



Fevia

Opportunities for Belgian food & drink companies in Brazil

Webinar

3 May, 14:30-16:00

Practical information

- Please turn your mic & camera off
- This webinar is being recorded
- We will send you the link to the slides and the recording next Monday
- There will be time for Q&A at the end of the webinar
- You can ask your questions in the chat throughout the webinar. Please state to whom you are addressing your question

Organizers

Fevia
Vlaanderen



STRUCTURELE PARTNER



Fevia

Programme (1/2)

- **Welcome and general introduction**
Tine Vandervelden, International Business Director at Fevia
- **Economic outlook**
Claudia Rolim, Economic Representative in Brazil - FIT São Paulo
- **Overview of the food & beverages sector in Brazil**
Beni Piatetzky , General Director, Anuga Select Brazil, the Brazilian edition of Anuga Cologne
- **Import regulations and registration of food & beverages in Brazil**
Roberto Latini, CEO Latini Group

Programme (2/2)

- **Testimonials by successful Belgian companies**
 - Flavio Momesso, CEO Puratos Brazil
 - Marc Evrard, Director Belgian Fruit Valley
 - Paula Hoff, Sales Director South America Lutosa
- **Belgian Economic Mission to Brazil 25-29 Nov 2024**
Claudia Rolim
- **Closing remarks and Q&A**

Welcome and introduction

Tine Vandervelden

International Business Director at Fevia

Fevia

Fevia, the Federation of the Belgian food & drink industry

>750 member companies, 27 branch organisations



CULINARIA Belgium



La Fédération Belge
des Malteurs
(FBM)



Association Royale des Fabricants de
Confitures, Sirops à tartiner, Compotes,
Conserves et Préparations de fruits



L'Association des
Rizeries Belges



SUBEL



Fevia

Essential link in the agri-food chain



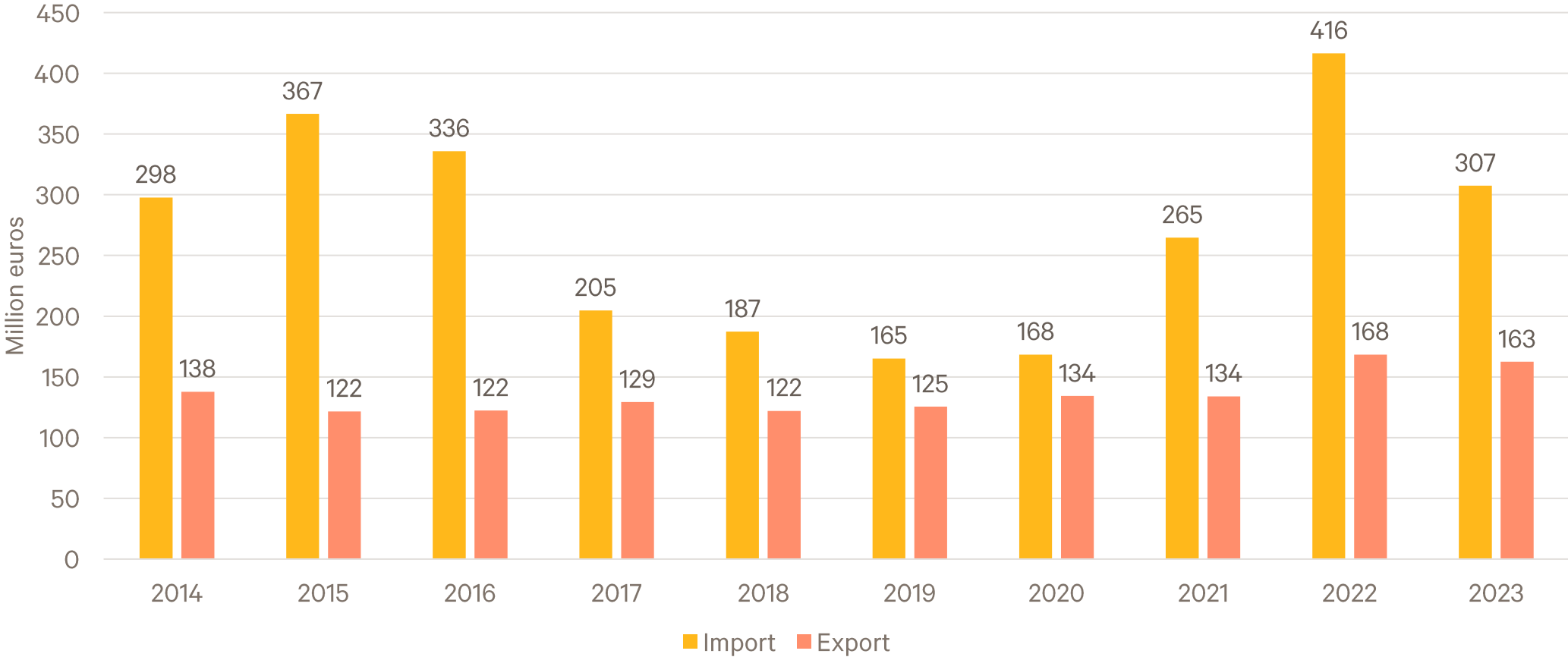


food.be

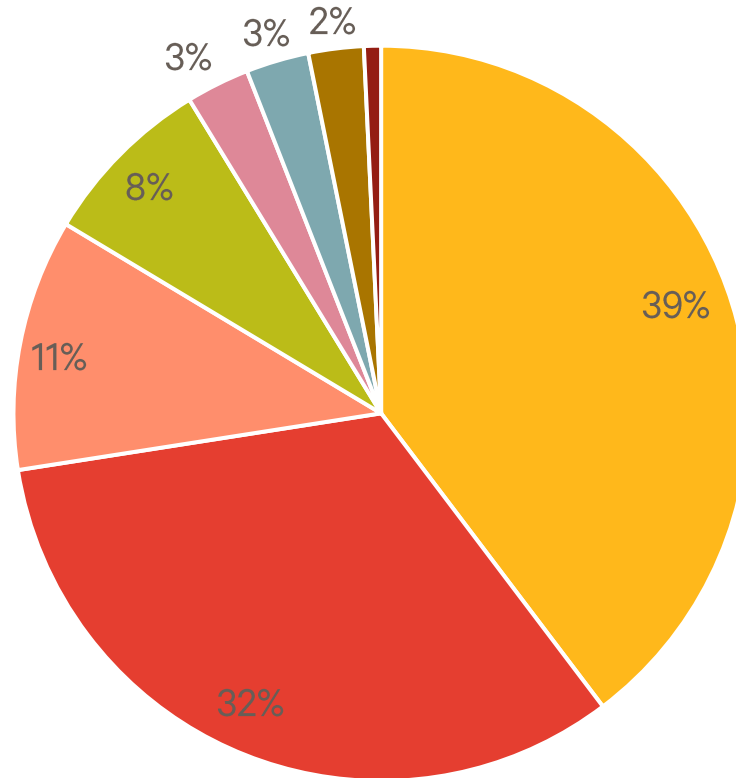
Small country. Great food.

'Food.be – Small country. Great food.' is the promotional brand created by Fevia, the Belgian food and drink federation. Discover the quality, diversity and innovation of more than 1.200 Belgian food and drink companies on **food.be**

