



ea 2012
expoalimentaria

Results

Expoalimentaria 2012

19/21 Sep.



**The most important
food trade show in
the region**

ORGANIZER



COORGANIZERS



Ministerio de Relaciones Exteriores



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Más que una buena impresión

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El Comercio




EXPOALIMENTARIA THROUGH TIME

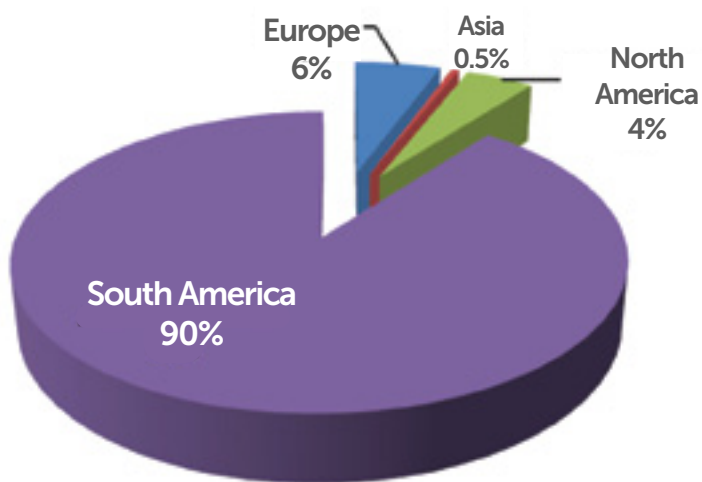
Features / Year	'09	'10	'11	'12	'12vs'11
Exhibition Area (m2)	6,600	12,000	18,000	20,500	14%
National Stands	195	301	382	415	9%
International Stands	10	99	130	134	3%
Exhibiting Countries	1	5	23	19	
National Visitors	7,850	19,800	27,273	30,548	12%
International Visitors	450	740	1,715	2,012	17%
Visiting Countries			58	57	
Traded amount (US\$)	25M	69.1M	471.7M	500M	6%

EXHIBITORS

Expoalimentaria	'10	'11	'12	'12 vs '11
Total of exhibiting companies	433	538	613	14%
Total of National Companies	328	390	436	12%
Companies from regions		123	130	6%
Companies from Lima		267	306	15%
Total of International Companies	105	148	177	20%
International companies with a branch in Peru		49	38	-22%
International companies without offices in Peru		99	139	40%

- ✓ 24 Peruvian regions present at the trade show
 - ✓ 18 Exhibiting countries
 - ✓ 14 Country Pavilions
 - ✓ Highlights the participation of regional governments of Ancash, Huancavelica, Huanuco, Lambayeque, Lima, Piura y Ucayali; as well as District Municipalities of Huancabamba, Kimbiri and Ocabamba; and the Provincial Municipality of Leoncio Prado
- 

ORIGIN OF EXHIBITORS



SOUTH AMERICA	# Companies
Peru	436
Foreigners with a branch in Peru	38
Brazil	26
Ecuador	18
Chile	6
Uruguay	1
Bolivia	4
Colombia	4
Argentina	16
TOTAL:	549

EUROPE	# Companies
Spain	13
Netherlands	12
Italy	6
Germany	1
France	1
Switzerland	1
TOTAL:	34

NORTH AMERICA	# Companies
México	15
United States of America	11
Canada	1
TOTAL:	27

ASIA	# Companies
Thailand	2
Taiwan	1
TOTAL:	3

PRESENCE OF REGIONS

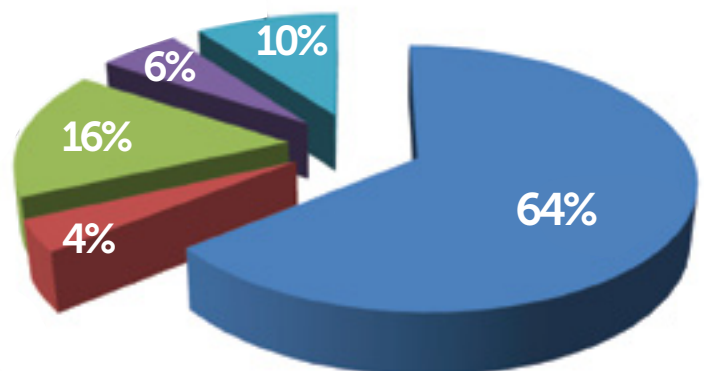
DEPARTMENTS	# Companies
Lima	306
Piura	27
Cusco	9
Lambayeque	9
Huancavelica	6
Iquitos	6
Junín	6
La Libertad	6
Ucayali	6
Arequipa	5
Cajamarca	5
Callao	5
Huanuco	5
Puno	5
San Martin	5
Tacna	5
Ica	4
Amazonas	3
Ancash	3
Tumbes	3
Madre de Dios	2
Moquegua	2
Apurimac	1
Ayacucho	1
Cerro de Pasco	1
Total:	436



