



Seafood Show

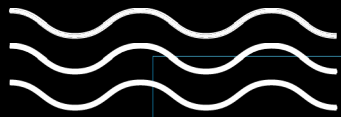
LATIN AMERICA

4th INTERNATIONAL SEAFOOD TRADE AND TECHNOLOGY EXPO

PRODUCT CATALOG

2025





THREE MEMORABLE DAYS

The **Seafood Show Latin America 2024** was a landmark event! With a record attendance of **4,000 visitors**, it energized the market with new opportunities and partnerships, all within a **7,500 m²** space at the New Anhembi District. The event brought together the entire seafood production chain to explore the latest trends, celebrate industry advancements, and boost business.

Featuring an extensive and innovative program, highlights included the **1st Brazilian Sushi Championship** and its first **International Business Round**, making this edition a truly unique and unforgettable experience. Check out the highlights and everything the event brought to the market!





NUMBERS

The event data confirms its success and establishes it as a vital platform for the ever-growing Latin American seafood industry.



4,000

Qualified
visitors



24

States
visited



21%

Increase
compared to
2023



3

Days



7,500

M²



+100

Exhibiting
brands



+40

Hours of
content



**WEBSITE
CORPORAT
E**

225,000

Page Views
on the website



**EMAIL
MARKETIN
G**

222

Campaigns
sent to

26,000+

Contacts in the
trade fair database



**ORGANI
C
MEDIA**

72

Articles

R\$ 5,505,074.00

Estimated value

4,858,162

Views



**SOCIAL
NETWORKS**

14,000+

Engaged
Fans

2,083,766

Impressions
reached



**4,000
QUALIFIED
VISITORS**

24 **18**

States of Brazil

Countries

TOP 3 VISITING STATES: SP, SC AND RJ



**Seafood
Show** LATIN
AMERICA

**5% ARE FROM OTHER
COUNTRIES**

- CHILE
- ARGENTINA
- SPAIN
- ECUADOR
- UNITED STATES
- PERU
- JAPAN
- NORWAY
- PARAGUAY
- PORTUGAL
- RUSSIA
- URUGUAY
- CANADA
- COLOMBIA
- ICELAND
- DOMINICAN REPUBLIC
- SINGAPORE
- SWEDEN





KEY PLAYERS VISITOR SECTORS

FOOD SERVICE

**SUPERMARKET
WHOLESALE**

**SERVICE
PROVIDER**

FISH MARKET

Exporter

Importer

Distributor

Representative
Sales Agent



CHECK OUT SOME SUPERMARKET CHAINS THAT
ATTENDED THE FAIR





What Visitors Will Find at the Fair

FOOD SECTOR

- DISTRIBUTORS;
- COLD STORAGE FACILITIES;
- IMPORTERS;
- FOOD PROCESSORS.

PRODUCTS

- CANNED GOODS;
- FRESH AND FROZEN;
- PRE-PREPARED;
- PROCESSED;
- UTENSILS.

BYPRODUCTS

- SKINS;
- SCALES;
- FLOUR;
- OIL

SOLUTIONS

- PPE;
- WEIGHING;
- BOTTLING;
- PORTIONING;
- FILLETING;
- AUTOMATION..

TECHNOLOGY SECTOR

- STORAGE;
- PACKAGING/LABELING;
- EQUIPMENT FOR FOOD SERVICE;
- LOGISTICS;
- PROCESSING;
- TRACEABILITY.

REASONS TO EXHIBIT

1°

PRIMARY INDUSTRY MEETING POINT

The Seafood Show is a hub for executives, professionals, and industry experts. It's a place for exchanging knowledge, technologies, and innovations.

2°

FIND THE CLIENT YOU'RE LOOKING FOR

An opportunity to present products directly to decision-makers, including distributors, supermarkets, restaurants, and importers.

3°

LAUNCH NEW PRODUCTS

Use the event as a platform to launch new products and showcase innovations. With a specialized audience, you can capture immediate attention and receive direct feedback from industry professionals.