BE-BRAZ trade relation

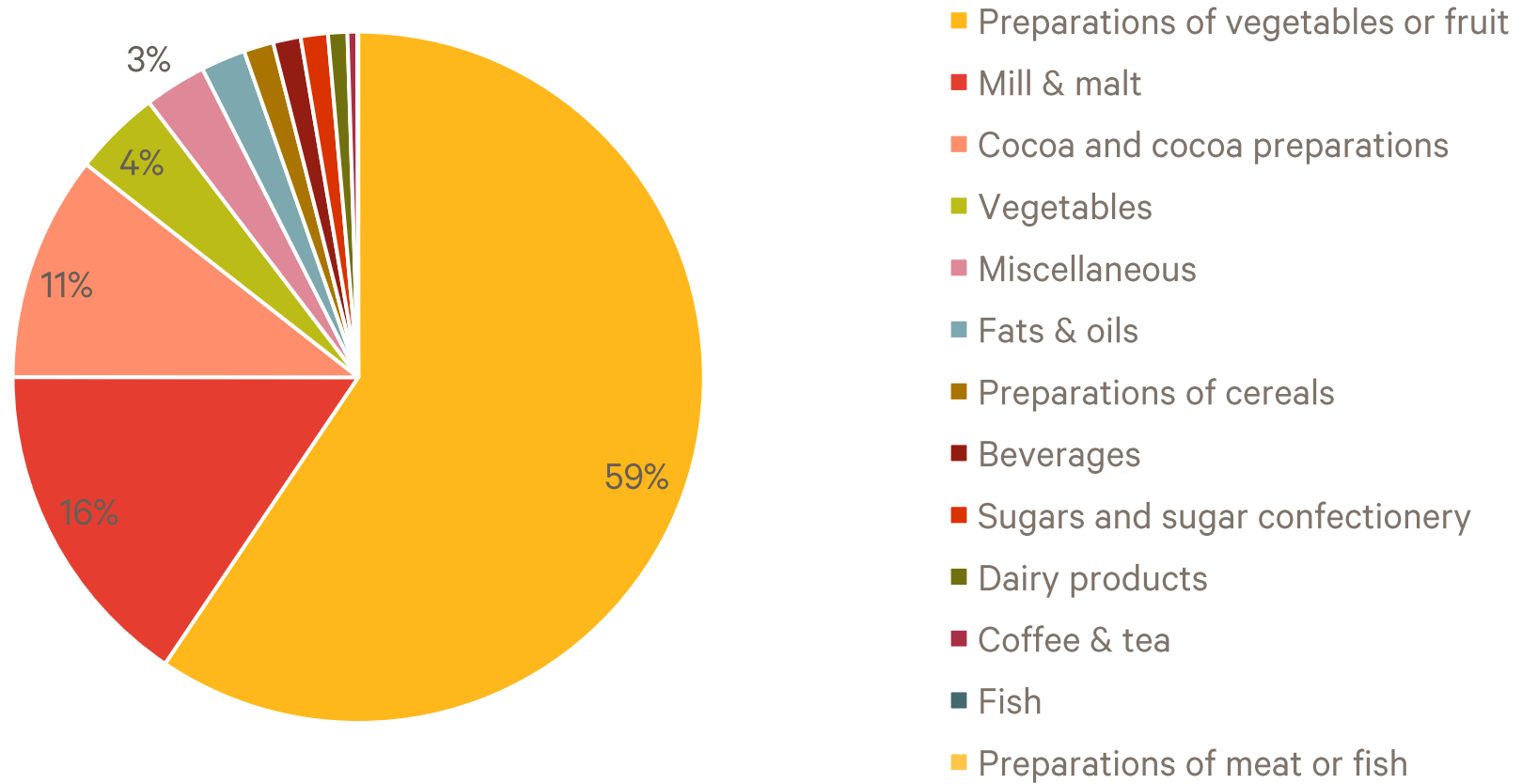


BRAZ → BE (2023)



- Coffee & tea
- Preparations of vegetables or fruit
- Miscellaneous
- Preparations of meat or fish
- Meat
- Sugars and sugar confectionery
- Fats & oils
- Beverages

BE → BRAZ (2023)



Economic outlook

Claudia Rolim

Economic Representative in Brazil – FIT São Paulo

BRAZIL - Economic Outlook

- 8.515.770 km² (= 279 x Belgium) - 203 million inhabitants
- 5th largest country in the world - 7th most populous in the world
 - = **huge potential market** for the Belgian companies
 - = **growing middle class and purchasing power**
- stable macro-economic framework
- tax reform and a multi-year investment plan to accelerate growth
- various initiatives and reforms to decrease complexity and reduce red tape
- **9th largest global economy** and the **largest in Latin America**
 - GDP growth: 2,9 % (2023)
 - GDP growth: 2,2 % (2024) – forecast = 8th largest global economy, according to IMF

Brazil: Gross domestic product (GDP) in current prices from 1987 to 2028

(in billion U.S. dollars)



FLANDERS INVESTMENT & TRADE:

CLÁUDIA ROLIM
Head of Office-FIT Brazil



ALESSANDRO PAVAN
Trade Deputy-FIT Brazil



ANKE VANDERSTAPPEN
Trade Manager-FIT Belgium



KATELIJN MERTENS
Global Industry Lead Food & Food Tech-FIT Belgium





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OBRIGADA!

Overview of the food & beverages sector in Brazil

Beni Piatetzky

General Director, Anuga Select Brazil, the Brazilian edition of Anuga Cologne

Opportunities for the Belgian food companies in Brazil



Beni Piatetzky
Managing Director - Koelnmesse Brazil



Brazilian Food Market Highlights



GDP

Food Industry represents 10,8% of National GDP



REVENUE

In 2022 F&B industry reached USD 200 Billions

Growth:
16%



IMPORT

In 2022 Brazil imported over than USD 19 billions in food



IMPORT

Major importer of food, mainly value-added products



IMPORT

Premium Food Segment grows

40%

since 2015



OPORTTUNITY

72% of National Production is to supply the domestic market

Overview



US\$ **131,26** billion
revenue in 2022

GREAT NUMBERS of the
supermarket sector

94.706
stores
over the country

7,03%
of **GDP**

3,2
million
people involved
directly & indirectly

240,4
thousand
check-outs

* Source: ABRAS (Brazilian Supermarket Association)

Profile of Brazilian Supermarket



- 1
 - Vibrant industry with a rapidly grown
 - Catalyzed the consumer trends in the market
 - Greater demand for healthy and organic products

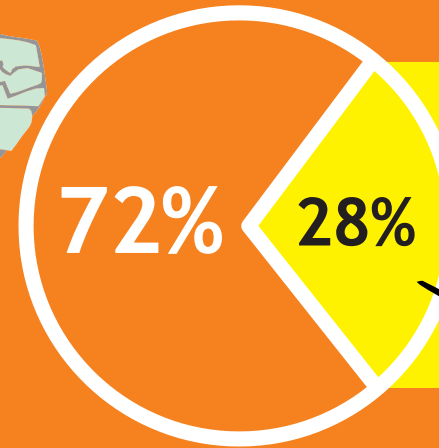
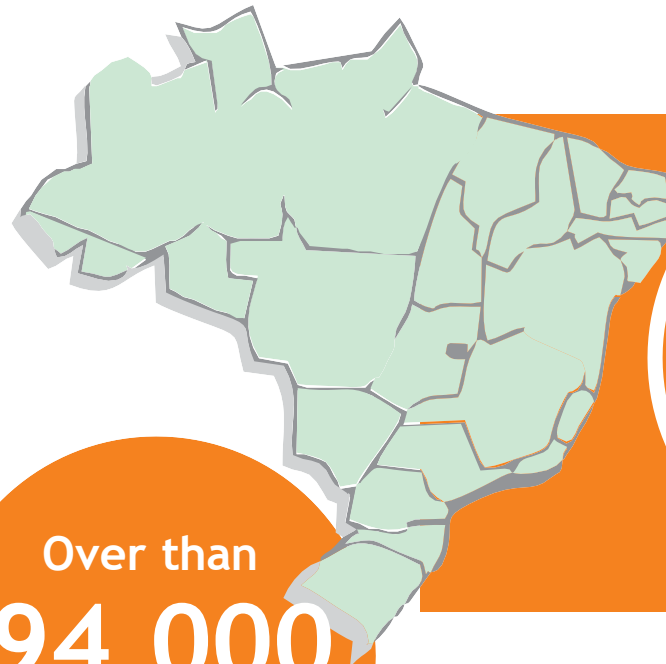


- 2
 - Supermarkets are offering a wide range of premium quality products from organic and healthy products




- 3
 - Seafood, and dairy to convenience food like frozen pizzas and ready-to-eat meals
 - Special Chocolates, cheese, olive oils, wine, coffee and beers

Profile of Brazilian Supermarket



Concentration of the supermarket sector in companies **TOP 3 BRAZIL**

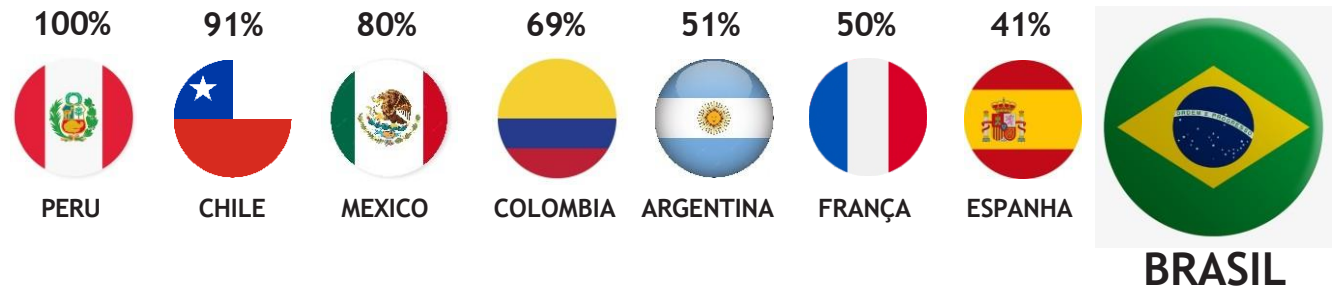


28 Mi
Buyers per day

2,5
times the population of Portugal

Over than **94,000** stores across the country

There is a large room to explore



* Source: ABRAS (Brazilian Supermarket Association)

