



 **BIOBRAZIL FAIR**
BIOFACH AMERICA
into organic LATINA

18th INTERNATIONAL TRADE FAIR OF ORGANIC PRODUCTS AND AGROECOLOGY

 **natural
tech**

18th NATURAL PRODUCTS, FOOD, SUPPLEMENTS AND HEALTH FAIR

POST SHOW REPORT 2024



FRANCAL
ECOSSISTEMA PARA EVENTOS



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

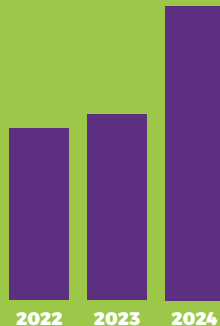


BUYERS WERE PRESENT



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

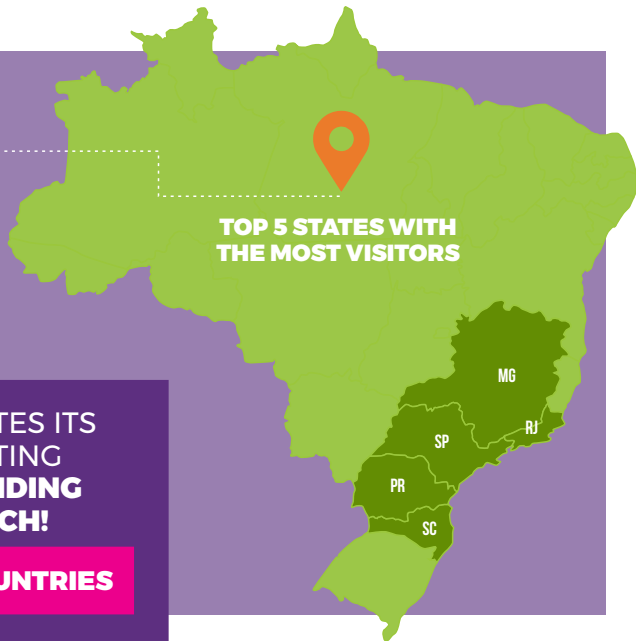
- CONDUCT BUSINESS
- DISCOVER TRENDS AND LAUNCHES
- FIND NEW SUPPLIERS

VISITORS FROM **25** BRAZILIAN STATES

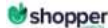
THE EVENT DEMONSTRATES ITS
STRENGTH BY ATTRACTING
COUNTRIES AND **EXPANDING**
INTERNATIONAL REACH!



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.**



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



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

INTERNATIONAL

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.



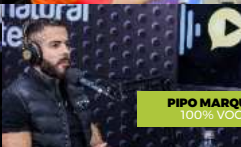
**RODRIGO HILBERT
EMANA**



**JULIANO MICHELATO
PAPAPÁ**



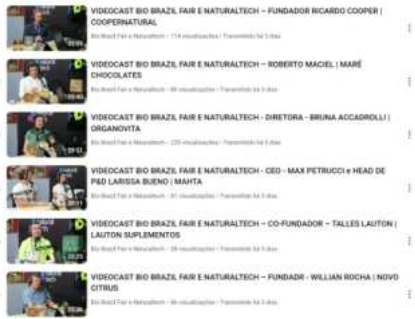
**BELA GIL
REFAZENDA**



**PIPO MARQUES
100% VOCÊ**

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



ENVIRONMENTAL PARTNER





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)
26% organic material
sent for composting
74% of material properly collected,
treated, and routed

2023

147 ton of waste
(total generated)
33% organic material sent
for composting
67% of material properly collected,
treated, and routed

2024

162 ton waste
(total generated)
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 Francal 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 Francal, 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



OFFICIAL SUPPORT BIO BRAZIL FAIR



OFFICIAL SUPPORT NATURALTECH



INSTITUTIONAL SUPPORT



CONTENT PARTNER



INNOVATION PARTNER



PARTNER BUSINESS SCHOOL




DATA PARTNER



ENVIRONMENTAL PARTNER





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

**CLICK THE IMAGE AND
WATCH THE VIDEO**



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18th 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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