OFFER BY SECTORS

OFFER BY SECTORS	'11		'12		↑ '12 vs '11
	# Companies	%	# Companies	%	
Agriculture	296	55%	394	64%	33%
Fishing	43	8%	24	4%	-44%
Machinery & Equipment	91	17%	98	16%	8%
Package & Packaging	16	3%	35	6%	119%
Services	92	17%	62	10%	-33%
	<u>538</u>		<u>613</u>		<u>14%</u>

- Agriculture
- Fishing
- Machinery & Equipment
- Package & Packaging
- Services



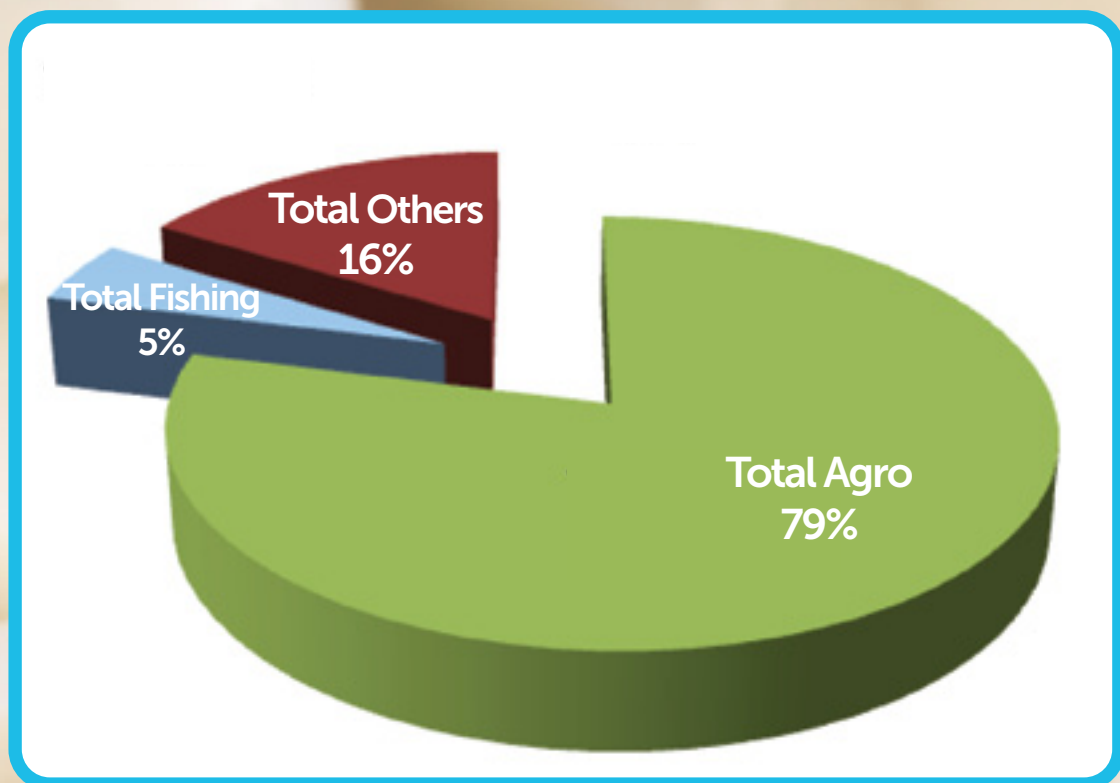
✓ The agricultural supply represents 64% of the trade show, 33% more than in year 2011.

✓ The sector that has grown the most in participation is the Containers and Packages sector, increasing from 16 to 35 companies, showing a growth of 119% with respect to 2011.

✓ The fishing and service sectors have decreased in 44% and 33% respectively.



OFFER BY PRODUCT CATEGORY



From all the categories of products exhibited in the trade show:



- ✓ 79% corresponds to products from agriculture
- ✓ 5% corresponds to fishing for Direct Human Consumption
- ✓ 16% corresponds to machinery, equipment, packaging and services