4°

GENERATE NEW LEADS AND NETWORK

A large number of buyers and industry professionals increases the chances of generating qualified leads and boosting sales, contributing to business growth.

5°

BE AMONG THE INDUSTRY EXPERTS

A rich schedule of lectures and seminars with industry specialists. Valuable content on trends, regulations, and new practices, bringing this knowledge to companies.

6°

GLOBAL REACH EVENT

The event has a global reach, attracting visitors from various regions. This opens doors for Brazilian and Latin American companies to promote their brands internationally and gain recognition beyond local borders.



LATIN AMERICA: A GLOBAL FISHING HUB

2.4 billion people employed in the sector in Latin America

84% work in fishing, and **26%** work in aquaculture.

US\$ 20 billion are exported in seafood by the bloc.

51% of Latin America's trade takes place within the bloc.

9.7% of the world's fishing fleet is in the Americas.

10.5 kg is the per capita annual consumption in Latin America, while the world consumes **20.3 kg**.

32.8% - projected increase in production between 2018 and 2030.

33% - projected increase in consumption by 2030.

BRAZIL – A POWERHOUSE IN PRODUCTION AND CONSUMPTION

Fish Supply in Brazil – **1.886 million** tons / **9.05 kg** per capita

Revenue from Fish Farming – **R\$ 5 billion**

Revenue of Importers and Distributors – **R\$ 3 billion**

Revenue from Fish Retail – **R\$ 2.83 billion**

Revenue from Shrimp Farming – **R\$ 2 billion**

Processing Industry Revenue – **R\$ 10 billion** per year

Food Service – **350 thousand** restaurants serving seafood

Food Service Spending on Seafood – **R\$ 1.10 billion**



VISITOR NPS 92%

LEVEL OF EXCELLENCE



TOP 3 REASONS TO VISIT

-  DISCOVER WHAT'S NEW AND RECENT RELEASES
-  FIND NEW SUPPLIERS
-  MAKE BUSINESS DEALS

EXHIBITOR

NPS 86%

LEVEL OF EXCELLENCE





TESTIMONIALS FROM EXHIBITORS



"The audience was highly qualified, we made great connections, and for our first time, it was truly remarkable. I must congratulate the event's organization and service."

Silmara Garcia
Marketing Manager



"It's our first time exhibiting like this. Last year, we attended as visitors. This edition has been very good, very productive, and we've had the chance to present our brand to people from several Latin American countries."

Kivia Vilarim
Investment
Attraction
Coordinator



The participation in the fair was excellent for us. The sushi competition was a hit and started at a very high level. Kudos to the organizers for their solid market vision, making this the most important fair in Brazil and Latin America for the seafood sector."

Éder Krummenauer
CEO



"Seafood 2024 was enriching and provided us with unique networking opportunities. It was amazing to be a part of this event."

Vânia Felício
International Sales
Manager



ATTRACTIONS AND CONTENT

Talks, panel discussions, competitions, panels, workshops, and debates covering everything from the processing industry to importation, retail, and food service, focusing on discussing trends, practices, business opportunities, and providing visibility for seafood industry professionals.



ARENATALKS



PRODUCT CATALOG

VARIOUS WAYS TO ENGAGE AND FEATURE YOUR BRAND



MODULAR PROJECT I

STANDS STARTING FROM 9M²



ILLUSTRATIVE

IMAGE
PLANTA BAIXA

3,0 x 3,0m

Taxa da prefeitura não inclusa

AREA WITH SERVICES:

- Security (night only – when the fair is closed);
 - Cleaning (prior to the fair opening);
 - Electrical power (minimum required, suited to the space);
 - Fire extinguisher (suited to the space).
- Space with a modular system, built with aluminum profiles and white TS panels, with an internal height of 3.03m
STRUCTURE height of 3.20m;
- Graphite-colored carpet directly applied to the pavilion floor;
 - G- lass panel fascia with visual communication across the entire front x 0.64m high, with 01 design for box option, 02 designs for corner option, and 03 designs for island end option (artwork provided by the exhibitor);

_Storage unit 1.00 x 1.00m (WxD), with door;

- LED spotlight lighting (cool light), quantity matched to the booth size;
- 02220V outlets.

