



37th APAS TRADE SHOW 2023

Congress and Business Supermarket Trade Show

*May 15-18, 2023
São Paulo / Brazil*

Promote your products
in one of **the largest** events of the
supermarket sector in Latin America

Organizer:



الغرفة التجارية العربية البرازيلية
ArabBrazilian Chamber of Commerce





Why participate in the APAS Show with the ABCC?

The Arab Brazilian Chamber of Commerce is the ideal partner for **expanding your business** and **global trade** in the food, beverage and other sectors.



Get to know the Supermarket Sector in Brazil



Rapid expansion
The supermarket sector represents

7.5% of the Brazilian GDP



43.9% increase in new supermarket units in the first quarter of 2021



The highest growth rate in Brazilian physical retail since 2010

10.1% in the first half of 2021

Source: Commerce Activity Index (IAC) – Serasa Experience

Source: BLOG APAS/ABCC



Food & Beverage – Sector highlights

- Production, consumption and confidence trends that show the consistent resumption of economic activity growth in the country
- Huge consumer market, considering total and economic active population
- 7th biggest food and beverage market worldwide in 2020
- The sector in Brazil can reach USD 261 billion in 2025
- Consumption of organic food reached USD 93 million in 2020



Join the APAS Show and promote your products to the top decision-makers in Brazil and the region





About the APAS Show

The world's largest food, beverage, personal care, cleaning, equipment and technology for supermarkets. It's a four-day event bringing together the top decision-makers and fostering relations, experiences and business between businesspeople and executives in the sector.