OFFER BY PRODUCT CATEGORY

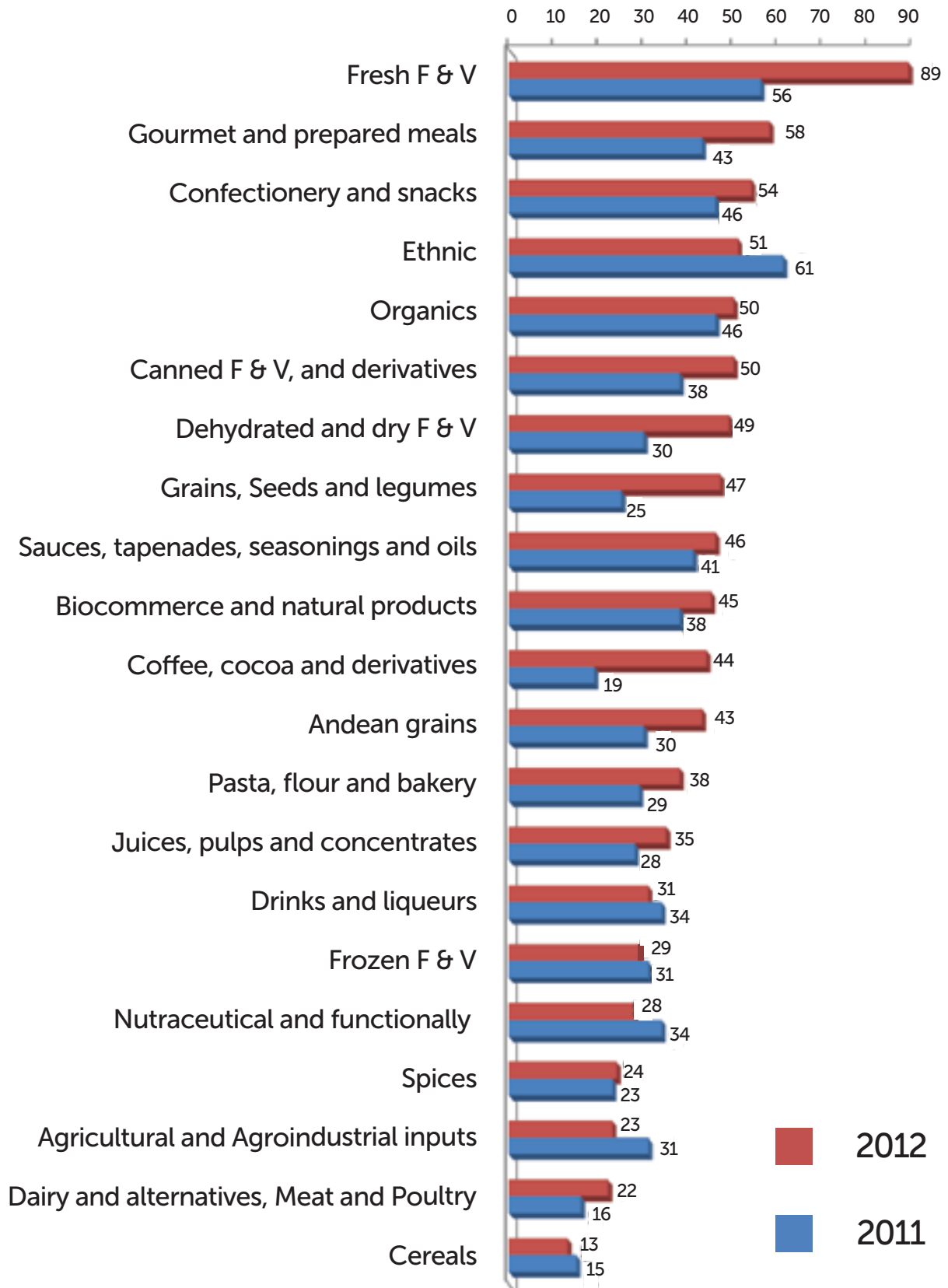


	PRODUCT GROUP	# COMPANIES WHICH EXHIBITED PRODUCTS IN THIS CATEGORY	%
Agro	Fresh fruits and vegetables	89	8%
	Gourmet and prepared meals	58	5%
	Confectionery and snacks	54	5%
	Ethnic	51	5%
	Canned fruits and vegetables, and derivatives	50	5%
	Organics	50	5%
	Dehydrated and dry fruits and vegetables	49	4%
	Grains, Seeds and legumes	47	4%
	Sauces, tapenades, seasonings and oils	46	4%
	Biocommerce and natural products	45	4%
	Coffee, cocoa and derivatives	44	4%
	Andean grains	43	4%
	Pasta, flour and bakery	38	3%
	Juices, pulps and concentrates	35	3%
	Drinks and liqueurs	31	3%
	Frozen fruits and vegetables	29	3%
	Nutraceutical and functionally	28	3%
	Spices	24	2%
	Agricultural and Agroindustrial inputs	23	2%
Dairy and alternatives, Meat and Poultry	22	2%	
Cereals	13	1%	
	Total Agro		79%
Fishing	Frozen	23	2%
	Canned	21	2%
	Cooked, breaded, marinated and other	6	1%
	Fresh	3	0.3%
	Aquaculture and fisheries inputs	1	0.1%
		Total Fishing	
Others	Machinery & Equipment	86	8%
	Services	58	5%
	Package & Packaging	35	3%
		Total Others	
	TOTAL		100%

