Alimentaria opens bridges to new markets

From 25 to 28 April, the International Food and Beverage held in the Gran Via de Fira de Barcelona's 40th anniversary, betting to consolidate its position as a platform for internationalization of the participating companies. Therefore, increase the number of international buyers invited to participate in business meetings and other generators spaces export opportunities. In addition, it presents new sectors based on trends in food and beverage consumption, bringing the latest innovation in the industry. Gastronomy also be starring in the presence of the new promises of Spanish haute cuisine.

As the president of Alimentaria and Fira de Barcelona, ??Josep Lluís Bonet says: "We want to be the most direct route, fast and effective access to markets can be an opportunity for the food business and, above all, be support for SMEs". That is the mission of Alimentaria, which will make every effort to facilitate contacts between international buyers and 4,000 participating companies from 70 countries. It is expected that over 140,000 visitors, 35% from outside Spain, attending the fair to find business opportunities and meet the latest innovation in the food industry and gastronomy.

Alimentaria 2016 program has strengthened its international buyers directly identifying and inviting more than 800importers and operators of key distribution, retail and catering channel, from Latin America, Asia, USA, Canada, Europe and the Middle East. For this action, the organization has increased its investment by 35% in order to increase the number of hosted buyers 2014.

However, the international representation at the show will not end with these over 800 hosted buyers. Alimentaria continues its promotion program to detect strategic niches in foreign markets, attracting professionals from around the world and overcome the 42,000 total international visitors were registered in the last edition.

The managing director of Alimentaria Exhibitions and lounge J. Antonio Valls, emphasizes: "In this edition the internationalization, innovation but also the business will be the protagonists are working to prove that the fair a large network of contacts and a motor. opportunities for businesses and visitors to maximize their participation in Alimentaria 2016. "

These programs of business meetings, the novelty will be the Intervin Business Meetings. For the first time, the wine sector will have its own program with 180 international hosted buyers from the industry. Likewise, there will be the Food & Drink Business Meetings, which will be conducted interviews between exhibitors and buyers outside Europe. For its part, the Brokerage Event will be the place to realize commercial and technological cooperation between European companies and R & D agreements.

For promoting this internationalization, the show returns to go hand in hand with organizations such as the Spanish Federation of Industries Food and Beverage (FIAB), the Association of Industrial Enterprises internationalized (AMEC), ICEX Spain Export and Investment, the Ministry of Agriculture , Food and Environment (MAGRAMA) and the Agency for the Company Competitiveness (ACCIÓ).

New sectors

In 2016, Alimentaria reformulates its structure and adds new exhibition areas. The fair keeps its

classic rooms Intervin locomotive, Intercarn, Interlact and Restaurama and presents Multiple Foods, emerging as the new food trends salon and special and functional products bringing together Expoconser, the International Pavilions, Lands of Spain, Snacks, Biscuits & Confectionary, Mediterranean Foods, Healthy Foods and Fine Foods in addition to the Premium and bar area Olive Oils.

With the creation of this new multi-sector exhibition, which focus almost half of the exhibitors at Alimentaria, the possibilities of participation marks based on new lines and increase consumer trends and foster synergies between firms and the productive sectors represented . Another important innovation is the incorporation into the room Restaurama Expobebidas and Congelexpo companies.

All the innovation and the future stars of haute cuisine

Among the activities of the fair highlights The Food Experience gastronomic space that this year again feature dedicated chefs like Joan Roca or Angel Leon, but you can accent in the relay in haute cuisine that will star young people and women with names as Ana Merino, Beatriz Sotelo, Xatruch Eduard Oriol Castro and Virgilio Martinez. In total about 40 chefs will participate in workshops and showcookings scheduled to frontline experience new trends in gastronomy food projects internationally and Spanish beverages.

Alimentaria includes Vinorum Think space where the latest developments in the industry will be unveiled, Spanish wines that are setting trends and secret key to enter the Asian markets with prestigious experts, wine critics, winemakers, Masters of Wine, sommeliers and chefs who held talks, tastings and cooking demonstrations. The spaces of the bar tasting gourmet olive oils and the exhibition "Spain, the country of the 100 cheeses" a gastronomic experience complete.

On the other hand, The Alimentaria Hub will be the essential to know the latest trends, industry innovation and business area. More than 200 activities were held, 300 new products will be exhibited, and 10,000 business meetings with international buyers were made. This knowledge center will host, among others, the 3rd Forum of Nestlé "Creating Shared Value" and the XI

International Congress of Mediterranean Diet. There will also be lectures, seminars, exhibitions, networking areas and export counseling and an area for technology professionals and investors discover startups with projects for the food industry and gastronomy.

Also under the Food international congress will take place on The Food Revolution Forum, organized by Food Reimagine bringing together nearly 100 speakers from around the world to discuss, from different angles, the future of food. They include experts in technology and the food industry, successful entrepreneurs, robotics experts, investors, visionaries and chefs.

Source: Alimentaria