



Seafood Show

LATIN AMERICA

3rd INTERNATIONAL SEAFOOD TRADE AND TECHNOLOGY TRADE SHOW

POST SHOW REPORT 2024

ORGANIZATION





SPONSORS AND PARTNERS 2024

SPONSOR

MINISTÉRIO DA
PESCA E
AQUICULTURA



SPONSOR CONTENT TALKS



INSTITUTIONAL SUPPORT



PARTNER



TRAVEL AND ACCOMMODATION



EVENT VENUE



AFFILIATED WITH





SPONSORS

Brazilian Sushi

Champions
MAIN SPONSOR

frumar[®]

GOLD SPONSOR

SILVER SPONSOR



CONCEPTUALIZATION

SUPPORTED BY

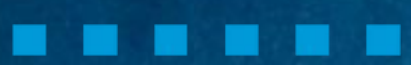




THREE MEMORABLE DAYS

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. Held in a **7,500 m²** space at the New Anhembi District, it brought together the entire seafood supply chain to explore the latest trends, celebrate industry advancements, and boost business. Featuring an extensive and innovative lineup, highlights included the **1st Brazilian Sushi Championship** and its first International Business Round, making this edition a unique and unforgettable experience. Check out the highlights and everything the event brought to the market!





NUMBERS

Event data confirms its success and establishes it as a key platform for the growing Latin American seafood industry each year.



4,000

Qualified Visitors

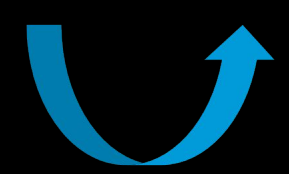
21%

Increase compared to 2023



+100

Exhibiting Brands



24

States visited



3

Days



7,500

M²



+40

Hours of content



4,000
QUALIFIED
VISITORS
24 **18**

States of
Brazil

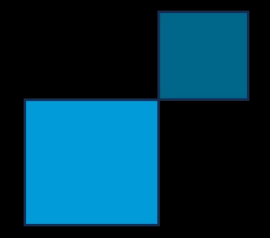
Countries



5% ARE FROM OTHER COUNTRIES

TOP 3 VISITING STATES: SP, SC AND RJ

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





MAIN VISITOR SECTORS



FOOD SERVICE

(BAR, RESTAURANT, SNACK
BAR, BAKERY)

WHOLESALE SUPERMARKET

SERVICE PROVIDER

FISH MARKET

EXPORTER

IMPORTER

DISTRIBUTOR

SALES
REPRESENTATIVE

THE SURGE IN VISITS FROM
WHOLESALERS, SUPERMARKET OWNERS,
FOOD SERVICE PROVIDERS, AND FISH
MARKETS WAS **THE BIG HIGHLIGHT!**

CHECK OUT SOME SUPERMARKET CHAINS
THAT VISITED THE FAIR



+60%

SUPERMARKETS
AND
WHOLESALERS

+49%

FOOD SERVICE

+37%

FISH MARKETS



CHECK OUT SOME **SUPERMARKET CHAINS**
THAT VISITED THE FAIR



THE EVENT HAS ESTABLISHED
ITSELF AS A **KEY BUSINESS
DRIVER** FOR THE SEAFOOD
SECTOR.



54%

ATTENDED THE EVENT
FOR THE FIRST TIME

49%

HOLD MANAGEMENT
POSITIONS

95%

CONDUCTED BUSINESS
AT THE EVENT








VISITOR
NPS 92%
LEVEL OF EXCELLENCE

**REASONS
TO VISIT**



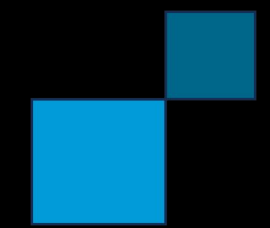
-  **DISCOVER NEW TRENDS AND LAUNCHES**
-  **FIND NEW SUPPLIERS**
-  **MAKE BUSINESS DEALS**



EXHIBITOR

NPS **86%**

Level of Excellence





ATTRACTION

THE EVENT FEATURED A WIDE RANGE OF
S CONTENT AND EXPERIENCES



NOVIDADE



Organized by the Nagoya Sushi School and led by André Kawai, the **Brazilian Sushi Championship** was a major highlight at the Seafood Show Latin America. Over three days of intense competition, the event captured the attention of visitors, exhibitors, and the media. Chef Allan Vitor emerged victorious and will represent Brazil at the world championship in Tokyo, Japan!



Sushi Chef
Allan Vitor





ARENATALKS

Various topics were explored at Arena Talks, the official stage of the event, featuring industry experts like Philip Walsh (Vice President of Retail Sales at Legit Fish), who led the discussion on: "Seafood Market: Insights for Latin America to Become More Competitive".

30 HOURS +40

Of content

National speakers and international





PARTNER

abrasel

Renowned chefs showcased their culinary skills to visitors at the Seafood Show Latin America. Over 10 hours of cooking demonstrations were held using seafood. A standout moment was the preparation of Bluefin Tuna by Régis Sassaki and Cesar Cazalvara.

