



Brazil Outbound Trade Mission & ANU Food Brazil

Sao Paulo, Brazil
April 12-14, 2022

Brazil accounts for more than a third of the region's consumer market and despite the negative impact of COVID-19 on consumer spending; total consumer expenditure is expected to represent 61.2% of GDP in 2020. Consumer expenditure is expected to grow at an average of 2.6% per year from 2020-2030. According to the Brazilian Supermarket Association (ABRAS), the retail industry registered revenues of US\$96 billion in 2019. Half of its population of approximately 200 million is considered middle class and around 16 million are at the top of the social pyramid, the very rich consumers. As Brazilians change their tastes and consumption habits with this expanding middle and upper- class, this opens new opportunities for US suppliers.

Participation Fee: \$400 (if you register and pay before December 12, 2021);
\$600 (if you register after December 12, 2021)

Fee Includes:

- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation;*
- Market Briefing & Tour;
- In-country transportation to meeting locations;
- Pre-Arranged One-on-One Meetings;
- Visit to the ANU Food Brazil Show
- Includes reimbursement of up to \$500 in sample shipping costs, with proper documentation

**Participants must participate in all mission activities to be eligible for airfare or lodging reimbursement*

Registration Deadline: February 28, 2022 (No refunds for cancellation after this date)

50% CostShare: Apply now for 50% CostShare to request 50% reimbursement of participation fees, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

Industry Focus: Food Service Products, Ingredient, Natural/Health, Organic, Retail Food

Product Description: Juices and non-alcoholic beverages, Sugar- free products, Sauces and condiments, Snack foods, Canned fruits, Confectionery products, Tree nuts, Dairy and dairy products, Poultry products, Wine, and Fresh blueberries

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