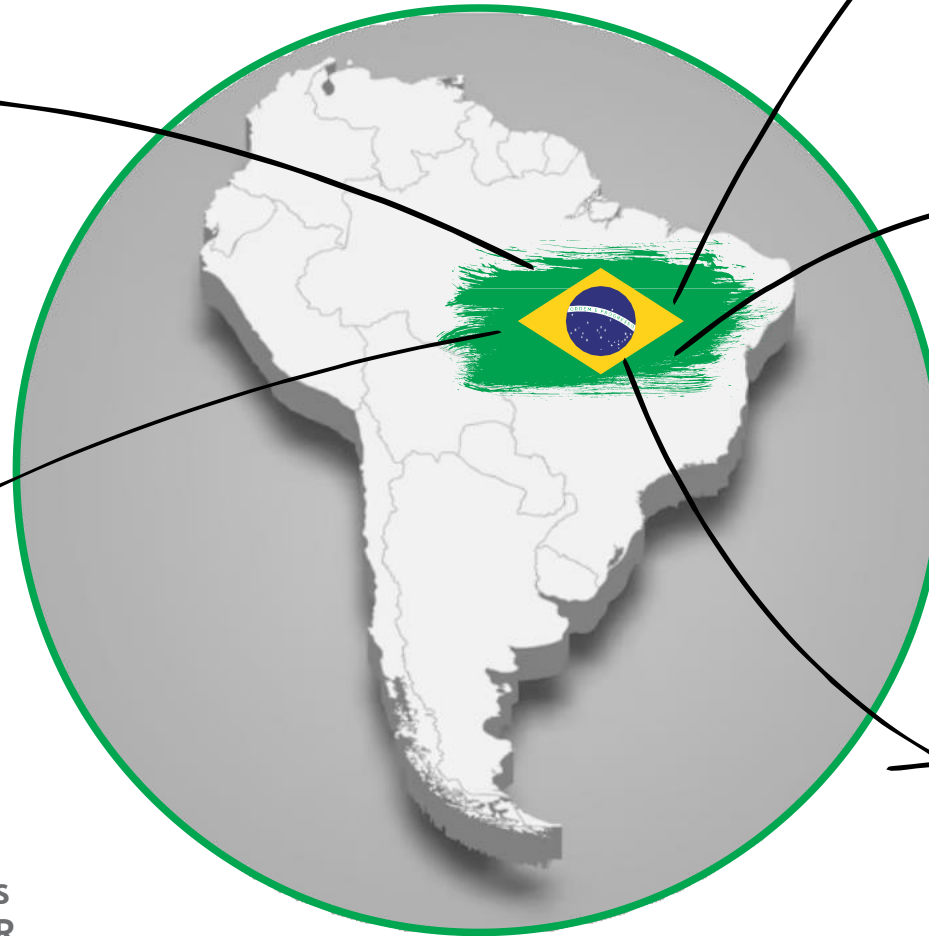
Making Brazil Your Primary Destination



Brazil offers new commercial agreements and government support



Geographical location, allowing businesses to access other countries in the MERCOSUR



more than
210
Mi

Large internal consumer market

126
Mi

Rapidly growing middle class
(58% of the population are middle class)
giving companies access to a larger consumer base

27
states

Territorial extension enhances cultural and gastronomic diversity provoking the search for new products

* Source: ABIA (Brazilian Food Association)

Get to know the gateway for the Brazilian food market

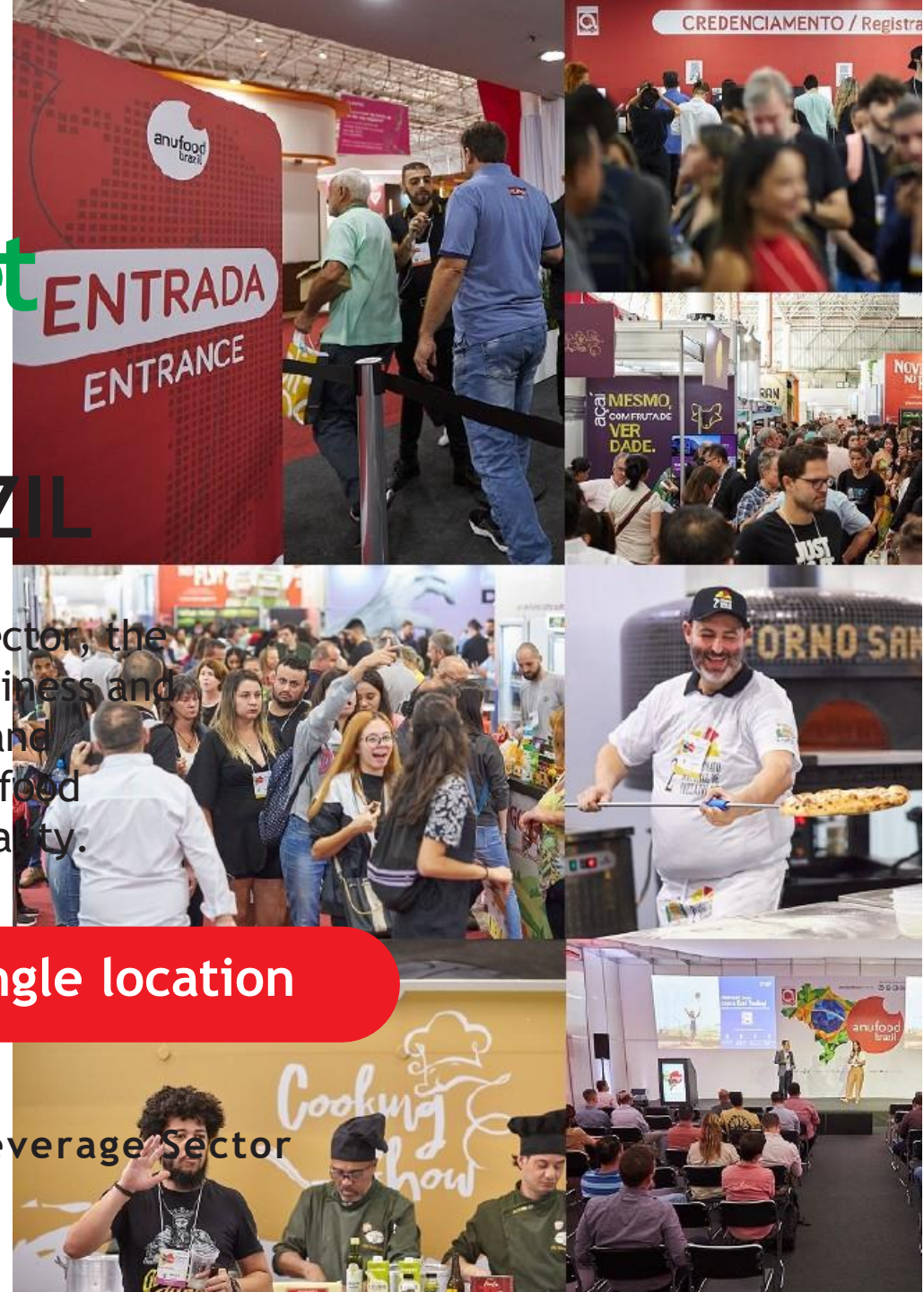


ANUGA SELECT BRAZIL

100% focused on the food and beverage sector, the event is the main channel to generate business and the most complete showcase of national and international product launches for retail, food service, importers, wholesales and hospitality.

The fair brings together the main sectors in a single location

International Trade Show Exclusively for the Food and Beverage Sector





2.346
meetings

+ BRL 62 million
in business

52
buyers
(40 national and 12 international)

MATCHMAKING PROGRAM



MEGA
RODADA DE NEGÓCIOS
MATCHMAKING



apexBrasil

MINISTÉRIO DO
DESENVOLVIMENTO,
INDÚSTRIA, COMÉRCIO
E SERVIÇOS

GOVERNO FEDERAL
BRASIL
UNIÃO E RECONSTRUÇÃO

QUALIFIED BUYERS Visitors from 33 countries and all Brazilian states

THE NUMBERS PROVE THE
SUCCESS OF THE 2024 EDITION

+ 500
exhibitors

⇒ 16 national pavilions ⇒ 16 international pavilions

EXPECTATIONS FOR 2025

15.000 m²
exhibition
space

+ 600
exhibitors

17.000
visitors

Take part in

Follow us on social media



www.anuga-brazil.com.br
SÃO PAULO, 08. 10.04.2025



International Trade Show Exclusively for the Food and Beverage Sector

See you in 2025!



