



Agribusiness & Food Processing Fact Finding Mission to Brazil

03.05.2018 – 09.05.2018

The agribusiness is an important pillar of the Brazilian economy, representing over 30% of the country's GDP. Agriculture in Brazil is one of the only sectors that continues with a steady growth during this difficult period that the country is facing. Numbers are impressive and Brazil remains one of the global leaders in the production of meat, soy, cotton, coffee, sugar cane and orange.

Due to its agricultural vocation, Brazil is also the second largest exporter of processed foods in volume and fifth in value, with abundant resources and a sound installed capacity. The country is expected to supply up to 40% of the global food demand up to 2050 and, in order to reach this potential, the agribusiness sector is demanding new technologies for food processing to ensure its role as one of the major food suppliers in the world.

The purpose of our mission is to explore deeper this sector, by meeting various industry players (i.e. dairy, fruit and meat processing, grains, milling and wine production), technological centers and institutional partners such as governmental bodies and industry associations. We will also visit APAS trade fair, the most important event in Latin America for the retail sector, where food & beverages companies will showcase their products and new launches.

Program of the visit

Thursday 03.05.2018: Arrival in São Paulo and transfer to Maringá-PR to visit meat processors and agribusiness cooperatives (grains and milling)

Friday 04.05.2018: Transfer to Curitiba to visit biscuits manufacturer and hold a seminar with the local industry association followed by a networking event

Weekend 05-06.05: Weekend in Bento Gonçalves to visit wine producers and wineries

Monday 07.05.2018: Visit to dairy processor in PR and transfer to Campinas-SP to visit the Food Technology Institute ITAL

Tuesday 08.05.2018: Visit to fruit processor and transfer to São Paulo-SP to visit APAS show. Evening networking with the Food Industry and Agribusiness Associations at the Swiss consular residence

Wednesday 09.05.2018: Visit to sugar processor's HQ in São Paulo and flight back to Switzerland