

# INVITATION

Fundação Getulio Vargas (FGV)'s representative office in Europe, **FGV Europe**, and the organizer of Anuga, **Koelnmesse**, are honoured to invite you to a dialogue on:

## THE FOOD AND BEVERAGE SECTOR IN BRAZIL: CHALLENGES AND OPPORTUNITIES

**Sunday, 6 October 2019**

**8:30-11:00a.m.**

**Location:** Incube8 – walking distance from Anuga fair

**Address:** Deutz-Mülheimer Str. 30, 8<sup>th</sup> floor, 50679 Cologne

**8:30-9:00a.m. Registration & Breakfast**

**9:00-9:15a.m. Opening Remarks**

Cesar Cunha Campos, Director, FGV Europe

Gerald Böse, President and CEO, Koelnmesse GmbH

Luiz Carlos Duque, Director, FGV Projetos

**9:15-9:30 a.m. Keynote speech - Brazil: An Agriculture and Environmental Powerhouse: Opportunities and Challenges**

**Fernando Schwanke**, Secretary of the Secretariat of Family Farming and Cooperatives of the Ministry of Agriculture, Livestock and Supply of Brazil (MAPA)

**9:30-10:50a.m. Roundtable Dialogue**

Moderator: Cesar Cunha Campos, Director, FGV Europe

Participants:

**Leonardo Lahud**, Deputy Foreign Trade Secretary of the Ministry of Economy of Brazil: The EU-Mercosur trade agreement: Impacts and Opportunities

**João Dornellas**, President of the Brazilian Association of Food Industries (ABIA): The importance of the food sector

**Alexandre Kruel Jobim**, President of the Brazilian Association of Soft Drinks and Non-Alcoholic Beverages (ABIR): The importance of the Brazilian beverage sector

**Luis Madi**, Director, Institutional/International Affairs of the Brazilian Food Tech Institute (ITAL): Trends of the Brazilian Food Sector towards 2030

**Cassiano Facchinetti**, Managing Director of Koelnmesse Organização de Feiras Ltda (Brazil): Presentation of ANUFOOD Brazil 2020: 2<sup>nd</sup> edition of the exclusive food and beverage fair in Brazil, powered by Anuga

**10:50a.m. Closing Remarks**

Cesar Cunha Campos, Director, FGV Europe

*We hope to see you there!*



**Gerald Böse**  
President and CEO, Koelnmesse GmbH



**Cesar Cunha Campos**  
Director, FGV Europe

*To confirm your presence, please send an email to Anja Eickelberg Tigre at [anja.tigre@eu.fgv.br](mailto:anja.tigre@eu.fgv.br)*

*PS: This event will be in English.*



## PROGRAM | PROGRAMA

**THE POTENTIAL OF THE BRAZILIAN FOOD  
AND BEVERAGE MARKET**

Monday, 7 October 2019 | Koelnmesse  
Congress-Centre north, 2<sup>nd</sup> floor,  
conference room A, 2:00-4:00 p.m.

**2:00-2:15 p.m. Welcome and presentation  
of ANUFOOD Brazil 2020: 2<sup>nd</sup> edition of the  
exclusive food and beverage fair in Brazil,  
powered by Anuga**

Cesar Cunha Campos, Director, FGV Europe  
Cassiano Facchinetti, Managing Director,  
Koelnmesse Organização de Feiras Ltda  
(Brazil)

**2:15-2:45 p.m. The food and beverage  
sector in Brazil towards 2030**

Luis Madi, Director, Institutional/International  
Affairs, Brazilian Food Tech Institute (ITAL)

**2:45-3:15 p.m. The impact of the EU-  
Mercosur trade agreement**

Wilson Mello, President, Investment and  
Competitiveness Promotion Agency of São  
Paulo State Government (Invest São Paulo)

**3:15-4:00 p.m. Global value chains: an  
expansion strategy for the food and beverage  
companies**

Debate

Igor Brandão, Head of the Agribusiness  
Department, Brazilian Trade and Investment  
Promotion Agency (APEX-Brasil)

Cleber Lima Guarany, Project Coordinator and  
Agribusiness Expert, FGV Europe

Alhadji Ibrahima Thiaw, Country Sales Specialist,  
Senegal, Islamic Development Bank Group (IsDB)

**4:00 p.m. Closing**

**O POTENCIAL DO MERCADO BRASILEIRO DE  
ALIMENTOS E BEBIDAS**

2a feira, 7 de Outubro 2019 | Koelnmesse  
Congress-Centre North, 2º andar, Sala de  
Conferência A | 2:00-4:00 p.m.

**2:00-2:15 p.m. Boas-vindas e Apresentação  
da ANUFOOD Brazil 2020: 2ª edição da feira  
exclusiva de alimentos e bebidas no Brasil,  
powered by Anuga**

Cesar Cunha Campos, Diretor, FGV Europe  
Cassiano Facchinetti, Diretor-Geral, Koelnmesse  
Organização de Feiras Ltda (Brasil)

**2:15-2:45 p.m. O setor de alimentos e bebidas  
no Brasil rumo a 2030**

Luis Madi, Diretor de Assuntos Institucionais/  
Internacionais, Instituto de Tecnologia de  
Alimentos do Brasil (ITAL)

**2:45-3:15 p.m. O Impacto do acordo comercial  
UE-Mercosul**

Wilson Mello, Presidente, Agência Paulista de  
Promoção de Investimentos e Competitividade  
(Invest SP)

**3:15-4:00 p.m. Cadeias globais de valor: uma  
estratégia de expansão para as empresas do setor  
de alimentos e bebidas**

Debate

Igor Brandão, Gerente, Gerência de Agronegócios,  
Agência Brasileira de Promoção de Exportações e  
Investimentos (APEX-Brasil)

Cleber Lima Guarany, Coordenador de Projetos e  
Especialista em Agronegócio, FGV Europe

Alhadji Ibrahima Thiaw, Country Sales Specialist,  
Senegal, Banco Islâmico de Desenvolvimento (IsDB)

**4:00 p.m. Encerramento**