Import regulations and registration of food & beverages in Brazil

Roberto Latini, CEO Latini Group

Fevia

FOOD IMPORTS TO BRAZIL SANITARY RULES

Import regulations in Brazil:
how to deal with registration of food & beverages
** 2024 **

Dr. Roberto Carlos Latini (Lawyer) / Dr. Yasmin M.D. Latini (Veterinarian)

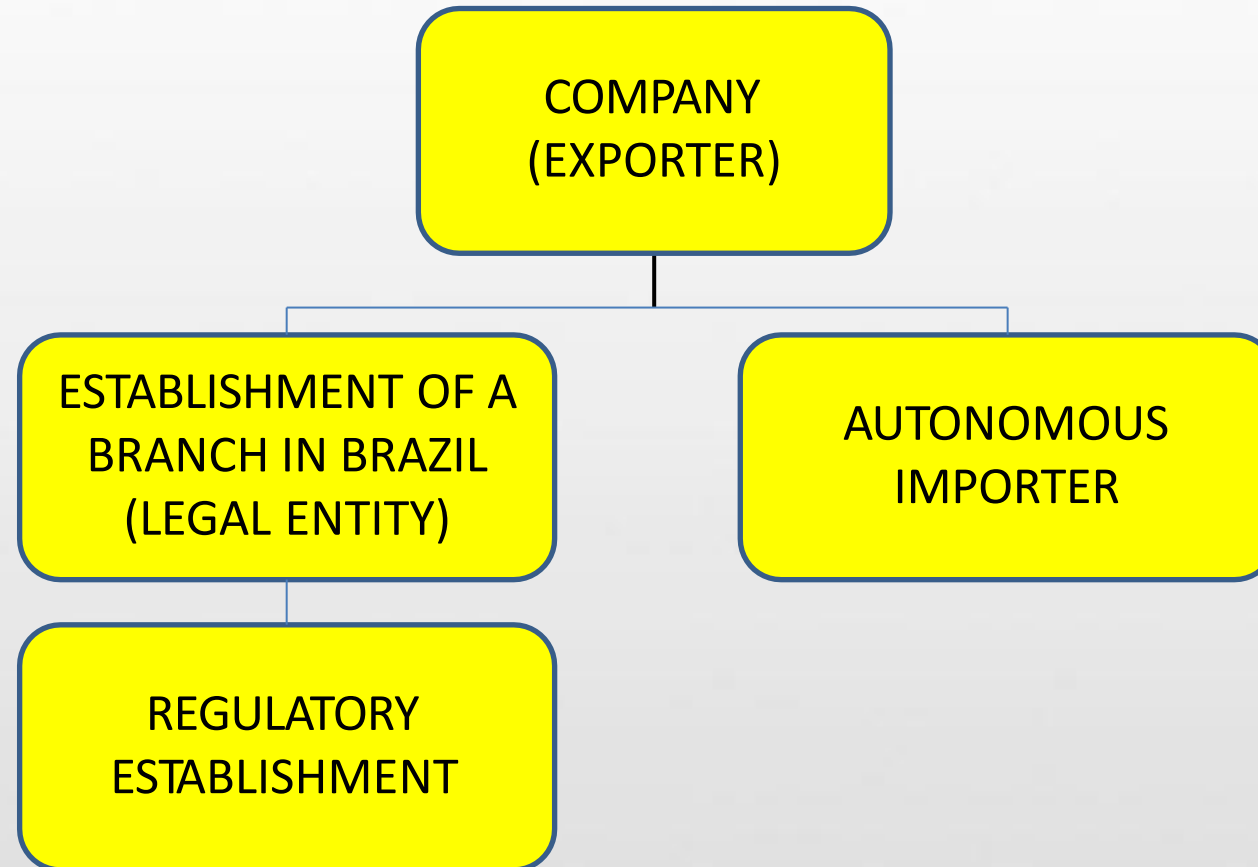


LATINI GROUP

Integrated
Business
Solution



ENTERING INTO THE BRAZILIAN MARKET



Basic Legislation

- Varied and scattered legislation, depending on the type of food.
- There is no standardization of legislation and/or technical standards.
- Various sources of research.
 - Depending on the nature and type of the product, may be subject to the control of Min. Agriculture, Livestock and Food Supply (MAPA) and/or the National Health Regulatory Agency (ANVISA).



VEGETABLES



Basic Legislation

VEGETABLES

- Products imported into Brazil must follow official standards determined by specific legislation.
- Currently, more than 80 types of food and plant products are classified based on market requirements or as determined by MAPA.



Basic Legislation

VEGETABLES

- The hygienic-sanitary control of standardized products is generally carried out randomly in accordance with Normative Instruction No. 31, of August 15, 2013. This standard establishes the procedures to be adopted within the scope of MAPA, when pesticide residues are detected and chemical, physical and biological contaminants, as established in specific ANVISA legislation, in standardized plant products, their by-products and residues of economic value.



Basic Legislation

VEGETABLES

MONITORING the standardization and
CLASSIFICATION of PLANTS:

- Vegetable classification is mandatory for imported products - Act No. 9.972, of 25 May 2000;
- Ordinances and complementary measures.



ANIMAL-BASED FOOD



Basic Legislation

ANIMAL BASED PRODUCTS

- The Brazilian requirements for the importation of animal products are defined by article 486 of [Decree nº 9.013 of March 29th, 2017.](#)
- According to this article, importation shall only be authorized when products comply with the following:



Decree nº 9.013 / 2017;

1. The product come from countries whose health inspection system has been assessed or recognized as equivalent by the Brazilian Department of Inspection of Animal Products
2. They come from establishments eligible to export to Brazil
3. The have been previously registered by the Department of Animal Products Inspection (DIPOA);
4. The products are labeled in accordance with the specific legislation; and
5. They are accompanied by a health certificate issued by the competent authority in the country of origin, under the terms agreed bilaterally.



Countries Authorized to Export Animal Products to Brazil

COUNTRY	PRODUCTS AUTHORISED BY AREA AND/OR ANIMAL SPECIES ¹																	MODE OF APPROVAL ⁷ :		OBSERVATIONS / COMMENTS	
	MEAT													GELATINE/ COLLAGEN ⁴	MILK ^{4,5}	FISHERY PRODUCTS ⁶		EGGS	HONEY		(1): Brazilian Veterinary Mission (plant by plant) (2): Indication by the foreign health authority
	Poultry		Bovine		Porcine		Caprine		Ovine		Other		Natural casings ⁴			Wild origin	Aquaculture				
	Raw ²	Proc ³	Raw	Proc	Raw	Proc	Raw	Proc	Raw	Proc	Raw	Proc									
South Africa														X		X	X			(1): Gelatin/Collagen. (2): Fishery products.	
Germany			X	X	X*	X*							X	X	X	X	X			(1): Meat; Gelatin/Collagen; Milk. (2): Fishery products.	*Only products that have undergone treatment capable of inactivating the African Swine Fever (ASF) virus may be internalized, namely: 1. Heat treatment: 1.1. The meat must be subjected to: (a) heat treatment for at least 30 minutes at a minimum temperature of 70°C, which must be achieved throughout the meat; or (b) any equivalent heat treatment that has been shown to inactivate ASF virus in meat. 2. Dry-cured pork: 2.1. The meat should be salt-cured and dried for a minimum of six months.
Argentina	X	X	X	X	X	X	X		X		X*	X*	X	X	X	X	X	X	X	(2): Meat; Gelatin/Collagen; Milk; Fishery products; Eggs; Honey.	*Wild animals, game animals, lagomorphs and ostriches.
Australia			X	X					X	X			X		X	X	X			(1): Meat; Milk. (2): Fishery products.	
Austria			X	X	X	X									X					(1): Meat; Milk.	
Belgium														X	X	X	X	X		(1): Meat; Gelatin/Collagen; Milk; Eggs. (2): Fishery products.	←



Basic Legislation

ANIMAL BASED PRODUCTS

- The entering of any product of animal origin in Brazil depends on prior authorization of the Brazilian Ministry of Agriculture, through the Department of Inspection of Animal Products (DIPOA) Agriculture and livestock Defense Secretariat
- The International Brazilian Agricultural Surveillance System (Vigiagro), linked to the Secretariat of Agricultural Defense (SDA), operates in monitoring the international transit of vegetables, their products and by-products, as well as the transit of products of animal origin. Inspection is carried out at ports, international airports, border posts and special customs offices.



WINES, DRINKS AND VINEGAR



Basic Legislation

WINES, DRINKS AND VINEGAR

- Compliance with the standard, which includes analytical parameters, denomination, labeling requirements, permitted ingredients and additives, are in the Annex to the Internal Standard (or Operational Standard) DIPOV nº 1/2019 :
- Consolidation of Beverage Standards, Acetic Fermented Food, Wine and Grape and Wine Derivatives ANNEX TO INTERNAL STANDARD DIPOV No. 01/2019.
- Ordinances and complementary measures.