FURNITURE from 9m²:

- 1bistro table with 2 high stools;
- 1stool with a chrome base;
- 1PVC trash bin.

FURNITURE from 12m²:

- 1round table with a wooden top 0.90 cm in diameter and chrome base;
- 4fixed chairs with chrome legs;
- 1stool with a chrome base;
- 1PVC trash bin.

EXHIBITOR:

- 4 glass shelves 1.00 x 0.30m (WxD);

- 1 standard counter measuring 1.00 x 0.50 x 1.00m (WxDxH), with a glass finish, a wooden shelf, sliding doors with a latch model, and company logo application measuring 1.00 x 1.00m (WxD) on the front (artwork provided by the exhibitor).

The Artwork for the Fascia and counter can be customized, with design creation being the client's responsibility. Francal is responsible for Production and Installation.



MODULAR PROJECT II

BOOTHS STARTING FROM 20M²



LAYOUT OPTIONS AVAILABLE FOR: ISLAND
END AND ISLAND
IMAGEM ILUSTRATIVA

PLANTA BAIXA
5,0 x 5,0m
Taxa da prefeitura não inclusa



AREA WITH SERVICES:

- Security with a collective system (nighttime);
- Cleaning (prior to the opening of the fair);
- Electricity (minimum mandatory, suitable for the space);
- Fire extinguisher (suitable for the space).

STRUCTURE:

- Assembly with aluminum profiles and white laminated panels, enclosed with partially blue-tinted glass panels, with an internal height of 3.0m and external height of 3.20m;
- Beige carpet laid directly on the pavilion floor;
- Facade built from wood, covered in white vinyl, measuring 1.00x3.20m (WxH);
- 01 Storage room measuring 2.00x1.00m, with 3 wooden shelves measuring 1.00x0.50m (WxD);
- Application of company logos as follows: 01 sticker on the front facade measuring 0.90x0.90m (WxH), 02 stickers on the side facades measuring 1.00x0.50m (WxH), artwork provided by the client by September 15, 2025;
- Lighting through LED reflectors (yellow light);
- 03 triple-pin 220V outlets.

FURNITURE (white color):

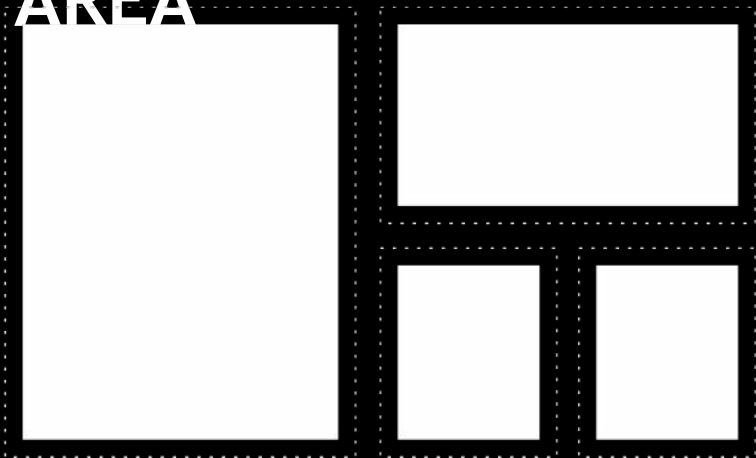
- 01 round table with a wooden top;
- 04 fixed chairs;
- 01 fixed barstool;
- 02 armchairs;
- 01 corner table;
- 01 PVC trash bin in white.

DISPLAY UNITS:

- 01 counter made of wood, coated in white, measuring 2.00x0.50x1.00m (WxDxH), with 01 shelf.



CREATIVE FREEDOM AREA*



Customizable space for your Experience Project, with no pre-installed setups.

Square meters available without any built-in structures. Maximum setup height: 3.20m plus 0.10cm for raised flooring.

