



# The 4th edition of the fair was a success!

Established as the main meeting and business event for the seafood industry in Latin America, Seafood Show Latin America brought together leaders, brands, and professionals from across the seafood sector for three days of **networking, business, content, and innovation.**

# PATROCÍNIO GLOBAL RECEPTION

PATROCÍNIO MENU

# BLUMAR

ORIGEN 1948

PATROCÍNIO COQUETEL DE BOAS VINDAS

O REI DAS OVAS



O MELHOR CAVIAR É AQUI

PATROCÍNIO MELHORES PEIXEIR@S DO BRASIL



PATROCÍNIO SERVICE SHOW

PESQUALI



TRANSPORTE OFICIAL



CAFÉ OFICIAL



PARCEIRO OFICIAL DE SEGUROS



ESCOLA DE NEGÓCIOS PARCEIRA



PARCEIRO ESG



PARCEIRO DE MÍDIA



# PATROCÍNIO CAMPEONATO BRASILEIRO DE SUSHI

PATROCÍNIO MASTER

frumar® MINAMI

PATROCÍNIO BRONZE



IDEALIZAÇÃO



APOIO



# ▶▶▶ NUMBERS



**+4,500**  
qualified  
professionals



**+100**  
brands  
exhibitors



**+20**  
countries



**25**  
Brazilian states  
present



**+50**  
hours of content



**3 DAYS**  
of fair



# EXPRESSIVE GROWTH

**+11**

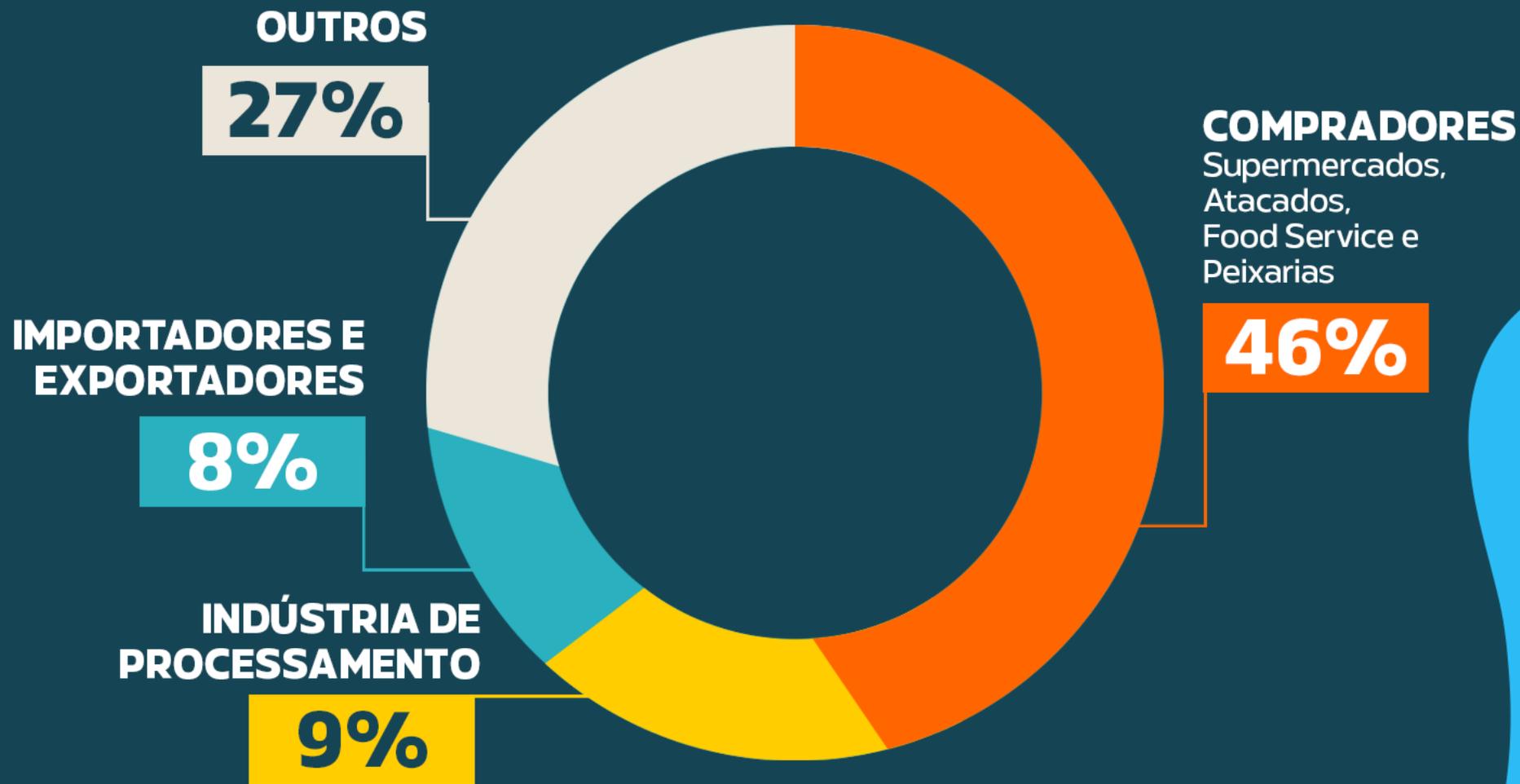
INCREASE IN  
THE NUMBER OF  
VISITORS

**1,121**  
NEW  
COMPANIES

Comparison with the previous edition.

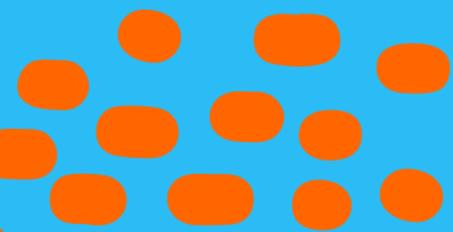


# VISITOR PROFILE



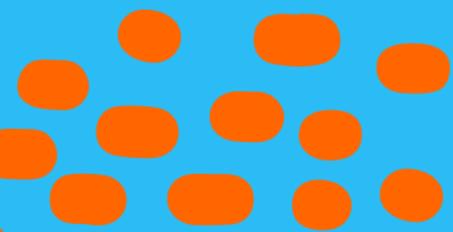


# SOME OF THE LEADING RETAIL CHAINS IN BRAZIL THAT VISITED THE EVENT





# SOME OTHER RETAIL AND FOOD SERVICE PLAYERS WHO VISITED THE EVENT



**Andorinha**  
Hiper



**barbosa**  
*O Supermercado da Família.*



*Casa*  
**Santa Luzia**  
1926



**Sapore**



# VISITOR OF VISITORS

The results of the survey conducted among visitors to the fair reflect their satisfaction with Seafood Show Latin America 2025, showing that the fair exceeded expectations by offering an enriching, inspiring, and essential experience for the sector.