Basic Legislation

WINES, DRINKS AND VINEGAR

- The imported product must meet the identity and quality standards established by the Brazilian legislation.
- To start the import process, the importing establishment will need to register the Import License with Siscomex* and then link the electronic dossier on the Single Foreign Trade Portal. The relevant documentation in the dossier is contained in Annex XLI of Normative Instruction No. 39, of November 27, 2017 (Vigiagro's Manual).

(*) SISCOMEX is the Brazilian International Trade System



FOOD AND PACKING MATERIALS ON BEHALF OF ANVISA CONTROL



PRODUCTS UNDER CONTROL OF THE BRAZILIAN HEALTH REGULATORY AGENCY ANVISA

- RESOLUTION-RDC No. 27, AUGUST 2010 6: rules on the categories of food and packaging free and compulsory registration for Market Approval



PRODUCTS UNDER CONTROL OF THE BRAZILIAN HEALTH REGULATORY AGENCY ANVISA

FOOD AND PACKAGING WITH HEALTH REGISTRATION REQUIREMENT

- FOODS WITH ALLEGATIONS OF FUNCTIONAL AND OR HEALTHY PROPERTY
- FOOD FOR CHILDREN
- FOODS FOR ENTERAL NUTRITION
- PACKAGING NEW TECHNOLOGIES (RECYCLED)
- NEW FOOD AND NEW INGREDIENTS
- BIOACTIVE AND PROBIOTIC SUBSTANCES ISOLATED WITH ALLEGATION OF FUNCTIONAL OR HEALTH PROPERTIES



PRODUCTS UNDER CONTROL OF THE BRAZILIAN HEALTH REGULATORY AGENCY ANVISA

- FOODS REGISTERED
- SUGAR AND SUGAR LIKE PRODUCTS
- FOOD ADDITIVES
- DIETARY ADHESANTS
- WATERS ADDED WITH SALTS
- NATURAL MINERAL WATER AND NATURAL WATER
- FOOD AND BEVERAGES WITH COMPLEMENTARY NUTRITIONAL INFORMATION
- WEIGHT CONTROL FOODS
- NUTRIENT RESTRICTED DIET FOODS
- DIET FOODS WITH CONTROLLED SUGAR INTAKE
- FOOD FOR PREGNANT AND

- NUTRITION
- FOOD FOR ELDERLY
- FOOD FOR ATHLETES
- BULLETS, BOMBS AND GUMS
- COFFEE, BARLEY, TEA, MALE HERB AND SOLUBLE PRODUCTS
- CHOCOLATE AND COCOA PRODUCTS
- COADJUVANTS OF TECHNOLOGY
- CONTAINERS
- ENZYMES AND ENZIME PREPARATIONS
- SPICES, TEMPERINGS AND SAUCES
- EDIBLE JELLIES AND PREPARATIONS FOR EDIBLE JELLIES
- ICE
- MIXTURES FOR THE PREPARATION

- OF FOODS AND FOODS READY FOR CONSUMPTION
- VEGETABLE OILS, VEGETABLE FATS AND VEGETABLE CREAM
- PRODUCTS OF CEREALS, STARCHES, FLOUR AND FLOUR
- PROTEIN PRODUCTS OF PLANT ORIGIN
- VEGETABLE PRODUCTS (EXCL. PALMITO), FRUIT AND
- EDIBLE MUSHROOMS
- CANNED VEGETABLES (HEART OS PALM)
- SALT
- HYPOSSOSIC SALT / SALT SUBSTITUTES
- VITAMINIC OR MINERAL SUPPLEMENT



ANVISA's New Upcoming Legislation

- In September, the ANVISA's Collegiate Board Resolution (RDC) nº. 843/2024 will come into force (provides for the regularization of food and packaging under the competence of the National Health Surveillance System (SNVS) intended for supply in the national territory) and Normative Instruction (IN) nº 281/2024 (establishes how to regularize the different categories of food and packaging, and the respective documentation that must be presented).



THANK YOU

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Testimonials by successful Belgian companies

Flavio Momesso, CEO Puratos Brazil

Marc Evrard, Director Belgian Fruit Valley

Paula Hoff, Sales Director South America Lutosa

Fevia

Puratos Brazil



Flavio Momesso
CEO of Puratos Brazil
May 2024



Our Purpose

We move the planet forward by creating innovative food solutions for the health & well-being of people everywhere.

Puratos at a glance

Founded in **1919**



10.100+ Employees

1.100+

R&D researchers &
Technical Advisors



2,5%
of Revenue
Invested in R&D

Puratos at a glance



Puratos products are available in over **100** countries



65 Production units in **52** countries



Subsidiaries in **81** countries



93 Innovation Centers Worldwide

Our strategic focus



The Future of
Bread
Lies in its Past



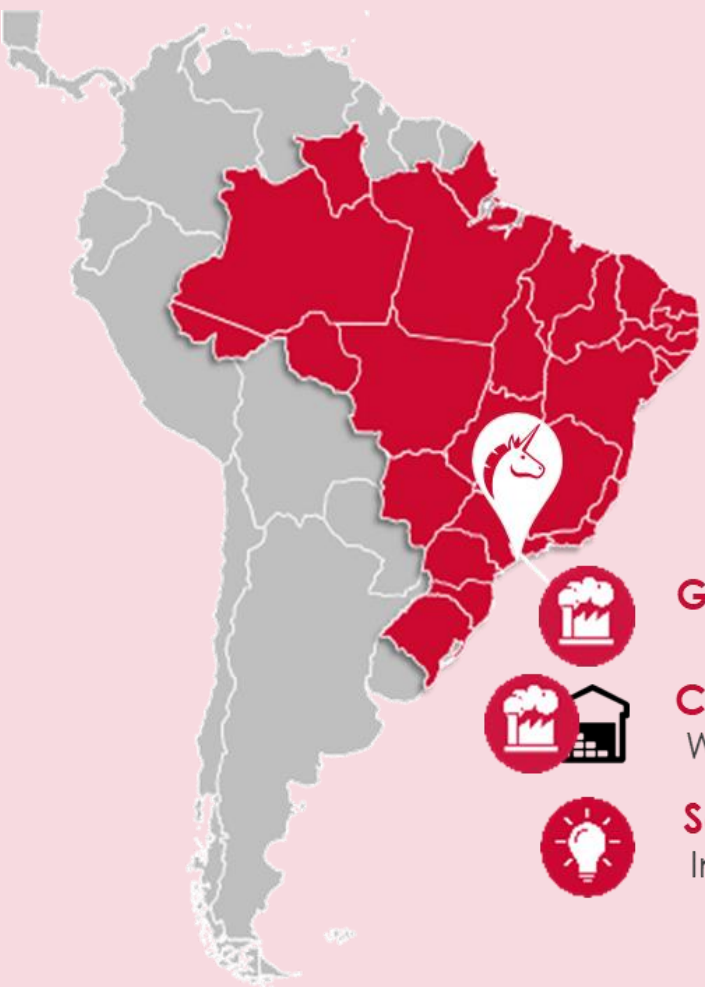
*Every
patisserie
creation
has a story
to tell*





Puratos Brazil

(Top 10 operation)



Guarulhos
Factory



Chocolate
Warehouse



São Paulo
Innovation
Center



Since
1986



320
Employees



39
Distributors



>30,000
Customers



- Bread improvers
- Bread mixes
- Sourdough (reconstituted)
- Egg wash alternative

Segments present
and production site



- Vegetable cream
- Cake mixes
- Glazes
- Fruit fillings
- Cream fillings
- Cake Improvers



