



# expoalimentaria Peru 2010

International food and beverage, machinery, equipment, supplies,  
packaging, restaurants, catering and services trade fair



# Lima

## SEPTEMBER 22 - 24, 2010

ORGANIZERS



PERÚ  
Ministerio  
de Agricultura



Ministerio de Relaciones Exteriores

SPONSOR



# EXPOALIMENTARIA TRADE FAIR

Expoalimentaria Perú 2010 represents the most important business meeting in Latin America, with a complete exhibition of agroindustrial and fishery exporters and producers, as well as supplies, equipment, machinery, packaging and other services for the food industry, restaurants and catering.

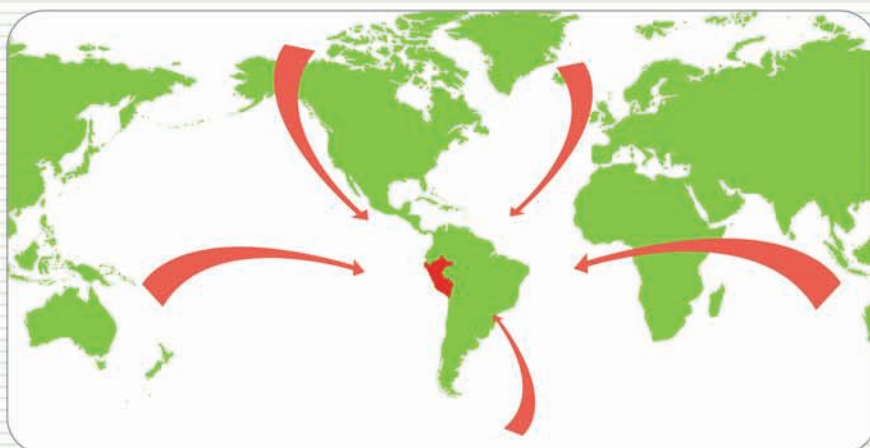


This event is visited by buyers, wholesalers, distributors and importers from Peru and the whole world, related to the food industry.

## PERU STRATEGIC FOOD SUPPLIER FOR THE WORLD



- Privileged geographical location in Latin America for doing international business.
- Peru has 84 out of the 114 existing life zones in the world to produce an unlimited variety of agroindustrial and fishery products all year round.
- Peru has free trade agreements and other trade agreements with the main countries and commercial blocks (United States, China, European Union, others).



# EXPOALIMENTARIA IN NUMBERS

Edition	2009	2010
• Area (sqm)	6,600	12,000
• Visitors	7,850	14,000
• International visitors	450	700
• National exhibitors	195	300
• International exhibitors	10	100

Source: ADEX

ORIGIN OF INTERNATIONAL VISITORS - 2009	
• South America	40%
• North America	29%
• Europe	21%
• Asia	5%
• Central America and the Caribbean	4%
• Africa y Oceania	1%

Source: ADEX

## INTERNATIONAL BUYERS AND VISITORS

Targeted importers from the five continents, decision-making managers and professionals of the food industry, hotels, restaurants, specialized shops and supermarkets. National buyers and distributors.



## UNIQUE OPPORTUNITY FOR

- Maintaining and increasing your position in the market
- Launching new products
- Extending your customer portfolio
- Identifying and contacting new suppliers
- Getting acquainted with the latest advances in technological development, new processes, novel systems and applications for food processing, industrialization and commercialization
- Getting acquainted with a clear and global perspective of the latest trends in the food industry
-

# EXHIBITION SECTORS

- **AGROINDUSTRIAL**

Fresh fruits and vegetables – processed food, frozen and dehydrated food, diet food – juices and fruit concentrates, beverage and liquor – gourmet products and prepared food – dairy, meat, oil and fat products – pasta, flour, bakery, patisserie and snacks, others.



- **FISHERY**

Frozen products, canned, cured products, others

- **FOOD INGREDIENTS**

Spices and condiments – flavoring, preservatives, enzymes, coloring, essential oils, others.



- **PACKING, PACKAGING AND SERVICES TO FOOD INDUSTRY AND FOREIGN TRADE**

Packaging – air, sea and road transportation – logistics operators and customs agents – finance companies, insurance, brokers and similar – supervisors and quality certification companies – software, communications and other services.

- **MACHINERY AND EQUIPMENT FOR FOOD PROCESSING AND INDUSTRIALIZATION**

Bakery equipment, canning equipment, freezing and refrigerating equipment, dehydrating equipment, dairy and processing equipment for dairy by-products, measuring, calibration, and quality control equipment amongst others.





## PERU NATURA 2010

PERU NATURA is the main event focused on the promotion of organic, natural and ethnic food and beverage. This event will congregate international buyers interested in natural products from the peruvian biodiversity and have been developed according to the principles of sustainability and fair trade.

[www.biocomercioperu.org](http://www.biocomercioperu.org)



## ADDITIONAL ACTIVITIES

- Conferences:
  - 3rd International Convention of Organic Products
  - 5th National Aquaculture Convention
  - 2nd International Seminar on Fresh and Processed Fruit and Vegetables
- Gastronomic festival
- Hall of innovations and technological developments
- Launching of new products and technical conferences given by exhibiting companies
- International business meetings between international buyers and exhibitors

# EXHIBITORS FACILITIES

- Official catalogue entry
- Exhibitor pass
- Invitation cards
- Auditorium for conferences and presentations
- Business center
- Security and first aid services
- Free indoor parking



**LOCATION** Cuartel General del Ejercito  
San Borja. LIMA - PERU  
Entrance: gates 4 and 5

**DATE** September 22 - 24

## CONTACTS

### National sales and visitors

Marianella Hernández  
Phone: (511) 6183333 - ext: 4403 - 4206  
Mobile: (511) 991 698 134  
mhernandez@adexperu.org.pe

### International sales and visitors

Carla San Martín  
Phone: (511) 6183333 - ext: 4203 / 4214  
Mobile: (511) 997 524 186  
csanmartin@adexperu.org.pe



Visit us at:

[www.expoalimentariaperu.com](http://www.expoalimentariaperu.com)

Contact us at:

[expoalimentaria@adexperu.org.pe](mailto:expoalimentaria@adexperu.org.pe)