NPS  
**EXCELLENT  
LEVEL!**

**82**

**“I ACHIEVED  
MY GOALS”**

**96**

**CSAT**  
(Customer  
Satisfaction Score)

**99**



An event that **drives  
business and boosts the sector!**

**+63%**

of visitors hold  
management positions

**+85%**

participate in purchasing  
decisions

**+59%**

participated in the fair  
for the first time





# VISITOR'S OBJECTIVES

1

Learn about new products and launches

2

Generate new business and partnerships

3

Network and strengthen relationships with suppliers and brands



# 25 BRAZILIAN STATES VISITED THE SEAFOOD SHOW LATIN AMERICA

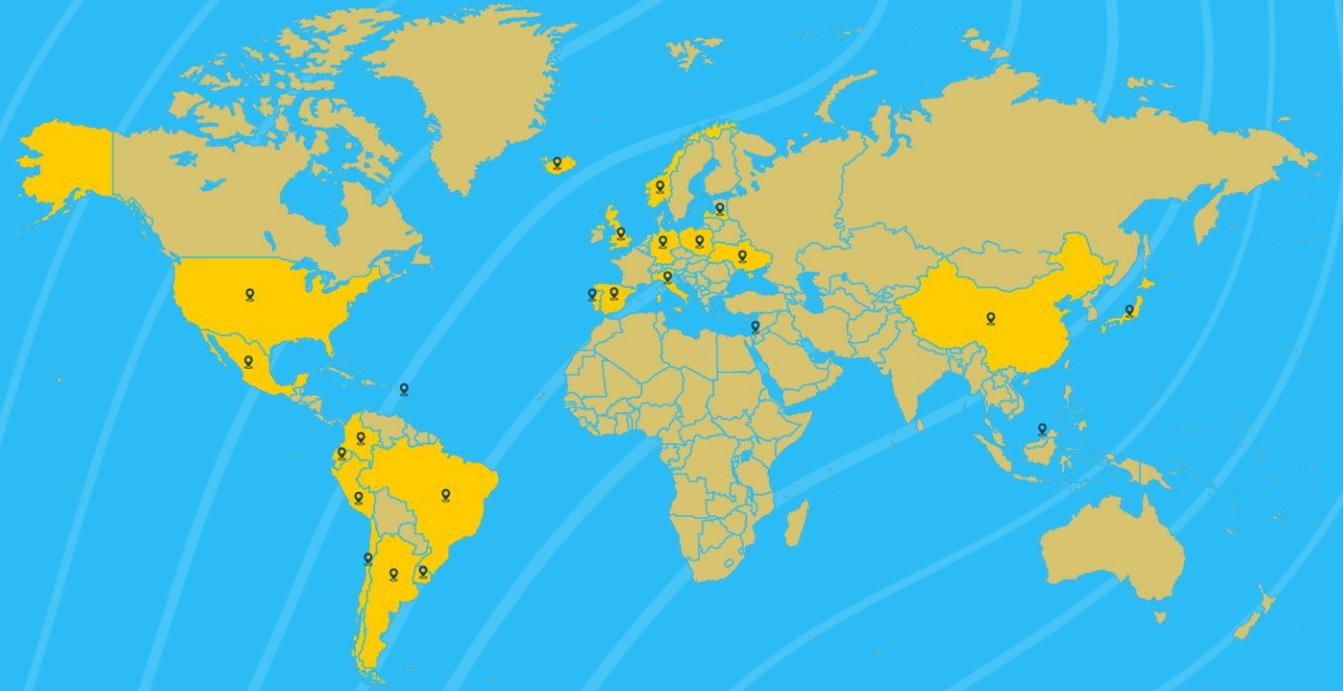
We connected all regions of the country to do business, expand connections, and learn about the latest industry news.





# INTERNATIONAL PRESENCE

Professionals from 24 **countries** were present, reinforcing the **global importance of Brazilian fish** and the role of the fair as a bridge between **Latin America and the world**.



- Brazil
- Chile
- Argentina
- Argentina
- Peru
- United States
- Spain
- Brunei
- Portugal
- Japan
- Uruguay
- Ecuador
- China
- Norway
- Colombia
- Italy
- Germany
- Iceland
- Mexico
- West Bank
- Dominica
- Latvia
- Poland
- Ukraine
- United Kingdom



# WHO EXHIBITS, RECOMMENDS!

The approval ratings among exhibitors show the success of the 4th edition of Seafood Show Latin America.

NPS  
EXCELLENT  
LEVEL!

95

“I ACHIEVED  
MY GOALS!”

93

CSAT  
(Customer  
Satisfaction Score)

94





# ATTRACTIONS AND PROGRAMMING

Realização / Organization



**FRANCAL**  
ECOSSISTEMA PARA EVENTOS

seafood  brasil



# ArenaTalks

The program featured **high-level debates and lectures on topics relevant to the entire production chain.** Among the highlights:

- **1st Latin American Fish Retail Congress**
- Japanese Gastronomy Summit
- Food Service Trends and Opportunities





# ArenaTalks

## TOP SPEAKERS



**CAIO CAMARGO**

Especialista  
em varejo



**SIMONE GALANTE**

CEO e fundadora  
da Galunion



**ARTURO CLÉMENT**

Presidente da  
Associação SalmonChile



**FELIPE SCARTEZZINI**

Gestor em Pescados  
e Hortifruti na Swift



**PEDRO PEREIRA**

Gerente nacional de  
pescados na Delly's



**TALYTA GOMES**

Gerente Comercial de  
Desenvolvimento de  
Peixaria, Carnes & Aves  
no Grupo Pão de Açúcar



**BRUNO DAYRELL**

Diretor de Marcas Asiáticas  
do Grupo Trigo: Gendai,  
China in Box e Koni

And many more!

# +40 SPEAKERS





PARTNER  
**abrasel**

Renowned chefs and experts demonstrated their expertise to visitors at Seafood Show Latin America. There were more than 10 hours of cooking demonstrations using seafoods. Among the highlights were the preparation of bluefin tuna by **Régis Sassaki** and the opening of a wild pirarucu, with the participation of consultant **César Calzavara**.





The second edition held at Seafood Show Latin America and organized by **Nagoya Sushi School**, the championship was one of the highlights of the fair. During three days of intense competition, the event attracted the attention of visitors, exhibitors, and the media.





Chef **Willian Utida** was crowned the winner and will represent Brazil at the world championship in Tokyo, Japan, alongside runner-up **Rodrigo Bando**!