- Real Belgian Chocolate
- Real Chocolate
- Hard Compound
- Soft Compound



Opportunity for BELGIUM Foods Companies in Brazil

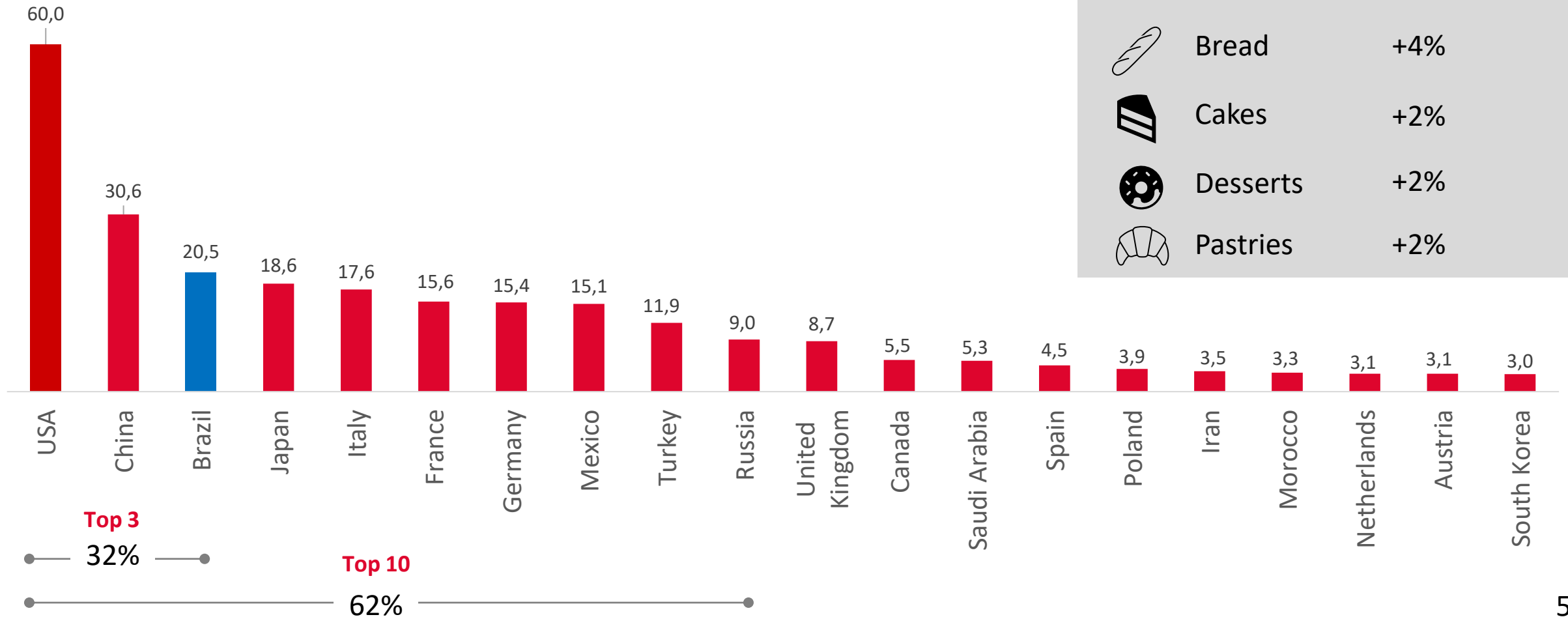
1 Bakery Goods Market

2 One size does NOT fit all

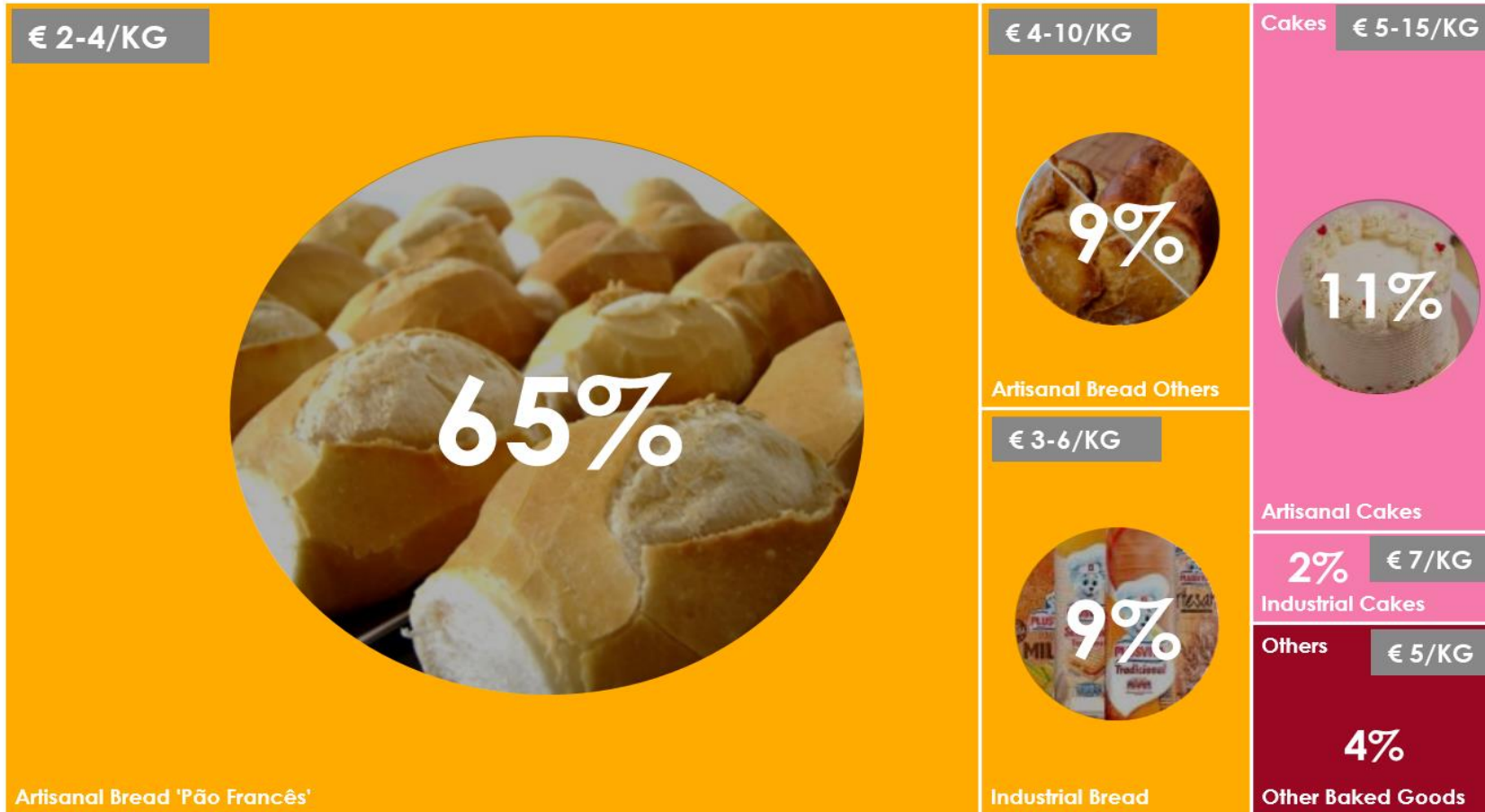
3 Diverse Route to Market

Brazil is top 3 market for Baked Goods. Main opportunities are premiumization and per capita consumption, less than half of mature markets

Market Size (€Bn) Retail Value



Despite of the size of **Baked Goods volume market**, bread is over **65%** of the **volume**, largely dominated by **local artisanal**, low cost 'Pão Francês'



Patisserie market is concentrated on cakes. Around 70% of all patisserie is chocolate flavored or contains chocolate, followed by *Dulce de Leche*