AREA WITH SERVICES:

- Night security;
- Cleaning services;
- Basic power supply.

(*) Only applicable for areas starting from 12 square meters.

SPONSORSHIPS





BADGE LANYARD

- Visitor badge lanyard printed with the client's brand.
- Minimum: 2,000 lanyards.
- Design under the responsibility of the client.
- Production by FRANCAL.

***EXCLUSIVE
PACKAGE**



CONTENT TALKS

- Arena de Conteúdo com apresentações sobre o Mercado na perspectiva de renomados especialistas nacionais e internacionais.
- Sua marca em destaque em mais de 40 horas de Conteúdo durante os 3 dias do Evento.



GOLD SPONSORSHIP

- Opportunity to present a video during the Opening of Talks (40 seconds), with video production under the responsibility of the Sponsor.
- Logo on the website communications.
- Company recognition during the Welcome Speech.
- 1 Aerial Banner (in a location to be determined).
- 2 social media posts (non-exclusive, pre-event).
- 1 newsletter.



GLOBAL RECEPTION

The Global Reception is the industry's networking cocktail, where the Innovation Show Awards and Best Fishmongers in Brazil Awards are presented.

Bring your brand to celebrate this occasion with industry leaders, retailers, and guests on the second day of the Fair.



MENU
GLOBAL RECEPTION

- **Opportunity to present a video during the Opening of the Cocktail** (40 seconds), with video production under the responsibility of the Sponsor.
- **Company logo inserted on the menus** at the tasting service tables.
- **Logo on the communications and promotion** of the Global Reception.
- **Company recognition during the Welcome Speech.**
- **Opportunity to distribute promotional material** to participants.
- **Product donation to be included in the menu.**

Includes 4 complimentary invitations.



COCKTAIL
WELCOME - RECEPTION
GLOBAL RECEPTION

- **Company logo displayed on the Welcome Screen** of the Global Reception.
- **Logo on the communications and promotions** of the cocktail.
- **Company recognition during the Welcome Speech.**
Includes 2 complimentary invitations.





SEAFOOD SERVICE SHOW SPONSORSHIP

BY ABRASEL

Benefit

S



- Brand presence at the Seafood Show by Abrasel space in all visual communication (physical and digital).
- Logo on the pre-event email marketing about the space, with the schedule, sent to the entire event database.
- 1 post on the feed + 1 story pre-event (non-exclusive), with the supporting brands mentioned.
- Opportunity to carry out a brand activation (40 minutes duration) on one of the presentation days.





VIP LOUNGE SPONSORSHIP

NON-EXCLUSIVE PACKAGE

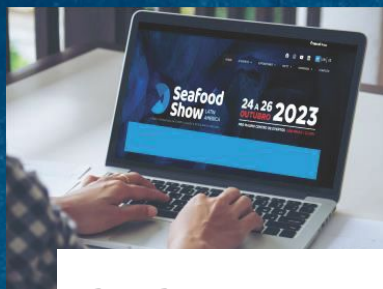


- Display of Corporate Video;
- Product Samples for Tasting;
- Logo Feature on the Premium Invitation Sent to Guests;
- 2 VIP Lounge Access Passes



