

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Peru

**Post:** Lima

### Expoalimentaria Food Show 2012

**Report Categories:**

Trade Show Closing

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**Report Highlights:**

The 2012 - Expoalimentaria, the largest food show in Peru, was held in Lima September 19- 21. The show, which featured food and beverages, machinery, equipment, inputs, containers and packaging, services, restaurants, and gastronomy, attracted 27,000 local and over 2,000 international visitors from 57 countries. FAS Lima, together with four U.S. companies has participated in this fast growing show.

**General Information:**

The 2012 Expoalimentaria show, a top venue among South America's international food shows, took place September 19-21 in Lima, Peru. The show is mainly designed for food exporters, importers, and those who are in the food packaging and processing businesses. Expoalimentaria, now the largest international trade show in South America, showcased a vast variety of products including snack foods, meats, grains, and food trends such as Andean specialty grains and other niche products.

The venue chosen for this year's show was Airbase Las Palmas which provided ample space for exhibits, parking, etc. The site contained 20,500 square meters of floor space (14 percent bigger than the last year's show). The number of companies exhibited was 613, of which 177 were international exhibitors from 18 countries. The show, which featured food and beverages, machinery, equipment, inputs, containers and packaging, services, restaurants, and gastronomy, attracted 27,000 local and over 2,000 international visitors from 57 countries.

FAS Lima held a booth to promote U.S. products and inform our services. The following four U.S. companies, mainly high value food manufacturers, were present at the show:

- American Trading International
- Lucima Inc.
- Tropical Foods
- Stash Tea

They were briefed by FAS Lima about Peru's market, trends, opportunities and key players. They welcomed contact with key importers during the show and found that the high quality of visitors to Expoalimentaria brought them contact with potential buyers including from third countries.

President Humala kicked off the event and made opening remarks to a selected audience where Ministries, government representatives, business reps, and the U.S. Chargé d' Affairs Michael Fitzpatrick were invited. Government and businesses shared the impression that Peru's economy is vibrant and will reward work whether here or based here for the Latin America region.

Most of the products showcased by FAS were processed foods of different categories: cheese, snacks, drinks, teas, etc. Also, Wonderful Pistachios was present in our booth. Eight months ago, FAS Lima introduced this California company to a representative that has brought them into the Peruvian market through supermarket chains and convenience stores. Samples offered during the show attracted visitors to our booth and gave them a reason to see the other products showcased in the booth.

As part of FAS Lima’s marketing activities during the show, Ag Marketing Specialist Alvaro Loza made a presentation about FAS services and our main objectives to a wide crowd of visitors. The presentation emphasized the process that FAS follows to identify potential products, importers, and trade links. Post expects many inquiries about specific categories of U.S. goods in the near future.

The Exporters Association (ADEX), the organizer of the show, estimates that this year’s Expoalimentaria has generated \$500 million of sales. According to the U.S. Census Bureau, U.S. export of consumer-oriented products for the first 8 months of CY2012 has increased 39 percent compared with the same period of CY2011. Expoalimentaria has demonstrated once again that it is the right show for U.S. companies looking to expand their products in Peru and in the region.

#### General Information

Name of Show:	EXPOALIMENTARIA 2012
Dates:	September 19 - 21
City/Country:	Lima, Peru

#### Statistical Information

Indicator	2012	2011
1. Size	20,500	18,000 sq mt
2. Visitors	30,548	28988
3. Trade visitors	23,658	21,425
4. International Visitors	2.037	1,715
5. Total Exhibitors	613	512
6. Countries	19	23

7. Total Trade	Over \$500 million (preliminary)	\$471 million
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FAS booth

Size	6 sq mt
U.S Companies	5
Cooperators	2 (USMEF, USAPEEC)
Categories Products Showcased	High Value: Snacks, beverages, infusions, dairy, red meat, poultry meat, pistachios, chips

Show Expenses

Space Rental	\$2,090
Designing	\$3,422
POP Material	2,781
Seminar	\$118
Custom Clearance	\$77
Total Expenses	\$8,488

Estimated Sales

Products that generated interest	Tea, buddy fruit (fruit jelly), potato chips, beverages,
Projected 12 month sales resulting from the show	\$860,000