OFFER 12 VS 11 BY AGRICULTURAL PRODUCTS CATEGORY

Expoalimentaria	'11		'12		↑ '12 vs '11
PRODUCTS GROUP	# COMPANIES WHICH EXHIBITED PRODUCTS IN THIS CATEGORY	%	# COMPANIES WHICH EXHIBITED PRODUCTS IN THIS CATEGORY	%	↑
Fresh F & V	56	8%	89	10%	59%
Gourmet and prepared meals	43	6%	58	7%	35%
Confectionery and snacks	46	6%	54	6%	17%
Ethnics	61	9%	51	6%	-16%
Organics	46	6%	50	6%	9%
Canned F & V, and derivatives	38	5%	50	6%	32%
Dehydrated and dry F & V	30	4%	49	6%	63%
Grains, Seeds and legumes	25	4%	47	5%	88%
Sauces, tapenades, seasonings and oils	41	6%	46	5%	12%
Biocommerce and natural products	38	5%	45	5%	18%
Coffee, cocoa and derivatives	19	3%	44	5%	132%
Andean grains	30	4%	43	5%	43%
Pasta, flour and bakery	29	4%	38	4%	31%
Juices, pulps and concentrates	28	4%	35	4%	25%
Drinks and liqueurs	34	5%	31	4%	-9%
Frozen F & V	31	4%	29	3%	-6%
Nutraceutical and functionally	34	5%	28	3%	-18%
Spices	23	3%	24	3%	4%
Agricultural and Agroindustrial inputs	31	4%	23	3%	-26%
Dairy and alternatives, Meat and Poultry	16	2%	22	3%	38%
Cereals	15	2%	13	1%	-13%
TOTAL	714	80%	869	77%	22%

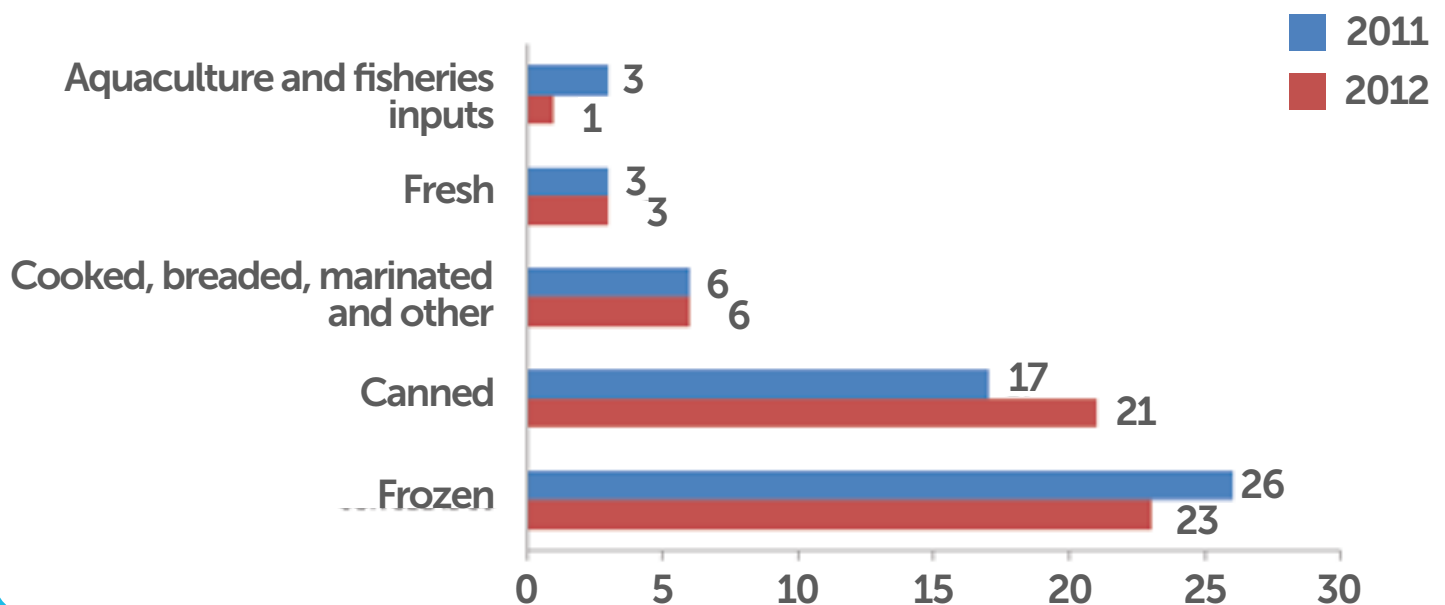
OFFER 12 VS 11 BY AGRICULTURAL PRODUCTS CATEGORY