MERCHANDISING

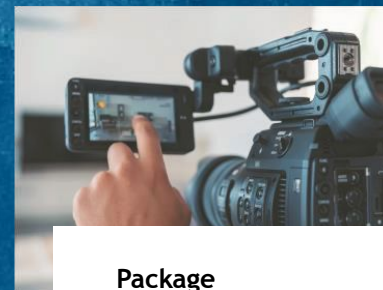




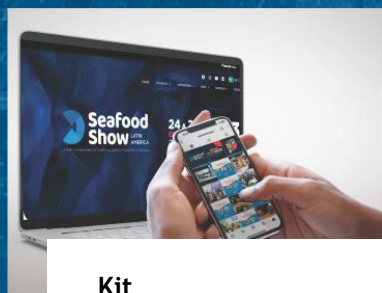
**Page Banner
Registration**



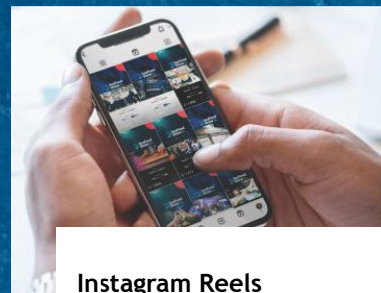
**Website Banner
Exhibitor
Area**



**Package
Photos and Videos**



**Kit
Visibilit
y**



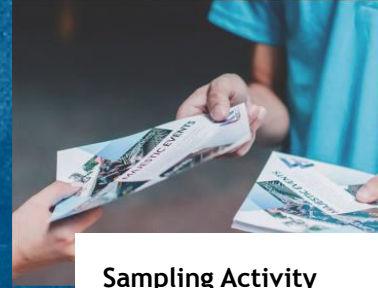
**Instagram Reels
During the Event**



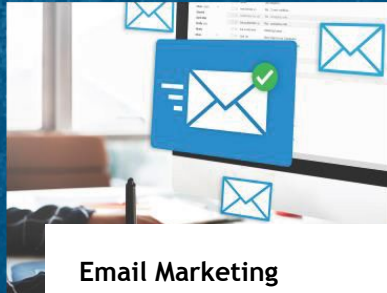
**Lounge Area
Resting Zone**



**Instagram Post During the
Event**



**Sampling Activity
Pavilion Entrance**



**Email Marketing
Exclusive -
Post-Fair**



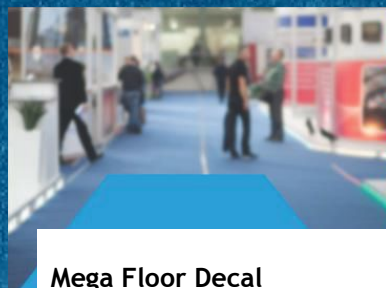
**Instagram Stories
Pre-Event**



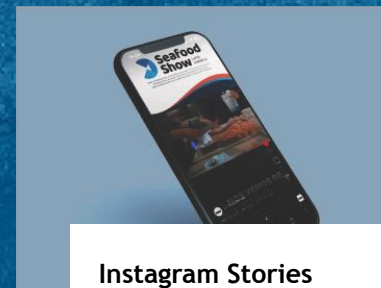
**Instagram Post
Before the Event**



LED Circuit
Digital
Experience
Inside the
Pavilion



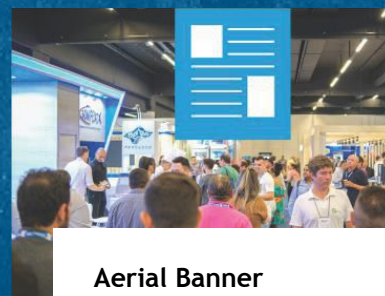
Mega Floor Decal
At the Fair
Entrance



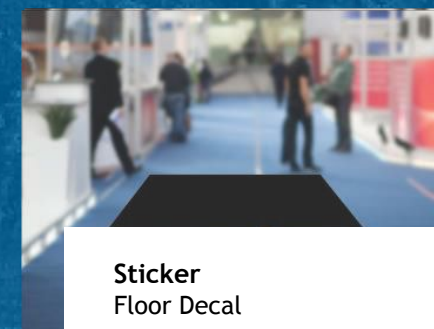
Instagram Stories
During the Event



Guide
Advertisement
Visitor's Guide



Aerial Banner
Double-sided



Sticker
Floor Decal



Seafood Show

LATIN AMERICA

4th INTERNATIONAL SEAFOOD TRADE AND TECHNOLOGY EXPO

**BOOK YOUR
SPACE FOR THE
2025 EDITION!**

CONTACT OUR SALES TEAM:

Kelly Vieira
kelly.vieira@francal.com.br
+55 (11) 93962-7083

**21 - 23
OCTOBER
2025**

DISTRITO ANHEMBI SÃO PAULO

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Organized by:

