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Aliment.Ar will be the host of LAC Flavors, the most important Business Matchmaking event of the food and beverages sector in Latin America and the Caribbean.

On November 8-10, at Tecnópolis, Exponenciar S.A. will launch the first edition of Aliment.Ar which, on November 7th, will hold the prestigious business matchmaking event: LAC Flavors, organized by the Inter-American Development Bank (IDB) through its online platform ConnectAmericas.com, the Argentine Investment and Trade Promotion Agency, the Ministry of Agro-Industry of the Argentinian Republic and Exponenciar S.A.

"We are all convinced of the necessity of transforming us as the supermarket of the world. But to become so, we need to act. Aliment.Ar will be held on November 8-10 and we believe it is a big step", says Rodrigo Ramírez, Exponenciar's General Manager, some days ago, during his participation in the 4th Symposium from the South to the World in 2030, held in the Argentinian Congress.

This exhibition is designed to open new opportunities which will help the Argentinian companies and those of Latin America and the Caribbean participating at the event, to increase their visibility around the world, not only by exhibiting their products on the showroom, but by participating in the B2B business meetings in LAC Flavors. This International Business Matchmaking event will be held in the context of Aliment.Ar on November 7-8. The matchmaking sessions will begin the day before the opening of Aliment.AR's exhibition and will host pre-scheduled "one on one" meetings, through an online matchmaking system provided by ConnectAmericas.com, the IDB's online business support platform.

"The business meetings are an effective tool that brings possibilities to local SMEs to raise awareness of their products in an international scale. Those meetings represent the most appropriate way to increase the companies' business opportunities and a way to promote their international growth", declares Juan Pablo Tripodi, vice-president of the Argentine Investment and Trade Promotion Agency.

LAC Flavors organized by the IDB, expects the participation of more than 150 buyers from the five continents, who will travel to Argentina to hold more than 2,000 meetings with local and regional food and beverage producers.

"During the previous editions, 15,000 "one on one" meetings have been held, representing a projected volume of business of about \$600 million dollars. We are sure that the Argentinian edition of LAC Flavors will promote great deals for the Argentinian, -Latin-American and Caribbean innovative products promoted during the event", assured Fabrizio Opertti, Chief of the Trade and Investment Division at the IDB.

"There is not an exhibition of this nature linked to the food and beverages industry in the Southern Cone, and we think that it represents a big opportunity", said Ramírez during the presentation of Aliment.Ar, the Latin-American exhibition of B2B trade dedicated to the promotion of food, beverages and industry trends that will be held at Tecnópolis, in Buenos Aires, on November 8-10, 2017. "The aim is to promote the exportable supply of Argentina and the region to the World, and at the same time to attract potential investments", told Ramírez.

Aliment.Ar expects the participation of more than 300 exporters of Latin America, and more than 1000 buyers-both national and international-. In terms of content, the exhibition will include a space for trends and live experiences. Moreover, there will be a trade center and an auditorium for specialized conferences.

"It is worth mentioning that it would be impossible for a company to face similar projects without the public-private articulation", said the general manager of Exponenciar.

"We are convinced that Aliment.Ar is a big initiative and a long-term project, aligned with the Argentine goal of becoming the 'supermarket of the World' and that of reaching a competitive and sustainable strategy", he concluded. With this exhibition, Exponenciar S.A. will complete its trilogy of trade exhibitions along with Expoagro and Caminos y Sabores.