The APAS Show moved around

USD 330 million

in international business in 2019

+1000 business meetings
held during the last edition





Check out some of the figures of the 2022 edition



819

Exhibitors



78

Lectures



185

International exhibitors from 14 countries



111,571

Visitors

\$ US\$ 30mi

Sales

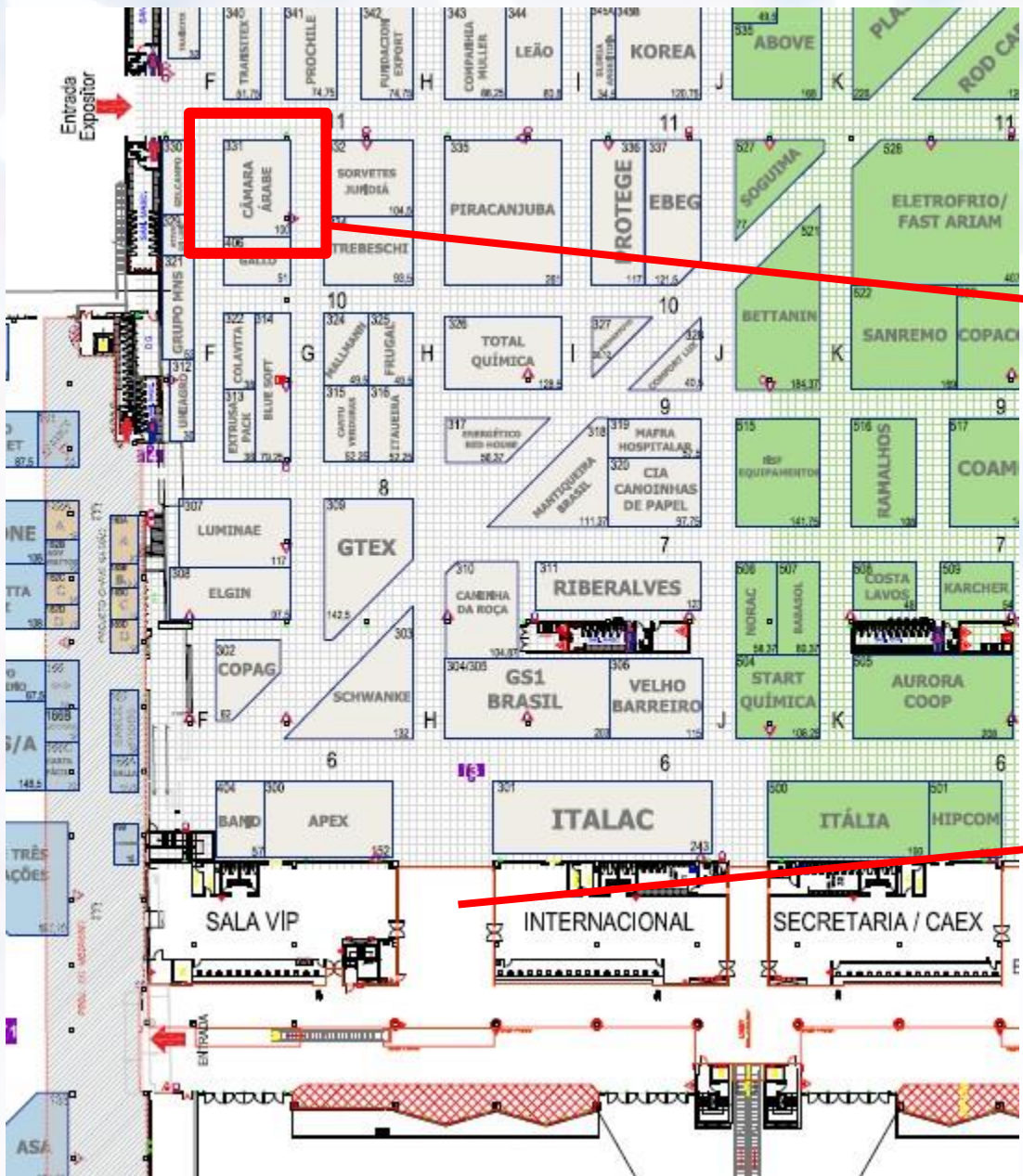


3,684

Congresspeople



Privileged Location of the Stand in the Show

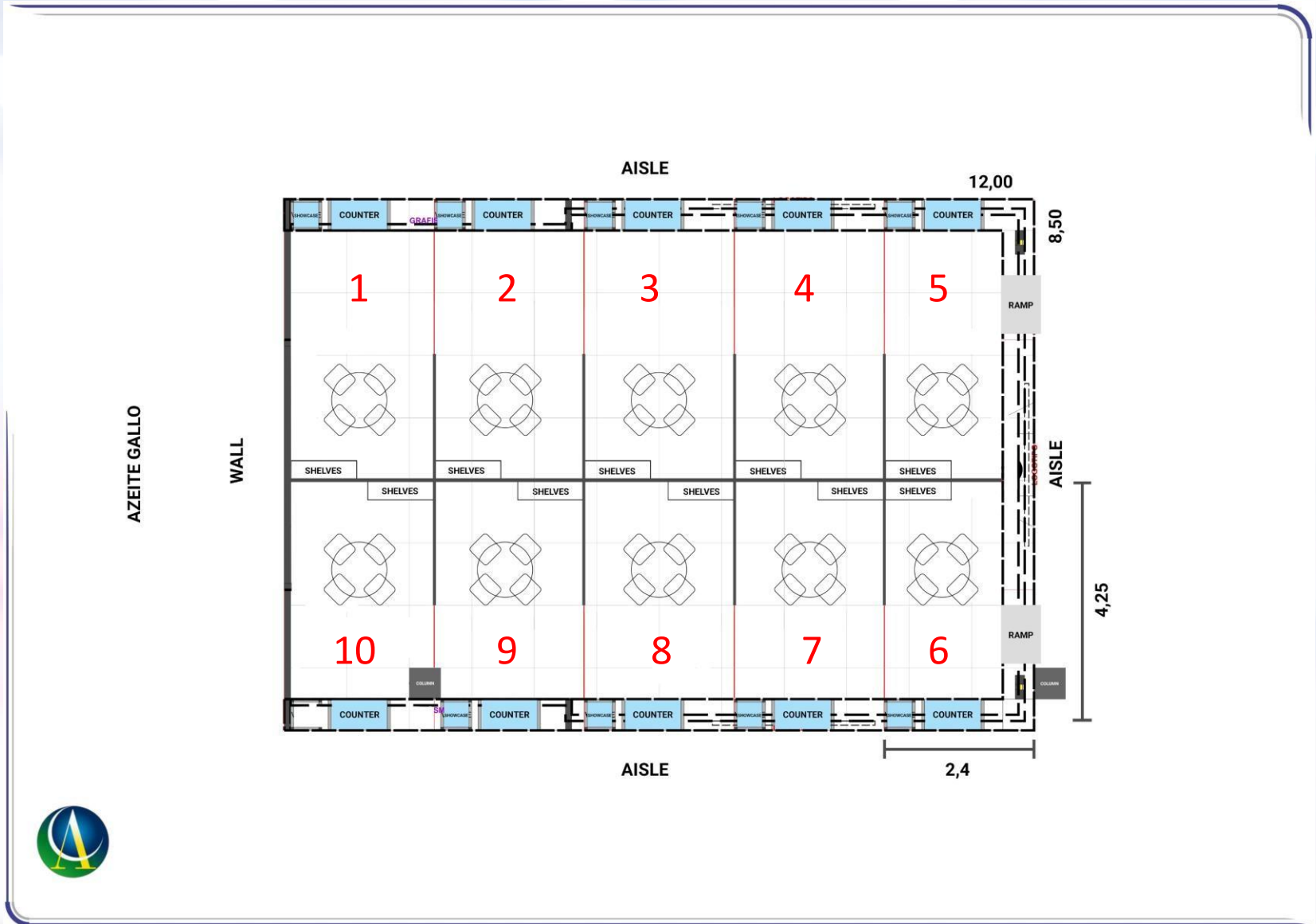


100-square-meter booth in a strategic area

Main entrance



2023 Booth Project



ABCC Booth Features

- **A 100-square-meter stand to promote the better products from Arab countries. Individual booths with 10 sqm, including:**
 - **The country name on the top, one showcase, one counter showcase, 02 shelves and banner**
 - **Four chairs and a meeting lounge in each booth**
 - **One (01) Bilingual Receptionists prepared to support the networking**
 - **Preparatory workshop pre-fair**
 - **Full-time support of the Arab Brazilian Chamber staff**
 - **Prime location**

ABCC Booth Features – additional costs

- Shuttle: airport x hotel x event (*courtesy*)
- 02 Translators during the fair (Arabic/Portuguese – full day) – **US\$ 2,300.00**
- Hotels (standard single room) – MAI/13 to MAI/19 (period):
Reservations and values are subjected to availability of the hotel

Wyndham Garden Convention Nortel – **US\$ 830.00 (per person)**

<https://www.wyndhamhotels.com/pt-br>

Holiday Inn Sao Paulo Parque Anhembi – **US\$ 800.00 (per person)**

<https://holidayanhembi.com.br/>

Intercontinental São Paulo – **US\$ 1,700.00 (per person)**

<https://icsaopaulo.com.br/>

Payment: due to April integrally



*Contact our team
of experts now*



member@ccab.org.br

Join us!

*Only few individual booths
available, get yours!*

Ensure your booth!





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Thank you | Shukran