

EMILIA ROMAGNA FOOD & WINE IN BRAZIL FOR SIAL

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(VELINO) Roma, 22 giu. - A group of companies from Emilia-Romagna will be in Sao Paulo, Brazil from 25 to 28 June to participate in SIAL 2012. They are there to participate in one of the most important international food sector exhibitions, also held in Paris, Toronto, Shanghai, Buenos Aires and Abu Dhabi (SIAL Middle East). The organisers estimate that about 1000 exhibitors, along with 65,000 visitors and professional buyers will attend the Brazilian edition. The chambers of commerce of Emilia-Romagna will coordinate the Italian business presence (about a dozen food and wine sector companies) with the support of the Italian consulate general in Sao Paulo. Italy's participation comes under the heading of the 2012 activities of the 'Deliziando' project, the programme of promotion of certified quality regional products and wines on foreign markets by Emilia-Romagna in partnership with Unioncamere Emilia-Romagna and the regional chambers of commerce. The exhibition will offer significant opportunities for our companies, because there is a steady and growing market for food in Brazil. Based on estimates of the Brazilian Food Processors' Association (ABIA), per capita expenditure on food will grow by 46% over the next five years. In this context, there is increasing interest in national excellencies, above all Italian ones. vel .