OFFER 12 VS 11 IN FISHING PRODUCTS CATEGORIES

Expoalimentaria	'11		'12		'12 vs '11
PRODUCTS GROUP	# COMPANIES WHICH EXHIBITED PRODUCTS IN THIS CATEGORY	%	# COMPANIES WHICH EXHIBITED PRODUCTS IN THIS CATEGORY	%	↑
Frozen	26	47%	23	43%	-12%
Canned	17	31%	21	39%	24%
Cooked, breaded, marinated and other	6	11%	6	11%	0%
Fresh	3	5%	3	5%	0%
Aquaculture and fisheries inputs	3	5%	1	2%	-67%
TOTAL	55	100%	54	100	-2%

Exhibitor Companies by products category
2011 vs. 2012



EXPOALIMENTARIA OFFER REPRESENTATION ON PERUVIAN EXPORTS 2011



Total Agro

FOB
2011 Total (US\$)

4,516,731,564.00

EA 2011

EA 2012

FOB Expoalimentaria
exhibitors
(US\$)

679,085,012.00

1,445,012,012.00

of exhibitors

172

305

% representation in
exports 2011

21%

32%

Fishery CHD

FOB
2011 Total (US\$)

1,050,874,652.00

EA 2011

EA 2012

FOB Expoalimentaria
exhibitors
(US\$)

178,132,241.00

211,458,517.00

of exhibitors

25

25

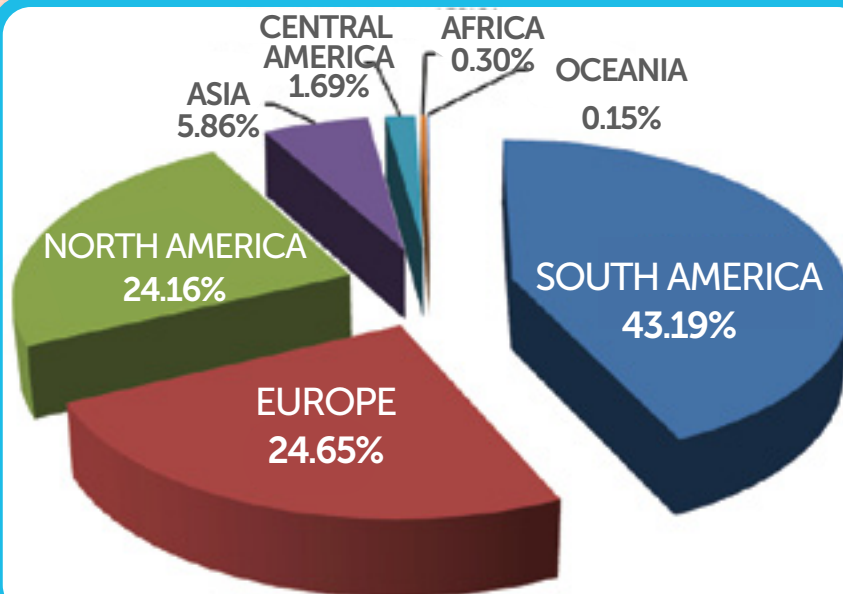
% representation in
exports 2011

28%

20%

ORIGIN OF INTERNATIONAL VISITORS

CONTINENT	TOTAL	%
South America	869	43%
Europe	496	25%
North America	486	24%
Asia	118	6%
Central America	34	2%
Africa	6	0.30%
Oceania	3	0.15%
GENERAL TOTAL	2,012	



- ✓ 2012 international visitors
- ✓ 56 countries
- ✓ 5 continents



ORIGIN OF INTERNATIONAL VISITORS

EUROPE	Total
Spain	167
Netherlands	82
Germany	61
France	51
Italy	37
Belgium	18
United Kingdom and North Ireland	17
Switzerland	16
Poland	11
Russia	10
Norway	6
Denmark	4
Finland	4
Sweden	4
Austria	2
Portugal	2
Greece	1
Czech republic	1
Romania	1
Serbia	1
TOTAL	496

SOUTH AMERICA	Total
Brazil	198
Colombia	160
Ecuador	127
Argentina	116
Venezuela	110
Chile	100
Bolivia	48
Uruguay	10
TOTAL	869

NORTH AMERICA	Total
United States of America	339
Mexico	79
Canada	67
Puerto Rico	1
TOTAL	486

ORIGIN OF INTERNATIONAL VISITORS

ASIA	Total
Japan	25
Taiwan	23
South Korea	20
China	17
Indonesia	6
United Arab Emirates	5
Hong Kong	4
Thailand	4
India	3
Malaysia	3
Pakistan	3
Israel	2
Singapore	2
Sri Lanka	1
TOTAL	130

CENTRAL AMERICA	Total
Panama	16
Costa Rica	13
Dominican Republic	3
Netherland Antilles	1
Guatemala	1
TOTAL	130

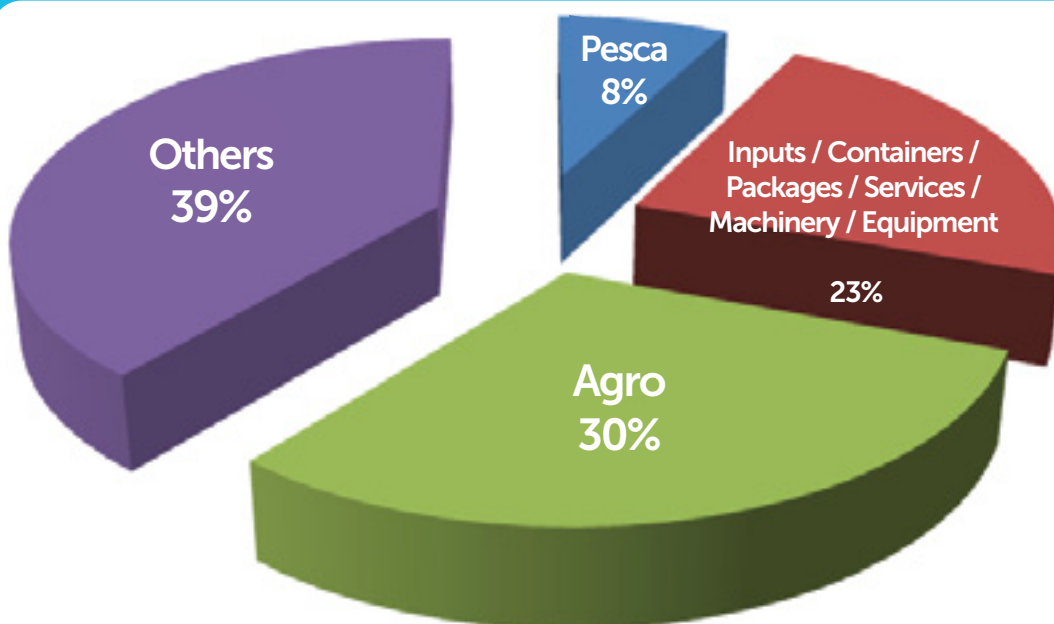
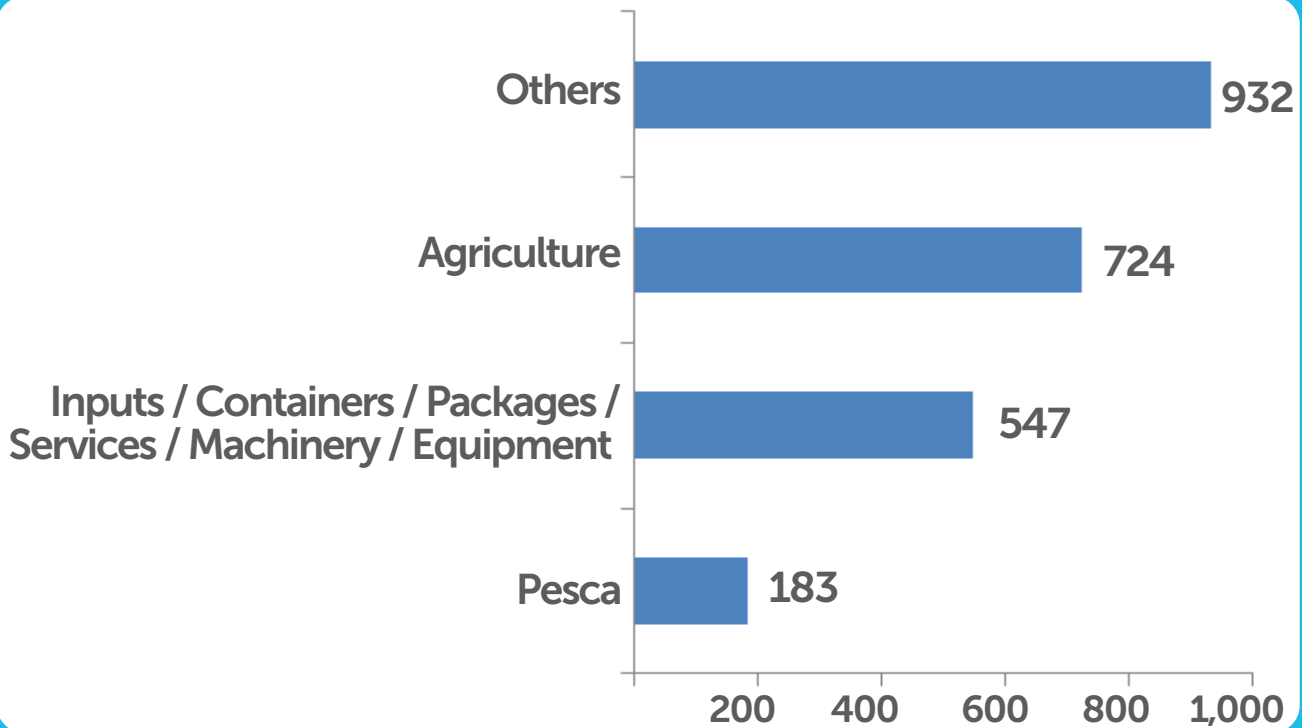
AFRICA	Total
South Africa	2
Sudan	2
Angola	1
Togo	1
TOTAL	130

