Mexico, Peru and Brazil, great Latin American stars in Andalucia Sabor

Main importers and distributors of Latin America do not miss the appointment the next 14 to September 16 when Andalucía Sabor (International Fine Food Exhibition) celebrates its fifth edition. The international delegation organized by Extenda includes a representative from Mexico and Bodegas Miró. Brazil and Peru also are advocating.

Extenda is the entity responsible for organizing the International Meeting on this issue, which aims to make available to the Andalusian companies bid representing importers and distributors of the main markets of interest for both traditional Andalusian agro as those more distant , which are becoming more consumption capacity. Therefore, Extenda has increased the number of participating countries has grown from twelve in 2013 to 20 this year.

This Andalucia Sabor Extenda configured in two ways: the presence of large importers and distributors of some of the more distant markets, where the Andalusian companies are interested in entering with force in supermarkets, or through the retail / foodservice channel; and selected importers and distributors of gourmet delicatessen products or markets with high purchasing

power.

The international delegation organized by Extenda has 12 companies in the United States; four of United Arab Emirates; four from Brazil; Russian three; three of Germany; three of the UK; two of Morocco; two from China; two from France and two from Japan. In addition, one representative each country will be represented Canada, Chile, South Korea, Costa Rica, Netherlands, India, Mexico, Peru, Vietnam and Poland.

The main countries of Latin America where agribusiness grows in Andalusia, such as Brazil and Mexico and their areas of influence, will also begin to be attractive markets for agricultural products from Andalusia. Thus, it has invited Andalucía Sabor 2015 Brazilian companies such as supermarkets or Tenda Muffato Attacked, with more than 700 million euros in turnover; Bodegas Miró, of Mexico; the signing of Chile, Bética; the Ciamesa group, of Costa Rica; or the main supermarket chain in Peru, with 102 outlets, Supermarkets Peruvians.

Source: Extenda