cell phones with clean energy by means of pedalling.



We support the project for the fight against food waste.

CHECK OUT ALL OF THE SUSTAINABILITY INITIATIVES AT THE WEBSITE
fi-events.com.br

Media Coverage

Food ingredients South America 2023 got widespread publicity in the industry's media, receiving a valuation of more than 4 million reais and reaching an estimated audience of 3 million people.

exame.

FiSA revela tendências da indústria de alimentos e bebidas

A Food Ingredients South America, evento que reunirá milhares de profissionais do setor, reforça tendências ESG e importância do Brasil no cenário mundial

exame.

FiSA 2023 registra crescimento de 80% no número de empresas expositoras

Em sua 25ª edição o evento recebeu cerca de 10 mil visitantes e contou com 204 expositores

NEOFEED

Os alimentos funcionais vão mudar o seu prato de comida (pelo bem da sua saúde)

Impulsionada pelos avanços da ciência e da tecnologia, a busca por compostos bioativos avança. Em 2032, o mercado de comidas e bebidas funcionais deve chegar a US\$ 597,1 bilhões



Food and beverage, business events, technology and innovation outlets publicised and/or covered FiSA. Regional media also covered the event, totalling media from all over Brazil.

554
mentions in
traditional media

19
communication pieces
(releases, newsletters, and
others)

4 Million Reals
Estimated investment
value of published content





HÍBRIDA
South America



CHECK OUT THIS EDITION'S PHOTOS

2023



WATCH THIS EDITION'S VIDEO

2023



Our journey continues 365 days a year on
the **FiSA Xperience! platform**

We're looking forward to seeing you in 2024!

06-08 August
São Paulo Expo + Digital

fi-events.com.br   @fisouthamerica   Fi South America 

Official Content Channel

**FOOD
CONNECTION**

Strategic Partner

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