



18<sup>th</sup> INTERNATIONAL TRADE FAIR OF ORGANIC PRODUCTS AND AGROECOLOGY



18<sup>th</sup> NATURAL PRODUCTS, FOOD, SUPPLEMENTS AND HEALTH FAIR



# POST SHOW REPORT 2024



**THE MAJOR AND LEADING TRADE SHOWS FOR NATURAL AND ORGANIC PRODUCTS** CONCLUDED THEIR 2024 EDITION IN JUNE, CONFIRMING THE GROWTH OF THE BRAZILIAN HEALTHY PRODUCTS MARKET AND ESTABLISHING THE TRADE SHOWS AS THE MAIN BUSINESS SHOWCASE.

OVER FOUR DAYS, THE ANHEMBI DISTRICT IN SÃO PAULO **HOSTED 57,000 VISITORS - A 10% INCREASE** COMPARED TO THE 2023 EDITION - FROM ALL BRAZILIAN STATES AND 15 COUNTRIES. AMONG THEM WERE PROFESSIONAL RETAILERS FROM VARIOUS HEALTH SECTORS, BUSINESS OWNERS, PRODUCERS, COOPERATIVES, ASSOCIATIONS, AUTHORITIES IN THESE SECTORS, END USER, ALL INTERESTED IN EXPLORING OVER 1,700 BRANDS AND 760 EXHIBITORS.





# RECORD ATTENDANCE



**57 K**  
Visitors

WITH **16K** NEW  
VISITORS (FIRST TIME)

# 2024 NUMBERS



**57 K**

Visitors



**760**

Exhibitors



+ de

**1.700**

Brands



**25**

Brazilian  
States present



**15**

Countries



**47**

Thousand sqm  
of exposure



**+140H**

Hours of  
programming



# BUYERS WERE PRESENT



**72%**  
CUMULATIVE  
GROWTH IN BUYERS  
VISITORS COMPARED  
TO THE LAST TWO  
EDITIONS



# PROFESSIONAL VISITOR

## PROFILE

**39%**

Organic Products Stores  
Wholesalers | Distributors  
Food Service Restaurants,  
Supplement Stores  
Supermarkets  
Pharmacies  
Perfumery  
Gyms Club,  
Hotels | Spas | Resorts  
Product Importers

**33%**

Health Professionals  
Nutritionists  
Dermatologists  
Nutritional Doctors  
Therapists



**19%**

Service Providers  
Packaging Suppliers  
Product Industries  
Educational Institutions  
Sales Representatives  
Chefs  
Government Agencies