Patisserie incl. Cakes and Pastry



Opportunity for BELGIUM Foods Companies in Brazil

1 Bakery Goods Market

2 One size does NOT fit all

3 Diverse Route to Market

Market Overview

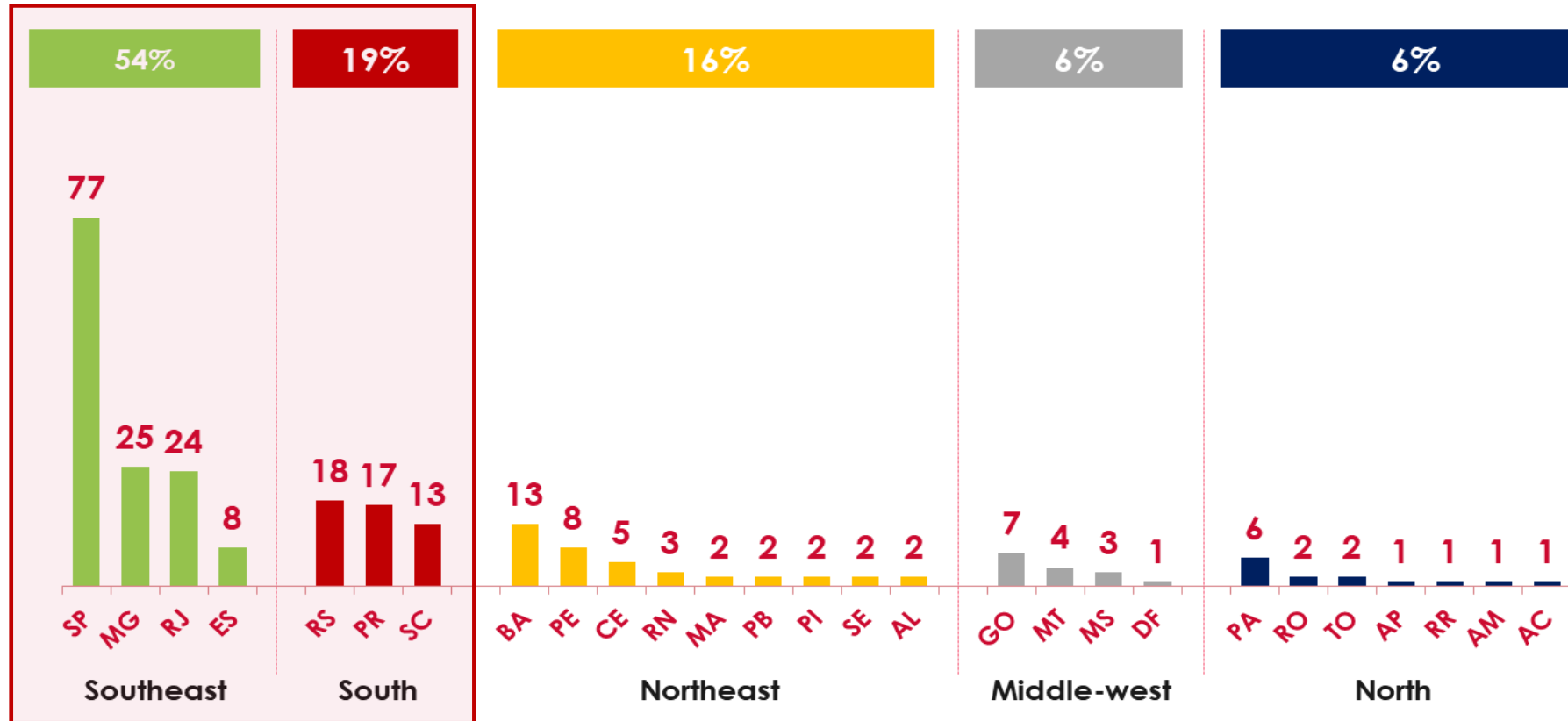
Overview of consumer market in Brazil

Populational density

Southeast and South represents **56% of population** and **>73% of the GDP**



Top 250 cities distribution



Opportunity for BELGIUM Foods Companies in Brazil

1 Bakery Goods Market

2 One size does NOT fit all

3 Diverse Route to Market

Huge RETAIL Format diversification in the past 10-20 Years

(source: Nielsen)

Convenience



Neighborhood | Traditional



Supermarkets



Hypermarkets



Cash&Carry

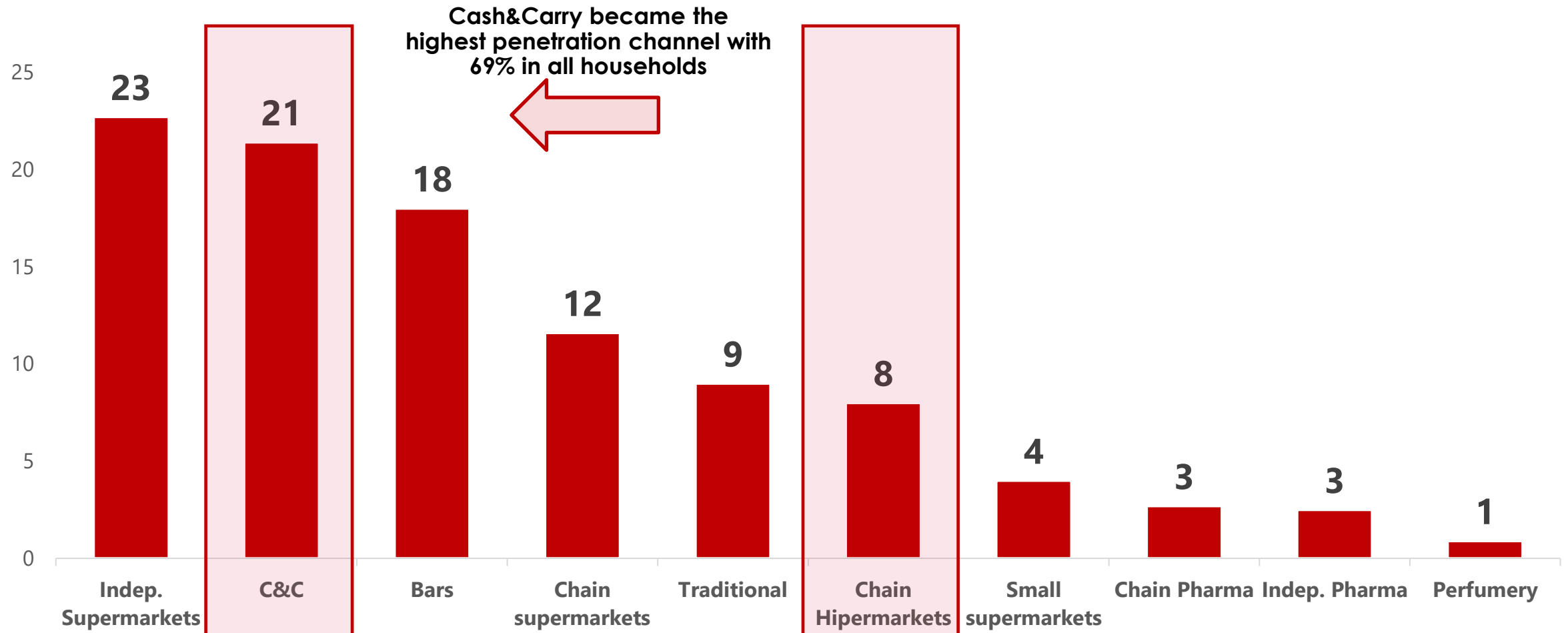


Wholesale



Independent supermarkets and C&C Leading in revenues

% of food retail revenues by format





Supermarkets



Industries



Patisseries



Bakeries & Artisans



Domestic Artisan
(Cash & Carry)



Foodservice

**At Puratos, we
are closer to the
Consumer
Journey through
a rich Channel
Rout-To-Market**

Do you have
any questions?

**THANK
YOU**



Belgian Fruit Valley





Ela se chama Conference

desde 1885



Introducing the Conference Pear in Brazil - Evaluation of the second project year

Executive summary

(This evaluation covers the second project year running from February 2018 to January 2019)

Thanks to increased introduction of the Conference pear to new Brazilian outlets and geographic expansion to Rio de Janeiro, São Paulo Inland and Brasília, **the number of tasting days grew from around 700 in the first year to around 3.000 in the second.**

The pear has been introduced to **around 150 stores**, of which 75% located in São Paulo Metropolitan area.

Supply chain improved versus the first year, reducing the number of "Stop & Go" situations.

- ✓ However, each new outlet introduction continues to request integrated project management in order to avoid supply errors.
- ✓ Shorter shelf life of the 2018-harvest in combination with an exceptionally hot summer in the South-West caused higher than average product losses.

Project coordination is key in order to solidify and expand the pear's position.

- ✓ Pears continue as a niche product and the Conference pear is not yet "top of mind".
- ✓ The quality of supply chain in Brazil is low compared to European standards meaning that any error in the chain before reaching the outlets leads to product loss and low consumer experience.
- ✓ Continued training of store personnel is needed in order to make sure that the product reaches the shelves in the best condition.
- ✓ It is key that the three (or four) parties involved "Store Buyer", "Exporter", "Importer" (where appropriate) and "Ponteaz", the local promoter, continuously align and maintain short communication lines. Project ownership at the appropriate level of each of the parties involved, is conditional to success.

Looking forward to year 3: the promotional pressure should support the introduction strategy.

- ✓ Solidify with tastings (at lower budget pressure) the pears position in the **higher-end outlets** where the pear was primarily introduced, in order to maintain distribution and staff's attention.
- ✓ The added introduction in **high-frequency mainstream stores** (type Pão de Açúcar and Carrefour) will increase tasting efficiency and resulting sales volumes.

Year 2 generated over 3.000 tasting days in 4 major regions.



São Paulo Metro, where the pear was first introduced remains the focus with **78%** of the total number of tasting days.

