

MÉXICO Alimentaria

Expo de Alimentos y Bebidas

4-6
June 2013

 **Banamex**
Ciudad de México



A world
of food
and drinks

www.alimentaria-mexico.com

Organised by:

Alimentaria Exhibitions
FIRA DE BARCELONA & REED EXHIBITIONS JOINT VENTURE


E.J. KRAUSE DE MÉXICO

A world of food and drinks

Alimentaria México 2013. Where industry professionals meet.

As the country's most important international showcase for the food and drinks industry, Alimentaria México 2013 is primarily focused on enabling national and international producers to do REAL business.

Alimentaria México 2013

The 12th edition of the show brings together such sectors as:

- Distribution •**
- Supermarkets •**
- Hotels •**
- Restaurants •**
- Catering, among others •**

For all exhibitors, it represents:

- Sales actions**
- A successful model**
- Communication**
- Networking**
- Brand presence**
- Generating business**
- Innovation**



Year after year, we make an enormous effort to bring in the people with decision-making power at their companies so that they can discover the latest products you are presenting.

In addition to creating the best opportunity for doing business face-to-face with your customers, where you present your products and services to all the industry's professionals, we create a great showcase of associated activities to educate and inform visitors, making this the best forum for your product(s).

Testimonials

Spanish Pavilion

"ICEX (Spanish acronym for the Spanish Institute for Foreign Trade) has been taking part in this trade show since it began. The presence of Spanish companies at this eleventh edition has doubled since the previous year, going from 30 participants in 2011 to 62 this year. For us, it is rewarding to see that companies who began participating in Alimentaria México at its first editions are today found in Mexican supermarkets. This demonstrates the positive effects of participating in the trade show".

María Rosario Rubio García, Commercial Attaché, Embassy of Spain in Mexico.



"...this exhibition offers a great many opportunities. CANAINCA has attended since Alimentaria México was started and it gives us a great deal of pleasure to watch this event grow, because it offers us the opportunity to learn about the competition in other countries..."

Armando Cobos, Managing Director, National Food Conserves Industry Association, CANAINCA.



"... SAGARPA takes part in one of the most important forums for the food and drinks industry in Mexico, making a great deal of effort to promote the industry, targeting the restaurant, hotel, food service, supermarket and distribution sectors in domestic and foreign markets".

Ernesto Fernández Arias, Deputy Minister for Food and Competitiveness, SAGARPA (Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food).

3 days of REAL BUSINESS!

2012 • Results **A**

Exhibitor Profile

12,000m² of exhibition space

271 exhibitors companies

153 Mexican

118 international from

15 countries

Any company that produces or markets food, drinks and equipment in the following areas:

- Farm produce
- Poultry
- Non-alcoholic beverages
- Meat products
- Frozen foods
- Preserves
- Sweets
- Dairy products
- Tinned goods
- Spirits
- Bread and bakery products
- Fish and seafood
- Organic products
- Wine

...among others, looking for distribution and sales channels, as well as the restaurant sector and the food and drinks manufacturing industry.

Becoming an exhibitor at **Alimentaria México 2013**

will give you the opportunity to make contact with over **12,000** professional buyers, business managers and business owners.



Visitor Profile

11,260 professional buyers

11,012 Mexican

248 international from

32 countries

Visitors come from:

Mexican Visitors

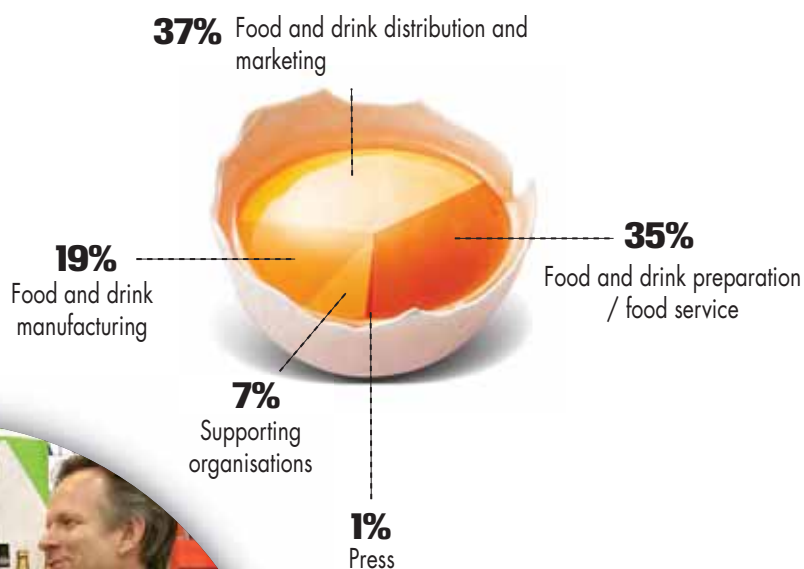
29 states (primarily from Mexico City, Mexico, Puebla, Hidalgo, Morelos, Jalisco, Querétaro, Guanajuato, Tlaxcala, Nuevo León, Michoacán, Guerrero, San Luis Potosí, Yucatán).