OCEANIA	Total
Australia	3
TOTAL	3

**TOTAL
(5 CONTINENTS)**

2,012

INTERNATIONAL VISITORS BY SECTOR



(*) Within this counting, there are buyers that marked more in a sector. The empty fields belong to those buyers without information.

SATISFACTION LEVEL OF INTERNATIONAL VISITORS

GENERAL SATISFACTION LEVEL WITH EXPOALIMENTARIA

91% of the international visitors were "Very satisfied" and "Satisfied"

FULFILLMENT OF EXPECTATIONS OF EXPOALIMENTARIA

For 92 % of the visitors, Expoalimentaria fulfilled the expectations.

PROBABLE PARTICIPATION IN EXPOALIMENTARIA 2013"

97% of the visitors shall probably participate in Expoalimentaria 2013

WOULD RECOMMEND PARTICIPATION IN EXPOALIMENTARIA 2013

97% would recommend participation in Expoalimentaria 2013

QUALIFICATION OF THE EXHIBITORS

88% of the visitors qualified Expoalimentaria as excellent and good

QUALITY OF THE PRODUCTS / SERVICES PRESENTED AT THE FAIR

91% of the visitors considered the quality of the products and services of Expoalimentaria as Excellent and Good

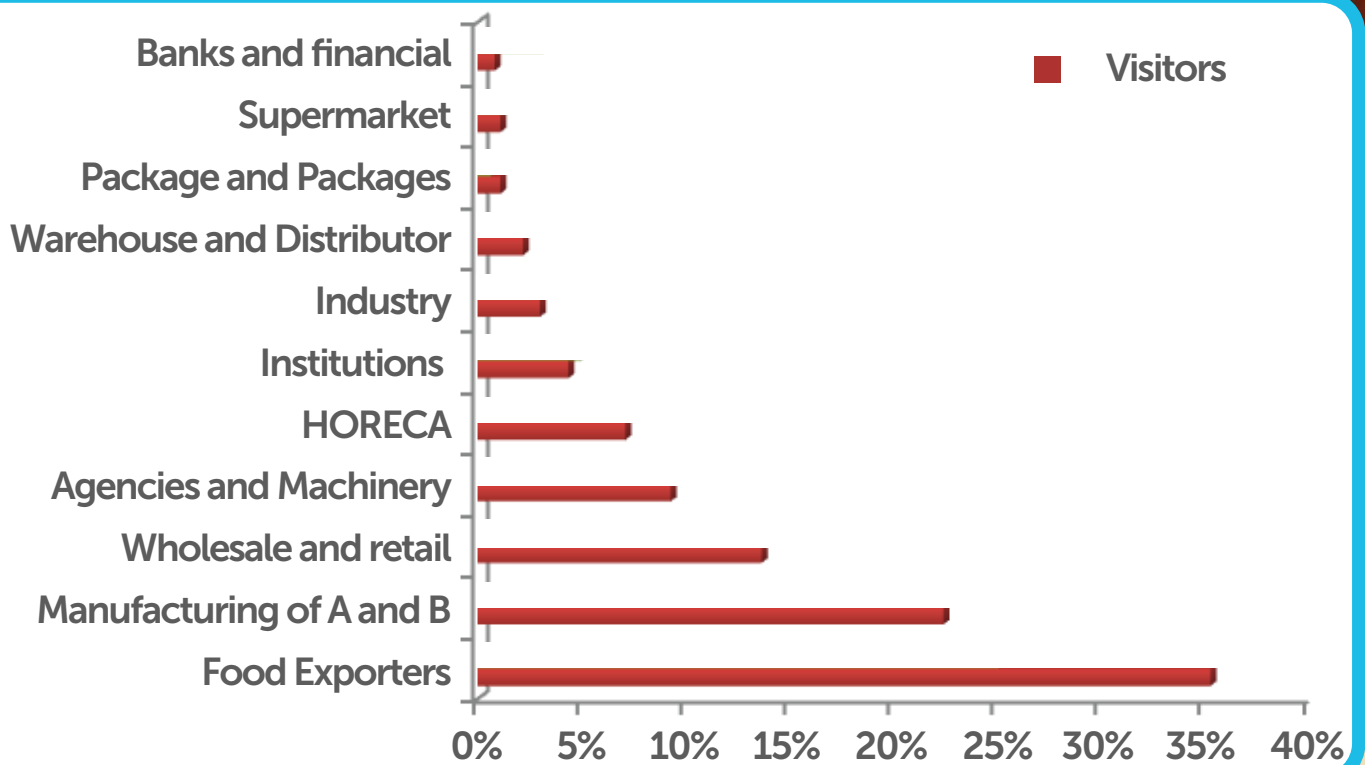
QUALITY OF THE CONTACTS MADE

89% of the visitors considered the quality of the contacts made as Excellent and Good