**6%**

Service Provider

**3%**

Rural Producers

# THE 2024 EDITION CONSOLIDATES THE SUCCESS OF THE EVENTS FOR THE MARKET AND BUSINESS GENERATION



**61%**

HOLD MANAGEMENT  
POSITIONS

**33%**

ARE INVOLVED IN THE  
PURCHASING PROCESS

**30%**

VISITED THE TRADE SHOWS  
FOR THE FIRST TIME

## TOP 3 OBJECTIVES

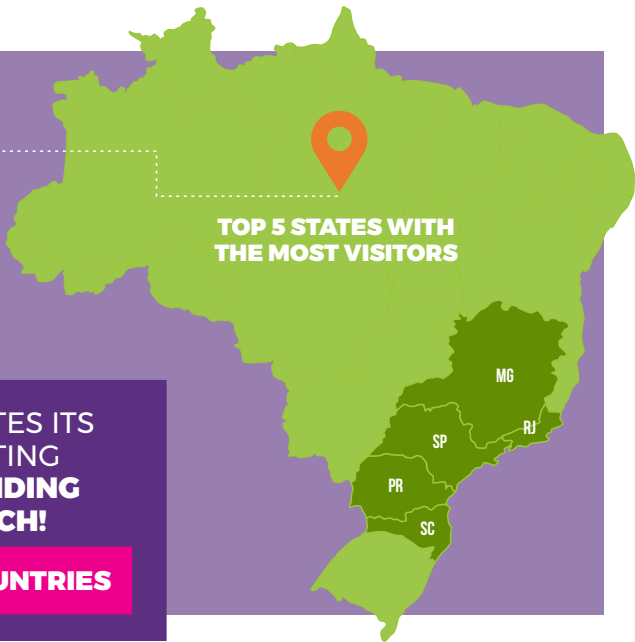
- CONDUCT BUSINESS
- DISCOVER TRENDS AND LAUNCHES
- FIND NEW SUPPLIERS

VISITORS  
FROM **25**  
**BRAZILIAN  
STATES**

THE EVENT DEMONSTRATES ITS  
STRENGTH BY ATTRACTING  
COUNTRIES AND **EXPANDING  
INTERNATIONAL REACH!**



VISITORS FROM **15 COUNTRIES**





# MEET SOME OF THE BUYERS WHO VISITED THE EVENT



# ATTRACTIONS & PROGRAMMING



THE EVENT FEATURED  
**EXTENSIVE  
PROGRAMMING** FOR  
ALL CATEGORIES OF  
VISITORS.



OPENING  
LECTURES

**AN AREA WHERE RENOWNED CHEFS, SPECIALISTS, AND INVITED BRANDS** PREPARE DELICIOUS ORGANIC AND VEGAN RECIPES, SHOWCASING FLAVORS FROM BRAZIL. **TWO DAYS OF ORGANIC RECIPES CURATED BY KÁTIA BAGNARELLI** AND **TWO DAYS OF VEGAN RECIPES IN PARTNERSHIP WITH SVB.**



5th PANEL  
Beauty  
Health &  
Well-being

**PRESENTATIONS BY TOP SPEAKERS, PERSONALITIES, AND PROFESSIONALS** REPRESENTING THEIR FIELDS, OFFERING INSIGHTS ON TOPICS THAT SURROUND THE **ORGANIC, NATURAL, AND SUSTAINABLE UNIVERSE.**



Talk &  
Taste

**LIVE DEMONSTRATIONS** FROM EXHIBITORS OF COSMETICS, DERMOCOSMETICS, ESSENTIAL OILS, AND WELL-BEING PRODUCTS FROM THE BIO BRAZIL FAIR AND NATURALTECH, HELD IN AN EXCLUSIVE LOUNGE. **A CHANCE TO DISCOVER AND TEST PRODUCTS.**



**LOUNGE** VIP  
NUTRITIONISTS

**A SPACE FOR MEETINGS BETWEEN PROFESSIONALS IN THE FIELD,** WITH DISCUSSIONS WITH EXPERTS, PITCHES, DEMONSTRATIONS, AND EXHIBITOR ACTIONS.

**GUIDED TOURS WITH A GROUP OF INFLUENTIAL NUTRITIONISTS** VISITING EXHIBITORS' STANDS, FINALISTS OF THE BIO BRAZIL FAIR | BIOFACH AMERICA LATINA AND NATURALTECH AWARD 2024.



**NUTRITION  
TOUR**



**18TH INTERNATIONAL FORUM ON ORGANIC AND SUSTAINABLE PRODUCTION**

**EXPERTS, AUTHORITIES, AND INDUSTRY LEADERS DISCUSS IMPORTANT THEMES FOR THE ORGANIC SECTOR,** AIMING TO EXPAND KNOWLEDGE, **PROVIDE MARKET UPDATES, AND STRENGTHEN BUSINESS IN THE ORGANIC SEGMENT.**

# Business Roundtable

NATIONAL AND INTERNATIONAL

THE BUSINESS ROUNDS IN THE DEDICATED SPACE CONNECTED BUYERS AND SUPPLIERS, **PROMOTING GOOD OPPORTUNITIES AND STRATEGIC PARTNERSHIPS:**



## NATIONAL

**490**  
Meetings

**33**  
Buyers  
**219**  
Exhibitors

**R\$**  
**58.380.000,00**  
In expected business over the  
next 12 months

**441**  
Meetings

**US\$**  
**550.000,00**  
In business carried out

**US\$**  
**10.536.000,00**  
In expected business over the  
next 12 months

# área vip

business experience

FRANCAL'S RELATIONSHIP PROGRAM IN A **PREMIUM AREA** AT THE EVENT, EQUIPPED WITH ALL NECESSARY AMENITIES FOR **VIP GUESTS** FROM THE SECTOR TO **MAKE THE MOST OF THE EVENT**, AND PROVIDING AN OPPORTUNITY TO **CONNECT WITH OTHER EXECUTIVES AND BUSINESS LEADERS.**