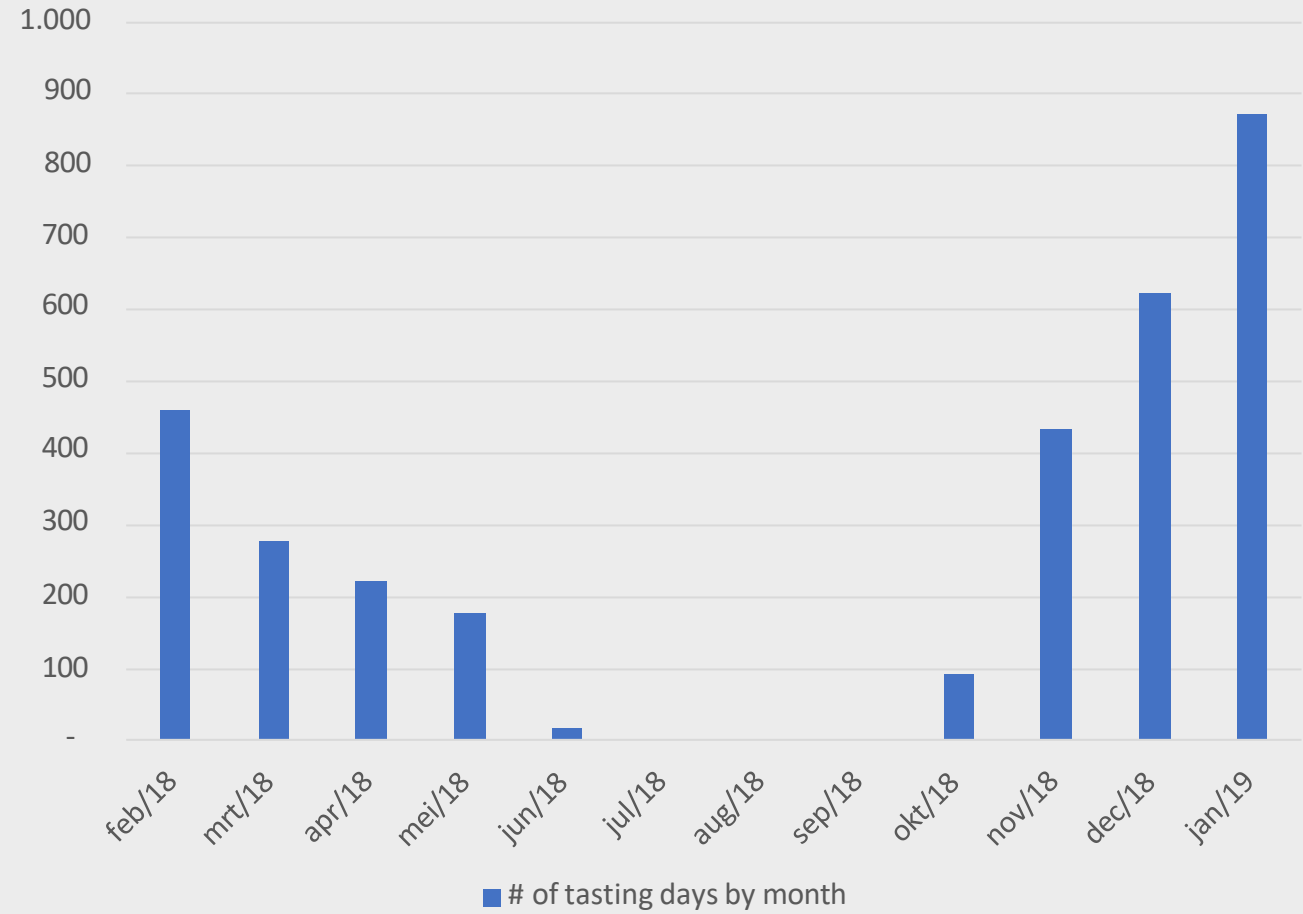
The Interior of São Paulo, Rio and Brasília / Goiânia were added as from November 2018.

Region	# tasting days
São Paulo Metro	2.474
São Paulo Inland	372
Rio de Janeiro	245
Brasília	75
Total	3.167

(*) Please refer to annex 1 for details by city.

Promotional pressure increases significantly after harvest 2018.

of tasting days by month



The Conference pear is starting to find its way into mainstream national outlets.

Outlet description (*)	# of targeted stores	# of tasting days
National outlet 1	28 (of over 500 potential stores in Brazil)	142
National outlet 2	33 (of over 500 potential stores in Brazil)	197
Fruit & Vegetable medium to high-end 1	9	245
Fruit & Vegetable medium to high-end 2	8	514
Fruit & Vegetable medium to high-end 3	35	982
Fruit & Vegetable medium to high-end 4	1	36
Fruit & Vegetable medium to high-end 5	18	950
Other	25	30

The introduction strategy focused primarily on **high-end stores**, in order to establish a high-quality image and keep control over all aspects of supply chain.

In a second step, more **mainstream outlets** with higher customer frequency are focused.

It is expected that expansion in these high-frequency stores will result in **more efficient** tasting days and stronger sales volumes.

Tasting facts

On average, **3 kg to 5 kg** of pears were used during one tasting day, with around **48 persons tasting per day**.

- ✓ Based on this assumption, a total of around 150.000 physical tastings has taken place in Year 2.
- ✓ Around 30% of the tasting consumers has taken the postcard.

The estimated **conversion rate of tasting into buying is 65%**.

It is estimated that the number of free product used and customer reach will **increase in the coming year**:

- ✓ The introduction strategy focussed on smaller high-end stores first, in order to establish a quality image. In these stores traffic is lower.
- ✓ With larger supermarkets and hypermarkets being added traffic by tasting day will most probably increase.

Due to Brazilian supply chain complexity, **14% of planned tasting days were abandoned** because of product “out-of- stock” (12%) or illness of the tasting lady (2%).

Ela se chama Conference *desde 1885*, at a glance ⁽¹⁾



High-end specialized store in São Paulo Metro.



Medium positioned general supermarket in São Paulo Metro.

Merchandisers of a specialized store in São Paulo Metro becoming Conference-fans.



Ela se chama Conference *desde 1885*, at a glance ⁽²⁾



A company employee of a specialized supermarket chain, selecting the pears for a customer in São Paulo.

Ela se chama Conference *desde 1885*, at a glance ⁽³⁾



Convincing Brazilian consumers one-by-one...

Ela se chama Conference *desde 1885*, at a glance ⁽⁴⁾

- Supply chain infrastructure remains a challenge in a tropical country as Brazil, as is shown here: a non-refrigerated truck transporting fresh products for a high-end specialized chain.



ANNEX 1 : Detail of the number of tastings by city

SP metro		
City or municipality		
Cotia	9	0%
Guarulhos	3	0%
Osasco	5	0%
Santana de Parnaíba	10	0%
Santo André	13	1%
São Bernardo	6	0%
São Caetano	50	2%
São José dos Campos	10	0%
São Paulo	2.286	92%
Sorocaba	77	3%
Taboão da Serra	4	0%
Total	2.474	100%

SP countryside		
City or municipality		
Americana	58	15%
Campinas	199	53%
Indaiatuba	40	11%
Limeira	39	10%
Piracicaba	38	10%
Total	372	100%

Rio de Janeiro and surroundings		
City or municipality		
Niterói	86	35%
Rio de Janeiro	159	65%
Total	245	100%

Brasília and surroundings		
City or municipality		
Brasília	60	80%
Goiânia	15	20%
Total	75	100%

Lutosa

Fevia

Lutosa

The Lutosa logo graphic consists of several white, curved lines that sweep upwards and to the right, resembling a stylized wing or a field of crops.

Lutosa in Brazil



Potatoes
to the world



- Present in Brazil for 23 years
- Based in São Paulo our office is in charge of the sales in South America and also logistics management for Chile, Peru and Ecuador in addition to Brazil
- Segment: Retail and Food Service
- Present in 16 states and all the 5 areas of Brazil
- 100% import operations

Opportunities

- Rich cultural diversity to explore
- Retail: added value products coming into retail as consequence of a growing demanding coming from the end consumer
- Valorization of imported products
- Growing number of importing companies
- Strong digital culture

Challenges

- Economic landscape and market uncertainties
- Price strategy

HEAD OFFICE

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Belgian Economic Mission to Brazil

25-29 Nov 2024

Claudia Rolim

Economic Representative in Brazil - FIT São Paulo



- LED BY HER ROYAL HIGHNESS PRINCESS ASTRID OF BELGIUM
- MULTI-SECTORAL MISSION
- CO-ORGANISED BY: FLANDERS INVESTMENT & TRADE; HUB.BRUSSELS INVEST & EXPORT; WALLONIA EXPORT-INVESTMENT AGENCY; THE BELGIAN FOREIGN TRADE AGENCY; FEDERAL PUBLIC SERVICE OF FOREIGN AFFAIRS, FOREIGN TRADE AND DEVELOPMENT COOPERATION



- WHEN: 22 NOVEMBER – 01 DECEMBER
- WHERE: SÃO PAULO AND RIO DE JANEIRO
- WHAT: INDIVIDUAL B2B PROGRAM, SECTORAL SEMINARS, COMPANY VISITS, OFFICIAL RECEPTIONS WITH LOCAL COMMUNITIES AND AUTHORITIES, SIGNING CEREMONIES, ETC
- HOW TO REGISTER: PLEASE CONTACT EACH REGIONAL AGENCY DEPENDING ON THE REGION IN WHICH YOUR COMPANY IS BASED.
- FLIGHT AND HOTEL RESERVATIONS VIA THE BCD TRAVEL AGENCY

Registrations

- Flanders Investment & Trade: <https://www.flandersinvestmentandtrade.com/export/acties-events/bem-brazili%C3%AB-onder-leiding-van-prinses-astrid>
- Wallonia Export & Investment Agency: <https://www.awex-export.be/fr/agenda/mission-economique-principiere-au-bresil>
- Hub.brussels: <https://hub.brussels/nl/events/prinselijke-missie-naar-brazilie/> and <https://hub.brussels/fr/events/mission-economique-belge-au-bresil/>

Closing remarks

Tine Vandervelden

International Business Director at Fevia

Q&A

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Small country. Great food.

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