10+ HOURS
of content

11+
Chefs





3ª edição
**MELHORES
PEIXEIROS
DO BRASIL**

The award aims to acknowledge and appreciate the work of fishmongers, encourage the proper display of seafood at sales points, and promote increased seafood consumption.

WINNERS



FISHMONGER 1
**CLERISTON
M. SOUZA**
HERMES SEAFOOD

FISHMONGER 2
**HEITOR
MARCATT**





SEAFOOD INNOVATION SHOW

The award aims to recognize and highlight innovations in the seafood industry during the Seafood Show Latin America

WINNERS



frumar

Lemon Herb
Salmon



X(BF) BrazilianFish

Gelafish



Frozen Desalted Cod
Fillet Gadus Morhua





GLOBAL RECEPTION

It's time to celebrate the major achievements in the industry! The **Global Reception** brought together moments of connection, relaxation, and excitement as the winners of the 3rd edition of the **Best Fishmongers in Brazil** award were announced, also with the **Singapore Innovation Show** brands in award. the





RODADA DE NEGÓCIOS NATIONAL

Gatherings of top buyers—supermarkets, fish markets, importers, and distributors—alongside major suppliers from the Latin American seafood industry! Two days filled with networking and sharing experiences.

34

Participating

Companies

83

Meetings

Held

R\$ 5,470,000

(five million, four hundred seventy thousand reais)
estimated in business for the next 12 months



NEWS

RODADA DE NEGÓCIOS INTERNATIONAL

Meetings were held between major buyers from South Africa, the United States, Canada, and Japan, and leading seafood suppliers from Latin America!

4

Supplier Companies;
BUYERS;

9

Supplier Companies;
SUPPLIERS;

36

Meetings Conducted;
DONE ;

USD 2,950,000

(two million, nine hundred and fifty thousand dollars)

estimated in business for the next 12 months





SUSTAINABLE AND INSTITUTIONAL ACTIONS

8.5 TONS OF
ORGANIC MATERIAL

WASTE FOR COMPOSTING

7.3 TONS OF

RECYCLABLE
MATERIAL

ITEMS PROPERLY
SORTED

0.6 TONS OF
WOOD MATERIAL

SELECTIVE COLLECTION AND WASTE MANAGEMENT





MARKETING AND RESULTS-DRIVEN COMMUNICATION

STRATEGIES AND ACTIONS THAT BOOSTED THE
VISIBILITY OF THE EVENT AND EXHIBITOR BRANDS





WEBSITE INSTITUTIONAL

225,000

Page views on the site



EMAIL MARKETING

222

Campaigns sent to

26,000+

Contacts in the database of the fair



MEDIA COVERAGE

72

Article

R\$ 5,505,074.00

Estimated value of exposure

4,858,162

Views



SOCIAL NETWORKS

14,000+

Engaged fans engaged

2,083,766

Impressions Reached



[CLICK HERE](#)



THE LATIN AMERICA SEAFOOD SHOW MADE HEADLINES!

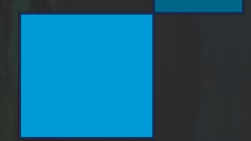
[CLICK HERE](#)



TERRA VIVA PROGRAM

[CLICK HERE](#)

exame.



REAL-TIME COVERAGE OVER THE 3 DAYS OF THE EVENT

 **+120**
videos

including Stories
and
Reels

+15

Publications on
the website.



431,85

during the fair
9

impressions

46

Images
published among
exhibiting
brands,
attractions, and
content

+180

Proprietary
content produced
on digital
channels



TESTIMONIALS FROM EXHIBITORS



"The audience was incredibly knowledgeable, we made some great business deals, and for our first time, it was truly amazing. Kudos to the event organizers and staff!"

Silmara Garcia
Marketing
Manager



"The Fair offers a fantastic opportunity to strengthen our presence both nationally and internationally. It's the perfect time to introduce Tambaqui to Brazil's biggest consumer market and build new strategic industry players." partnerships with major

Kivia Vilarim
Investment
Attraction
Coordinator



"Our participation in the fair was outstanding. The sushi competition was a hit and started at an exceptionally high level. The organization deserves praise for having a solid market vision, making this the most important fair for the seafood sector in Brazil

and Latin America."
Eder Krümmenauer,
CEO



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

Vânia Felício
Foreign Trade Manager



CHECK OUT THE HIGHLIGHTS FROM THE 3 DAYS OF THE SEAFOOD SHOW LATIN AMERICA 2024

DAY 01

22
OCTOBER

 [CLICK TO WATCH THE VIDEO](#)

DAY 02

23
OCTOBER

 [CLICK TO WATCH THE VIDEO](#)

DAY 03

24
OCTOBER

 [CLICK TO WATCH THE VIDEO](#)

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

TALK TO OUR SALES TEAM:

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[in](#) [f](#) [v](#) [i](#) @seafoodshowb

www.seafoodshow.com.br



 **Seafood
Show** LATIN
AMERICA

4th INTERNATIONAL SEAFOOD TRADE AND TECHNOLOGY EXPO

**22 TO 24
OCTOBER
2024**

DISTRITO ANHEMBI SÃO PAULO | 1pm - 8pm

Realização

 **FRANCAL**
ECOSSISTEMA PARA EVENTOS

seafood  brasil