**+250**

- ✓ EXECUTIVES
- ✓ BUSINESS LEADERS
- ✓ AUTHORITIES
- ✓ BUYERS
- ✓ PERSONALITIES





IN ITS 2ND EDITION, **THE AWARD AIMS TO RECOGNIZE MARKET PRODUCTS AND STRENGTHEN THE POSITIONING** IN HEALTH & NUTRITION FOR EVENT VISITORS, THE MEDIA, AND THE ENTIRE

SECTOR. DIVIDED INTO CATEGORIES: **FOOD, BEVERAGES, INNOVATION, PLANT-BASED, SUSTAINABILITY, AND SUPPLEMENTS.** THE WINNERS WERE ANNOUNCED ON THE FIRST DAY OF THE TRADE SHOWS.

  
*Winners*  
**BIO BRAZIL FAIR**

[CLICK HERE TO SEE THE WINNERS](#)

  
*Winners*  
**NATURALTECH**

[CLICK HERE TO SEE THE WINNERS](#)



# MARKETING AND COMMUNICATION

## RESULTS

**EFFECTIVE STRATEGIES AND ACTIONS** THAT INCREASED  
THE VISIBILITY OF THE EVENTS AND BRANDS.



### MEDIA COVERAGE

**661**

Articles

**+ 3 MILLION**

Estimated value over



### E-MAIL MARKETING

**150**

Campaigns sent to

**150 K**

trade show database contacts



### WEBSITE

**328 K**

Accesses





# SOCIAL MEDIA

OVER **155K** ENGAGED FANS ON OUR CHANNELS



**733.036**  
Reach

**22,5%**  
Page engagement



**63.753**  
Reach

**5,77%**  
Engagement



**1.060**  
Reach

**14,5%**  
Engagement



**241.668**  
Channel views

**4.668**  
Video views



# SOCIAL MEDIA



**+ 278 VIDEOS**

Including Stories and Reels reaching over



**+ 2 MILLION**

Users organically during the trade show



**+30**

Site posts



**+350**

proprietary content pieces produced on digital channels



**650**

images published including exhibitor brands, attractions, and content

**REAL-TIME COVERAGE DURING THE 4-DAY EVENT**



**AUGUSTO ICHISATO**

@\_foodbrasil



**MARCELA RODRIGUES**

@anaturalissima



**THE SPACE BRINGS TOGETHER VARIOUS SPECIAL GUESTS** WHO SHARE A LIGHTEARTED CHAT WITH OUR AUDIENCE **ABOUT NEWS, STORIES, AND SUCCESS CASES.**



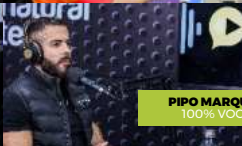
**RODRIGO HILBERT  
EMANA**



**JULIANO MICHELATO  
PAPAPÁ**



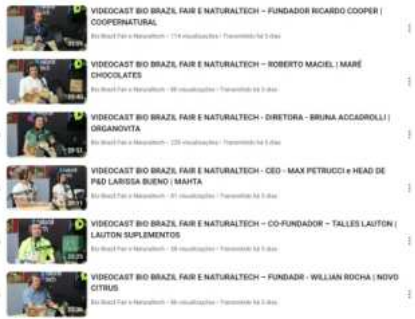
**BELA GIL  
REFAZENDA**



**PIPO MARQUES  
100% VOCE**

**32 EPISODES** WERE PRODUCED

**Click** and check out all episodes



# SUSTAINABLE AND INSTITUTIONAL ACTIONS

## ARENA CONHECIMENTO: THE FIRST SUSTAINABLE ARENA MADE OF RECYCLED JEANS AND ORGANIC WASTE

BIO BRAZIL FAIR | BIOFACH AMERICA LATINA AND NATURALTECH 2024\*\*, in partnership with THERPOL Sustainable Innovation and Biotechnology, present the world's first living arena made of jeans and waste from other industries such as plastics and food, revolutionizing the market with disruptive innovation and Brazilian technology in furniture, flooring, and coatings.

INNOVATION PARTNER

Therpol 





## DIGITAL ACTION ZERO WASTE KIT FOR VISITORS

Incentive for visitors to bring their own cup, bottle, cloth napkin, and cutlery to help reduce waste during the event. If you don't have these items, they will be provided by the exhibitors. This is everyone's commitment.



## SELECTIVE COLLECTION AND WASTE MANAGEMENT

**162,051 KG OF WASTE GENERATED IN 2024, WITH:**

**58,7%** TONS OF ORGANIC MATERIAL FOR COMPOSTING

**79,6%** TONS OF RECYCLED MATERIAL PROPERLY SORTED

**23,6%** TONS OF WOOD





## IN THE 2024 EDITION OF THE BIO BRAZIL FAIR | BIOFACH AMERICA LATINA & NATURALTECH, WE COMPENSATE:

**3.264 KG** OF PAPER

**18.358 KG** OF CARDBOARD

**16.253 KG** OF PLASTIC

**152 KG** OF METAL

**102 KG** OF GLASS

**23.672 KG** OF WOOD  
(REPAIRED/RECYCLED)



## FAIRS WITH CARBON OFFSETTING

The greenhouse gas emissions that could not be avoided are quantified, and an offset action is applied in the same proportion, supporting environmental projects. At each edition, we reaffirm our commitment to always employ sustainable practices that enhance the experience of our visitors and help preserve the environment.



**FRANCAL**  
ECOSSISTEMA PARA EVENTOS

At each edition, we at Francal are always looking for practices that increase positive impacts and reduce environmental impact.

ENVIRONMENTAL MANAGEMENT  
SPONSOR

**Tetra Pak®**  
PROTEGE O QUE É BOM

ENVIRONMENTAL PARTNER



**eureciclo®**





## VIVA VERDE BADGE CAMPAIGN WITH EXHIBITORS

A campaign that engages and highlights exhibitors committed to hosting more sustainable events! To earn the BADGE, they must meet a series of criteria in the space. During the fairs, we promote the brands with the VIVA VERDE BADGE on the website and social media for you to visit and support.

**CLICK HERE TO MEET THE 2024 EXHIBITORS WITH THE VIVA VERDE BADGE**



**2010**

12 ton of waste  
(total generated)  
5,5 ton recycled

**2011**

10,6 ton of waste  
(total generated)  
6 ton recycled

**2012**

10 ton of waste  
(total generated)  
6 ton recycled

**2013**

14 ton of waste  
(total generated)  
9 ton recycled

**2017**

27 ton of waste  
(total generated)  
16 ton recycled

**2016**

12 ton of waste  
(total generated)  
8 ton recycled

**2015**

11,8 ton of waste  
(total generated)  
8 ton recycled

**2014**

9,5 ton of waste  
(total generated)  
5,5 ton recycled

**2018**

55 ton of waste  
(total generated)  
35 ton recycled

**2019**

65,5 ton of waste  
(total generated)  
49 ton recycled

**2022**

100 ton of waste  
(total generated)  
100% utilization  
26% organic material sent for composting  
74% of material properly collected, treated, and routed

**2023**

100 ton of waste  
(total generated)  
100% utilization  
48% organic material sent for composting  
99,3% of material properly collected, treated, and routed

**2024**

100 ton waste  
(total generated)  
100% utilization  
36% organic material sent for composting  
64% of material properly collected, treated, and routed

WE RECYCLE EVERY DAY TO RECYCLE ALWAYS.  
OUR FAIRS ARE COMMITTED TO ENVIRONMENTAL  
AND SOCIAL RESPONSIBILITY.



# EXHIBITOR TESTIMONIALS



## BIO BRAZIL FAIR



"The Naturaltech/BioBrazilFair opens up market opportunities through representation, B2B and B2C sales. It also establishes international connections through business rounds, brings us closer to retail clients, provides valuable feedback through the final consumer, and impacts brand communication and marketing synergy. Here, we interact with entrepreneurs in the same field, enabling contact and information exchange, partnerships, and joint efforts to face common business challenges. It is undoubtedly very worthwhile to exhibit here and participate in this experience."

**Linda Moreira Gabay**  
Partner at Warabu Chocolates

"The fair was excellent for us. We are long-time clients of Franca! and always participate. This year, we adopted two approaches, both B2B and B2C. For large retail, we presented some launches of our Laterre line, which was incredible for establishing direct contact with consumers and the audience we aim to reach. This was a significant differentiator this year: the filter of people interested in the product and the B2B opportunities that always strengthen our network and result in partnerships. We are very satisfied and intend to return next year as is tradition for the JALES group with great expectations."

**Gustavo Furtado**  
Marketing Analyst at La Terre

"Participating in Bio Brazil is always a great joy. I often say that we feel at home here because we are from Franca, and the event is organized by Franca!, so it couldn't be different. The fair once again exceeded our expectations; we came with a large product portfolio and a highly qualified team. We competed for the AWARD for Best Drink of the Fair and won it with coffee, a daily drink but one that is close to the hearts of many Brazilians! This award is an honor for us as we started with a collective stand but over the years we have refined our products and expanded our stand to better serve clients and partners as we always do: with great kindness and respect."

**Gustavo Leonel**  
CEO of Gustavo Leonel Special and Organic Coffees





# EXHIBITOR TESTIMONIALS

## NATURALTECH

"ecoTauá's participation in this year's Naturaltech was an extraordinary experience, allowing us to reveal the versatility and unparalleled benefits of our vegetable fat to the public. Besides enriching consumer knowledge, we left with numerous partnership opportunities with exhibitors who also use vegetable fat in their products. This event stood out as an exceptional platform for establishing new connections and expanding our client network."

**Ivan Teles**  
Marketing and Commercial  
Manager at ecoTauá

"Participating in Naturaltech 2024 was a milestone for the brand, validating our strategic vision and highlighting our growth in the healthy food market. We received directors and buyers from the country's largest retail chains, reinforcing the acceptance and recognition of our products. In our third participation, we told the story of innovation and challenges overcome by young women, captivating the public and the press. The Mexidona stand was prominent and surprised with a colorful and attractive presentation, four times larger compared to the brand's first participation in the event. The curiosity about the new exclusive launch kept the space very busy, and we expanded our registered nutritionist base by 120%."

**Jéssica Schroeder e Larissa Leal**  
Businesswomen at Mexidona

"Without a doubt, Naturaltech is one of the most important fairs we participate in, and it is evident how crucial this fair is, especially aligning with Lauton Supplements' principles and objectives. This year was very positive for the brand; we managed to reconnect with almost all our clients, which was a very positive experience to showcase our product launches and meet new clients while collecting feedback. Overall, we left this fair with great enthusiasm and prospects for new business. Those who knew us returned very pleased with our launches, and those who didn't also were very satisfied. Therefore, the sentiment here is one of great gratitude for being present again this year, and we will certainly be back in the coming years."

**Talles Lauton**  
Co-founder of Lauton Supplements

# SPONSORS, PARTNERS AND SUPPORTERS 2024

**DIAMOND SPONSOR**  
NATURALTECH



**GOLD SPONSOR**  
BIO BRAZIL FAIR



**GOLD SPONSOR**  
NATURALTECH



**SILVER SPONSOR**  
NATURALTECH

**ENVIRONMENTAL SPONSOR**  
NATURALTECH



COLLABORATION BIO BRAZIL FAIR

NÜRNBERG MESSE

OFFICIAL SUPPORT BIO BRAZIL FAIR



OFFICIAL SUPPORT NATURALTECH



INSTITUTIONAL SUPPORT



CONTENT PARTNER



INNOVATION PARTNER



PARTNER BUSINESS SCHOOL



DATA PARTNER




ENVIRONMENTAL PARTNER



FutureBrand





**CHECK OUT HOW  
THE 4 DAYS OF  
BIO BRAZIL FAIR  
AND NATURALTECH  
WENT**

**CLICK THE IMAGE AND  
WATCH THE VIDEO**



**BIOBRAZIL FAIR**

**BIOFACH** AMERICA  
LATINA

into organic

18<sup>th</sup> INTERNATIONAL TRADE FAIR OF ORGANIC PRODUCTS AND AGROECOLOGY



**natural  
tech**



18<sup>th</sup> NATURAL PRODUCTS, FOOD, SUPPLEMENTS AND HEALTH FAIR



**FRANCAL**  
ECOSSISTEMA PARA EVENTOS

**11 TO 14 | JUNE**  
DISTRITO ANHEMBI

SEE  
YOU IN  
**2025**

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