



WORLD TRADE CENTER[®] MIAMI

MIAMI'S PLATFORM FOR INTERNATIONAL BUSINESS





Economic Impact

- ➔ \$150 million USD generated in economic activity within the region
- ➔ \$11.3 million USD in personal income and local consumption produced
- ➔ \$450 million USD in facilitated global trade transactions

ABOUT THE WORLD TRADE CENTER MIAMI (WTCM)

A private not-for-profit organization founded in 1971, focused on promoting global trade and economic growth.

Objective: Enhancing the region's status as the Gateway to the Americas:

- Encourage international trade.
- Broaden export prospects
- Enhance international trade relations

Actions: strategic commercial initiatives, premier events, and global outreach activities.

A Global Platform



Through WTCM, businesses can:

Grow their presence in U.S. or global markets

Establish international connections

Leverage conferences and trade shows to access global opportunities

**Six
Pillars
for U.S.
Market
Success**

Export Readiness

Brand Storytelling

Route to Market

Target Markets & Segments

Marketing & Consumer Engagement

Patience & Long-Term Commitment



Be Export-Ready

- The U.S. market offers tremendous opportunities, but success requires preparation.
- Regulatory compliance should not be underestimated.
- Companies must understand FDA and USDA requirements, customs procedures, Foreign Supplier Verification Program (FSVP) obligations, labeling regulations, and state-specific requirements that may vary by market and product category.
- Retailers and Regulators more aligned than ever

Success in the U.S. begins with compliance.

Sell a Story, Not Just a Country of Origin

"Made in" can be a powerful differentiator, but origin alone is no longer enough to command premium prices.



Today's consumers are looking for:

- Authenticity and transparency
- The story behind the producer and ingredients
- Heritage and craftsmanship
- Sustainability and ethical sourcing
- Attractive, giftable, and social-media-friendly packaging

Consumers increasingly buy brands that create an emotional connection and reflect their values.

People don't just buy products—they buy stories and experiences.

Build a Route-to-Market Strategy

Success depends on much more than shipping a container.



Companies should carefully evaluate:

- Import logistics and customs processes
- Inventory management and replenishment
- Product freshness and shelf-life requirements
- Cold chain capabilities, where applicable
- Distribution channels and retail partnerships
- Speed to market and cost optimization

Strong relationships with importers, distributors, brokers, retailers, and logistics partners are essential.

A great product without an effective route to market rarely succeeds.

Think Big, Start Smart

The United States is not one market—it is many markets.

- Consumer preferences, demographics, retail channels, and competitive landscapes differ significantly between cities and regions.
- Likewise, market segments—including Hispanic consumers, health-conscious buyers, premium shoppers, foodservice, ethnic retailers, and mainstream grocery channels—each present unique opportunities and challenges.

Attempting to serve the entire U.S. from day one can be costly and overwhelming.

Successful brands often begin by focusing on key markets and target segments, validating demand, and then scaling nationally.



Invest in Brand Building

Distribution alone does not create demand.

American consumers are exposed to thousands of products every day. Successful brands invest in:

- In-store promotions and sampling
- Digital and social media marketing
- Influencer and chef partnerships
- Trade shows and buyer engagement
- Retail activation and merchandising



Consumers increasingly favor brands that deliver authenticity, health benefits, convenience, and a differentiated experience.

Brands are built through consistent visibility and consumer engagement.

Patience and Persistence Matter

Building a presence in the U.S. is a marathon, not a sprint.

Most successful international brands:

- ✓ Start with selected markets.
- ✓ Build relationships and trust.
- ✓ Adapt products and packaging to consumer preferences.
- ✓ Invest consistently over time.
- ✓ Scale gradually as demand grows.

Start Local. Build Regional. Expand Nationally.




Florida: America's Ultimate Test Market

Florida Gives Brands Three Markets in One

U.S. Market + Hispanic Market + International Market

Mainstream U.S. Consumers

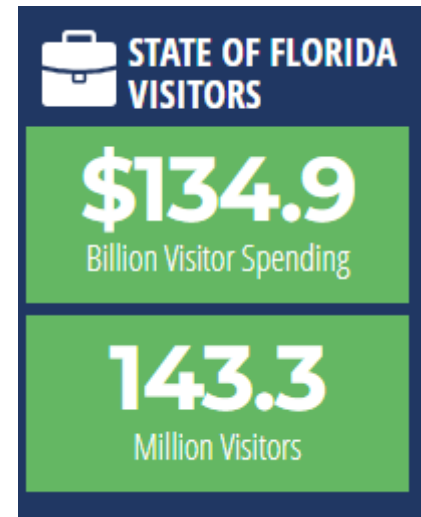
-  Retirees
- Young professionals
- Families
- Health-conscious consumers

Hispanic & Latino Consumers

- One of the largest Hispanic populations in the U.S.
- Strong influence on food trends and purchasing habits
- Gateway to products and flavors from Latin America and the Caribbean

Global Consumers

- Over 12 million international visitors annually
- Visitors from Canada, Brazil, Colombia, Mexico, Argentina, Europe and the Caribbean
- No other state combines these consumer segments at such scale.



Hispanic Consumers Are Driving U.S. Food Growth

Understanding Hispanic Consumers Means Understanding the Future

65 million Hispanics in the United States

\$2.7 trillion in purchasing power

Nearly 1 in 5 Americans

Hispanic consumers are:

- ✓ Younger
- ✓ More digitally connected
- ✓ Family-oriented
- ✓ Driving growth in food and beverage categories
- ✓ Outpacing non-Hispanic households in Consumer-Packaged Goods growth

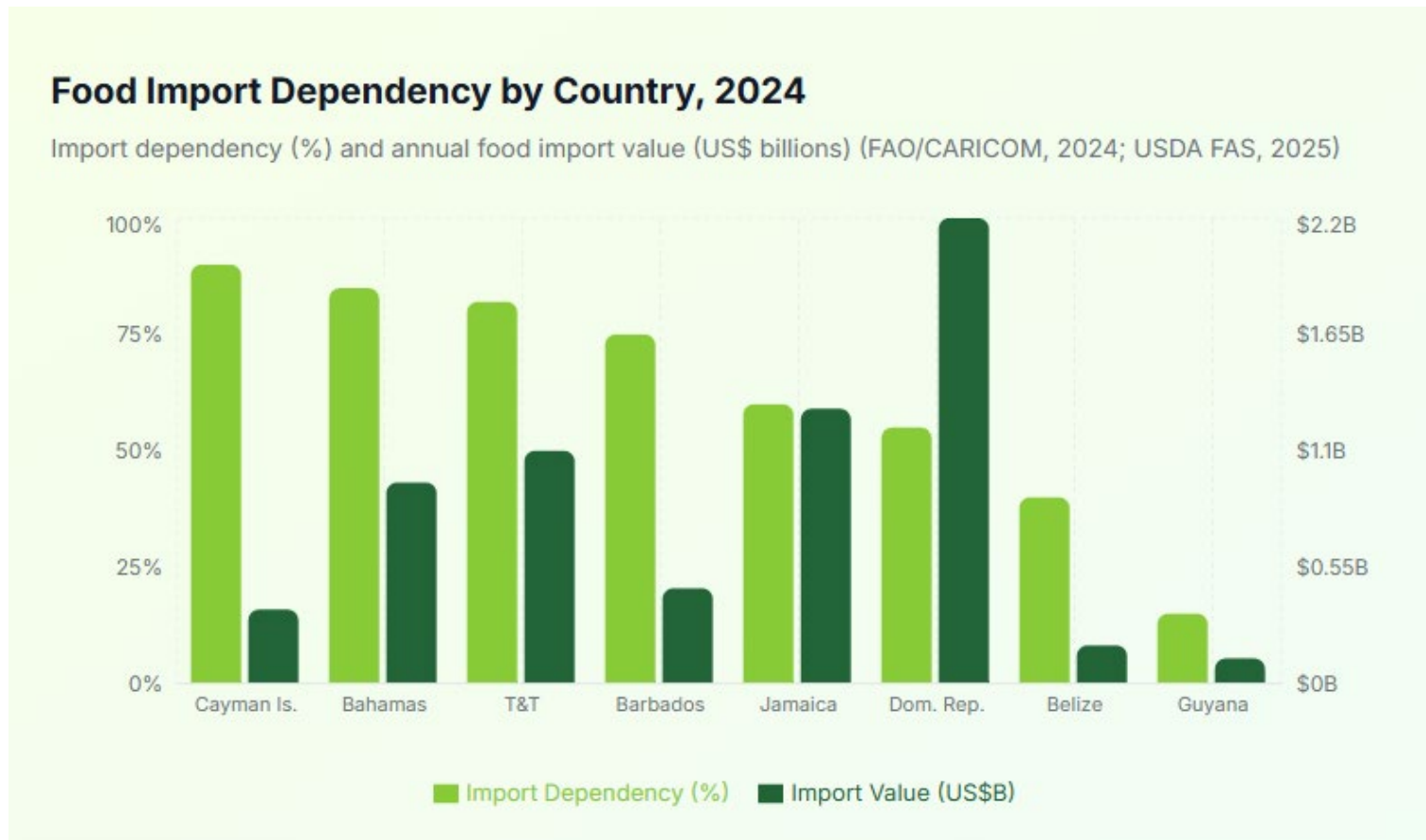
Florida provides a front-row seat to this growth engine.



Headquartered in Miami - **Sedano's Supermarkets** is the United States' largest Hispanic retailer and largest Hispanic-owned supermarket chain.

Opportunity | Caribbean

Due to limited domestic agriculture and expanding tourism sectors, Caribbean nations **import 70% to 90%** of their **food and beverages**, creating a highly active consumer-oriented market that is largely supplied by South Florida consolidator & distribution networks.



Opportunity | Cruise



The Caribbean welcomed 72% of all cruise passengers.

The world's largest cruise ship, Icon of the Seas, was launched in Miami in 2024 and can accommodate over 7,000 passengers and crew members.

The world's leading cruise ports (based on total passenger numbers):

- **Port of Cape Canaveral, Florida, United States:** 8.6 million passengers.
- **Port of Miami, Florida, United States:** 8.5 million passengers.
- **Port of Nassau, Bahamas:** 5.6 million passengers.
- **Port Everglades/Fort Lauderdale, Florida, United States:** 4.77 million passengers.
- **Port of Cozumel, Mexico:** 4.73 million passengers.



**WORLD TRADE
CENTER®
MIAMI**

Americas

**FOOD & BEVERAGE SHOW
& CONFERENCE**

14-16 SEPT
2026

**Miami Beach
Convention Center**

30th Anniversary

SAVE THE DATE!





Owned and produced by **World Trade Center Miami (WTCM)**, the **Americas Food & Beverage Show** is one of the premier international B2B trade events dedicated to connecting food and beverage manufacturers with qualified buyers, distributors, retailers, importers, wholesalers, foodservice professionals, and industry leaders from across the Americas and around the world.

World Trade Center Miami: *Connecting Businesses. Expanding Markets. Driving Global Trade.*



AF&B SHOW

By the numbers

10,000 +
Industry
Professional

900+
Exhibitors



2
Showcase
Stages



30 + Food &
Beverage Demos



100 + hours of
specialized content



120+
Countries
6 Continents



A large 3D graphic of the letters 'A F & B' is displayed in a convention hall. The 'A', 'F', and 'B' are blue, while the ampersand '&' is orange. The letters are set on a light blue base. In the background, there are exhibition booths for the 'Americas Food & Beverage Show' with various signs and people walking around. The hall has a modern design with white walls and a curved ceiling with recessed lighting.

A F & B

\$450+ Million {USD}

Estimated value of trade/sales at the show



Appox. 80% have a Buying Influence

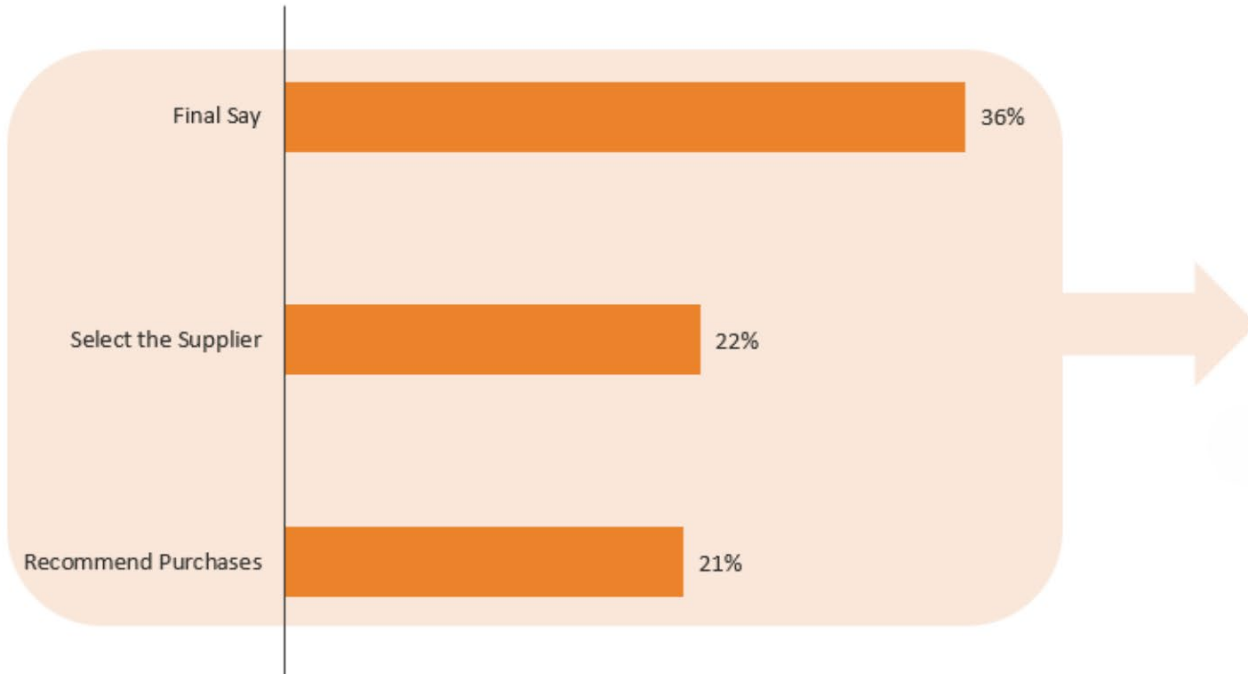
Regions Where Buyers Supply To:

- 32% USA
- 30% LATAM
- 15% Caribbean
- 10% Europe/MidEast
- 13% Other

Buyers Have Expressed Interest in these Top Product Categories:

- Frozen Foods
- Snacks
- Alcoholic & Non-Alcoholic Bev. (Spirits & Wine)
- Gourmet/Specialty Foods
- Meat and Meat By-Products
- Non-Perishable Pantry Staples
- Seafood

Purchasing Authority



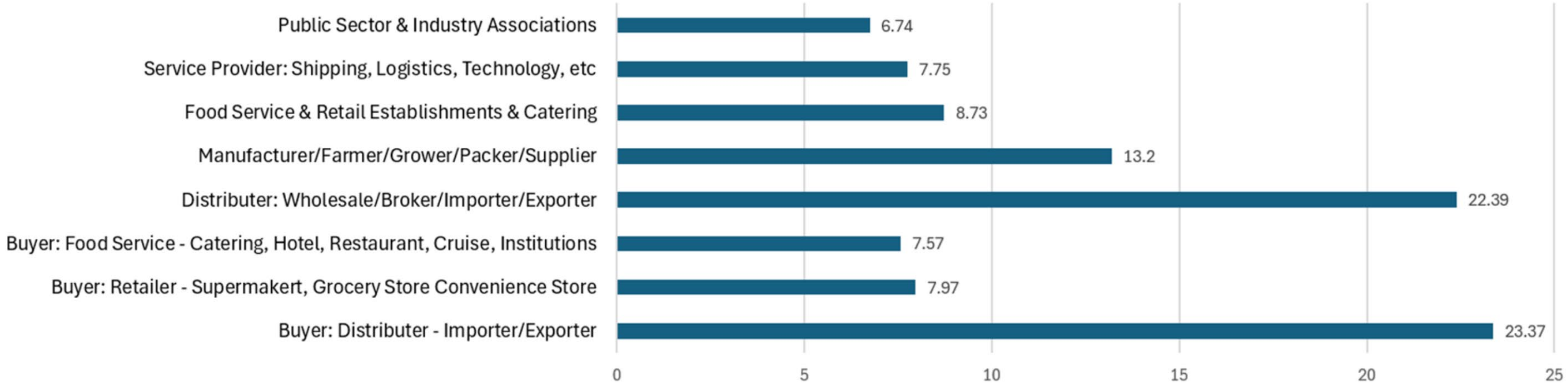
Product Purchasing Authority





Buyer / Attendee Demographics

40% of Buyers DO NOT Attend any other Show in the U.S.



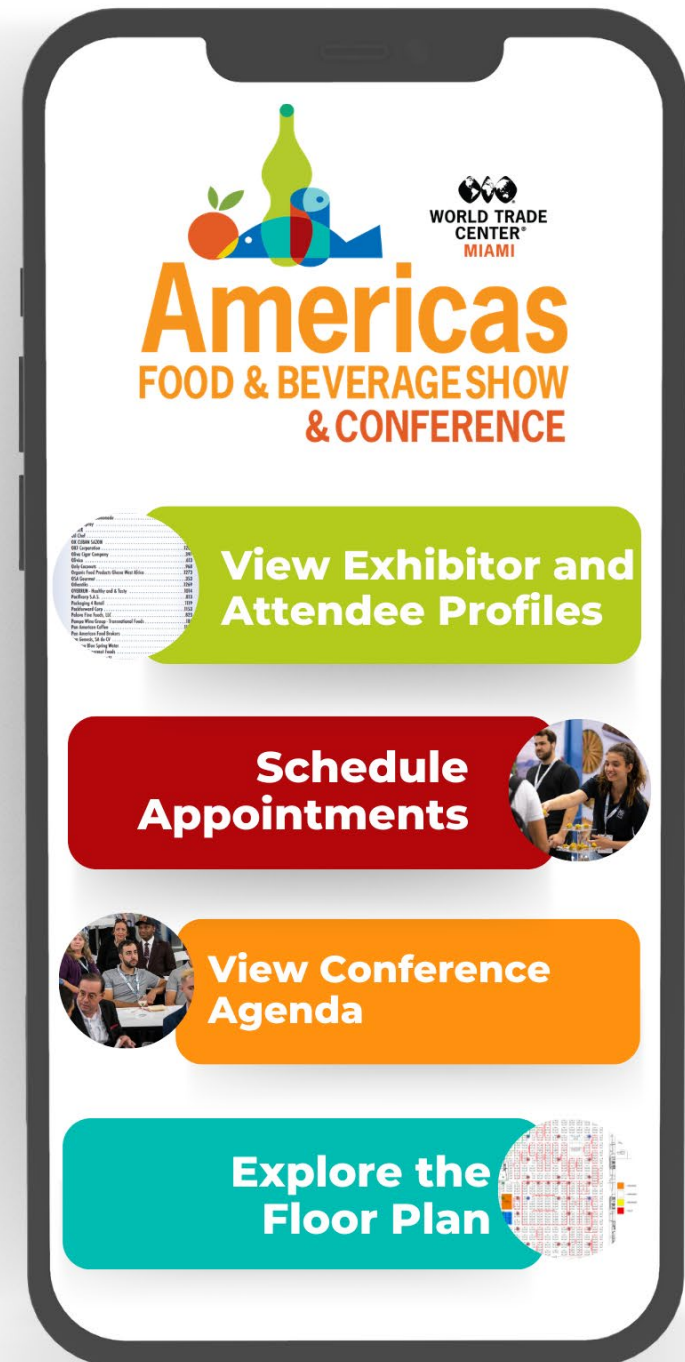
- **60%** of Buyers attend to see new products
- **47%** of Buyer attend to find new suppliers
- **46%** of Buyers attend to learn about new trends
- **40%** of Buyers attend to import



Official AFB Show App 2025

With the AF&B Mobile Show App, Show participants connected, scheduled, and engaged – all on one platform. Stay connected even after the show!

- **40% of Participants Used the Show App**
- **34,000+ Connections Made**
- **1,900+ Discussions Made**
- **All Exhibitor and Product Information from the 2025 AFB Show remains accessible on the official AFB Show App for a full year! (Until the Following Year's Show Dates)**



AF&B Exhibitors



900+
Exhibitors

18
Country Pavilions

Exhibitor ROI

92% of exhibitors report a positive return of investment (ROI)

Post Show Stats

- 80% of Exhibitors plan to return in 2026
- 87% of Exhibitors Expects a Sales Increase
- 74% Expect a Sale to a New International Market

Exhibitor International Reach

This year's Americas Food & Beverage Show showcased its most diverse international presence to date – a powerful testament to Miami's role as the trade gateway of the Americas.

- 18 International Pavilions representing global innovation, export excellence, and culinary diversity.
- New Pavilions for 2025: Japan, Korea, India – making their debut and expanding Asia's footprint at the Show.
- Spain – Country of Honor, presented by the Spain–U.S. Chamber of Commerce, featuring 60+ exhibitors across multiple food and beverage categories.
- Strong international delegations strengthen trade relationships and bilateral opportunities.



AF&B Social Media Reach

Accounts Reached

30,836

Aug-Sep

Total Views

473,515

Aug-Sep

Total Followers

~25,000

Aug-Sep



Total: **473,515**

- 50.2% Non-followers** (New Audience)
- 49.8% Followers**



Americas FOOD & BEVERAGE SHOW & CONFERENCE

Communications

Digital Promotion / Print Coverage

- Full-Page Ads
- Double-Page Spreads
- Half-Page or Horizontal Placements
- Website Banner Ads (Homepages, Event listings, leaderboard Placements)
- E-Mail Blast Campaigns
- Newsletter / E-Blast Banner Insertions
- Press Releases or Online Articles
- Social Media Features & Campaigns

Media Partners



50% of Media Partner's Based Outside of the USA

CONTACT US

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