CONCRETION OF BUSINESS IN EXPOALIMENTARIA 2012

55% of the visitors closed business in Expoalimentaria, while 15% are still under observation

NATIONAL VISITORS BY BUSINESS LINE



SATISFACTION LEVEL OF NATIONAL VISITORS

GENERAL SATISFACTION LEVEL WITH THE EXPOALIMENTARIA

91% of the national visitors were "Very satisfied" and "Satisfied" with Expoalimentaria trade show.

CONCRETION OF BUSINESS IN EXPOALIMENTARIA 2012

32% of the visitors closed business in Expoalimentaria, while 32% are still under observation

QUALIFICATION OF THE EXHIBITORS

83% of the visitors qualified trade show exhibitors as excellent and good

QUALITY OF THE PRODUCTS / SERVICES PRESENTED AT THE FAIR

91% of the visitors considered the quality of the products and services of Expoalimentaria as Excellent and Good.

QUALITY OF THE CONTACTS MADE

75% of the visitors considered the quality of the contacts made as Excellent and Good.

FULFILLMENT OF EXPECTATIONS OF THE EXPOALIMENTARIA TRADE SHOW

For 92 % of the visitors, Expoalimentaria fulfilled the expectations.

PROBABLE PARTICIPATION IN EXPOALIMENTARIA 2013

91% of the visitors shall probably participate in Expoalimentaria 2013

PARTICIPATION RECOMMENDATIONS IN EXPOALIMENTARIA 2013

96% will recommend participate in Expoalimentaria 2013

BUSINESS ROUND



- 
- ✓ 700 business appointments made
 - ✓ 61% of the appointments were between Buyers-Exhibitors
 - ✓ 39% of the appointments were between Exhibitors

Appointments Buyer-Exhibitor

535

Appointments Exhibitor -Exhibitor

165



- ✓ Counted with the participation of 705 businessmen
- ✓ The Coffee and Cocoa Corner exhibited the best of Peruvian Coffee
- ✓ There were a lot of beverages based on coffee and the most exquisite chocolate could be tasted.





- ✓ In "el Salón del Pisco", the visitors of the trade show enjoyed beverages made with the best Peruvian Pisco.
- ✓ 5,250 cocktails were prepared and served in the Pisco Hall, among those beverages there were chilcanos de pisco, chilcano de camu camu, aguaymanto sour, among others.





- ✓ The Gastronomic Hall had the participation of the most recognized Peruvian and foreign Chefs.
- ✓ There were more than 515 attendees to the 15 master classes that included presentations from Brazil and Mexico.



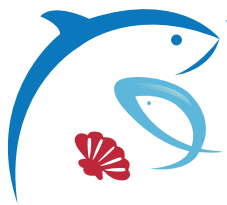


- ✓ This year, Expoalimentaria presented the Andean Grain Corner, a space aimed at promoting the commercialization of Andean grains such as quinoa, kiwicha and cañihua.
- ✓ Recognized bakers prepared more than 22,500 breads made of quinoa, kiwicha and cañihua of 40gr.



INTERNATIONAL CONVENTIONS

Participants



VII Convención Internacional
Acuícola y Pesquera

210



V Convención Internacional
de Productos Orgánicos

506



I Convención Internacional
de Envases y Embalajes
para Alimentos

705



II SEMINARIO INTERNACIONAL
Emprende PERÚ

477

✓ Within the framework of Expoalimentaria trade show, international seminars and conventions were conducted with the purpose of updating the attendees with the latest trends of the world food market. ✓

✓ In total, 1898 businessmen participated.

III INNOVATION CONTEST

1st Place



Product:
QuinoaZana

Company:
Cosecha de Oro

2nd Place



Product:
Caprice Gourmet

Company:
Quality Business

3rd Place



Product:
Quinuemix

Company:
Machu Picchu Foods

- ✓ 33 applications.
- ✓ 26 selected products.
- ✓ 5 evaluating institutions: USIL, LE CORDON, UNALM, IPENBAL, PROMPERU and ADEX.
- ✓ 130 votes of trade show visitors from product degustation.



See you at:



www.expoalimentariaperu.com