International Visitors

United States, Spain, Guatemala, Venezuela, El Salvador, Chile, Colombia, Argentina, France, Italy, Turkey, Brazil, Belgium, Nicaragua, China, Peru, Canada, Dominican Republic, Australia, South Korea, Sweden, Taiwan, United Kingdom, Uruguay, Austria, Bulgaria, Cuba, Ecuador, India, Nepal, Russia.



64% increase in visitors
from Latin America in comparison with 2011.



Food and Drink Preparation / Food Service



- Chain Restaurants
- Independent Restaurants
- Takeaway Food Service
- Banquet / Catering Services
- Bars / Cantinas / Nightclubs
- Hotel Restaurants
- Industrial Canteens
- Food Preparation for Airlines
- Hospital Food Services
- Institutional Food Services
- School / University Cafeterias

91% of attendees from the Food and Drinks Preparation / Food Service sector are involved in the purchase decision process

By category:

Restaurants: Independent/Chains /Hotels/Cafés/Bars	48%
Banquet Services (catering): Events, catering for transport (aeroplanes, ships, etc.)	16%
Bakeries/Patisseries	12%
Fast Food/Takeaway (pizzas, hamburguers, sushi, sandwiches, etc)	10%
Catering for industry, hospitals, other institutions	7%
Cooking Schools	3%
Other	4%

By position:

Chairman/Managing Director/Owner	28%
Department Manager/Manager	23%
Employee	14%
Executive Chef/Chef/Head Waiter	19%
Regional Manager/Supervisor	13%
Other	4%

Distribution



- Large Chains
- General Wholesalers
- Specialised Wholesalers
- General Importers
- Specialised Importers
- Supermarket Chains
- Convenience Store Chains
- Gourmet Departments in Department Stores
- Government Shops
- Public Sector Shops
- Specialist Retailers
- Exporters
- Price Clubs
- Cold Chain / Dry Goods / Frozen Foods Distributors

88% of attendees from the Food and Drinks Distribution sector are involved in the purchase decision process

By category:

Wholesales	28%
Importers	21%
Independent Retailers	13%
Supermarket Chains	8%
Other	7%
Cold Chain/Frozen Food Distributors	7%
Exporters	6%
Dry Food Distributors	4%
Department Stores	2%
Price Clubs	2%
Convenience Stores/Chemists/Government Shops	2%

By position:

Regional Manager/Manager	34%
Chairman/Managing Director/Owner	31%
Department Head/Supervisor	17%
Employee	14%
Other	3%

There can be no doubt: the **QUALITY** of visitors at Alimentaria México is unequalled by any other event

Evidence shows that the vast majority of business deals are closed in person, face-to-face,

Alimentaria México offers this UNIQUE opportunity

Be part of the
twelfth edition of

MÉXICO Alimentaria

Expo de Alimentos y Bebidas



Alimentaria México puts together activities aimed at professionals to give them a COMPLETE showcase and make their visit as productive as possible. Activities include:



Alimentaria Trends Workshop

Bringing together national and international gastronomy experts



Innoval Pavilion and Award

The space that promotes the development of new products and makes it possible to bring them to new markets



Logistics and Distribution Conferences

Sharing solutions and new approaches



Nutrition Seminars

Educating industry professionals



Wine Tastings

National Sommelier Competition



Master Lectures and Company Presentations



Don't miss the chance to do **BUSINESS**
Book your space today!

Exhibitor options



Complete package:

Available from 3m x 3m (9m²) units for an investment of US\$3,500 plus VAT

Includes:

- Exhibition space
- Three side walls, except for corner stands
- Panel with the company name (no logo)
- Carpet
- One table
- Two chairs
- One rubbish bin
- Power point (110 volts)
- Stand lighting
- Certificate of participation

Empty space:

Available from 18m² in 9m² increments for an investment of USD\$347 plus VAT per square metre.

Includes:

- Exhibition space
- Certificate of participation

innoval 2013
Mexico

Strengthen the impact of your products through the Innoval Pavilion, an area of display cases where brands present their new launches or products with new packaging or improved formulas from the preceding 12 months. An exceptional area within the exhibition to highlight your products as they deserve. Benefits include:

- The winner of Innoval México will expose his product in Innoval Barcelona
- Opportunity to obtain one of the three major awards for innovative products for 2013
- Promotion in the trade press
- Coverage in industry media
- Product information in the innoval 2013 supplement

Have a greater impact and position your brand better with our ADVERTISING and SPONSORSHIP OPTIONS:

A Print Advertising

- Exhibitor Directory
- News Bulletin
- Visitor's Guide
- Innoval Brochure

B Online Advertising

- Website
- Information Newsletter
- Electronic campaigns targeting visitors

C Advertising in other media

- Logo on banners at the event
- Logo on the entrance wall
- Promotional roll-ups

D Sponsorships

- Pre-registration
- Registration
- I.D. badge inserts
- Lanyards
- Promo bags

E Other customised sponsorships

Book your stand/space and contact your sales executive for the best options.

Make your participation in Alimentaria México a REAL SUCCESS!

SALES and INFORMATION:

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