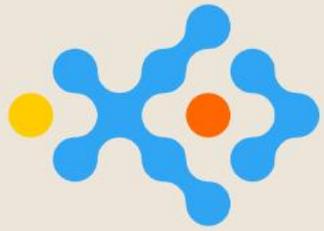
**WILLIAN UTIDA**



**RODRIGO BANDO**



**BRENO DE BARROS**



# SEAFOOD INNOVATION SHOW

The third edition of the award celebrated the **main innovations and trends in the fish industry**, highlighting the future of the sector. Eight finalist brands presented products that directly impact the market and the production chain.

## WINNERS



Popeye Breaded (Alaskan pollock with spinach)



KORIN Smoked Salmon



Tempura-style breaded salmon strips



# Melhores Peixeir@s do Brasil

The 4th edition of the Award celebrated **fishmongers**, recognizing their fundamental role in the **quality of display** and **promotion of fish consumption** at the point of sale.

**Congratulations to all the professionals who made the fair a true success in terms of talent and innovation!**

To the 48 professionals who entered the competition, we extend our special recognition for their dedication and excellence. Together, we have demonstrated the strength of our sector.



# MEET THE SEMIFINALISTS OF THE AWARD

Alan Gomes and José da Silva - **Natural da Terra  
Paraiso Fish Market | São Paulo**

Higor Souza and Ricardo Santo - **Natural da  
Terra Brooklin Fish Market | São Paulo**

Edilson Pereira and Caio de Oliveira - **Carrefour  
Butantã Fish Market | São Paulo**

Heitor Marcati and Cleriston Souza - **Hermes  
Pescados Fish Market | Santo André**

Adriano de Jesus and Rodrigo Coelho -  
**Fontolan Fish Market | Itapetininga**

André Queiroz and Pedro Eloy - **Carrefour  
Osasco Fish Market | São Paulo**

Alaine Rodrigues and Shirlei - **Carrefour  
Pamplona Fish Market | São Paulo**

Dirlan Soares and Cicero Souza - **Beira Mar Fish  
Market | Rio de Janeiro**

Gustavo Fraga and Matheus Santos - **Coral Fish  
Market | São José do Rio Preto**

Claudiane Souza and Olga Teles - **Deus Proverá  
Fish Market | Camaçari**

Lailson and Debora - **Carrefour Fish Market |  
Guarulhos**



# Melhores Peixeir@s do Brasil

The 2025 winners received a trophy, cash prize, and plaque of recognition.

The fish market won an exclusive consultation with Chef Rafael Moraes, from Peixe no Prato.



Alan Gomes and José da Silva  
Peixaria Natural da Terra |  
Paraíso – São Paulo



# GLOBAL RECEPTION

**BLUMAR**  
ORIGEN 1948



PATROCÍNIO

It's time to celebrate the sector's great achievements! The **Global Reception** brought together moments of connection, relaxation, and excitement as it announced the winners of the 4th edition of the **Best Fishmongers in Brazil** award and recognized the most innovative brands in the sector with the **Seafood Innovation Show** award.



# EXCLUSIVE

B U S I N E S S H U B

Exclusive area at the event, equipped with all the necessary amenities for VIP visitors to expand their business and networking opportunities.

# NEWS

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**Sushi Businesssss** with **Régis Sasaki** and **Diego Logullo** stirred up the sector with inspiring conversations about market trends, challenges, and opportunities.

A space created to bring together leading food service professionals, share experiences, and drive new ideas that strengthen the segment.



Sakura and ABGJ have prepared an exclusive exhibition celebrating the richness of Japanese culture and cuisine.

Tableware, knives, utensils, and curiosities were highlighted in a space steeped in tradition and, of course, with unmissable activities.

PARCERIA



PATROCÍNIO





# COMMUNICATION AND MARKETING RESULTS

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# WEBSITE VISITS



**2025**

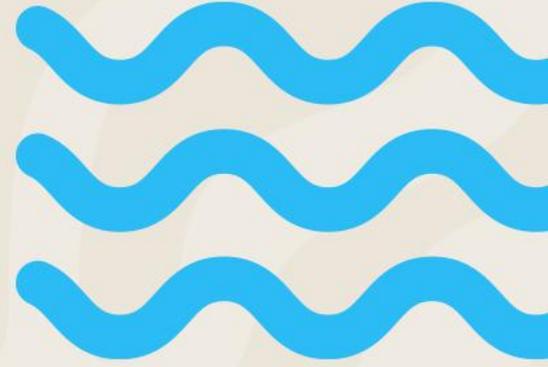
**247,000**  
views

**+9.8%**  
compared to 2024

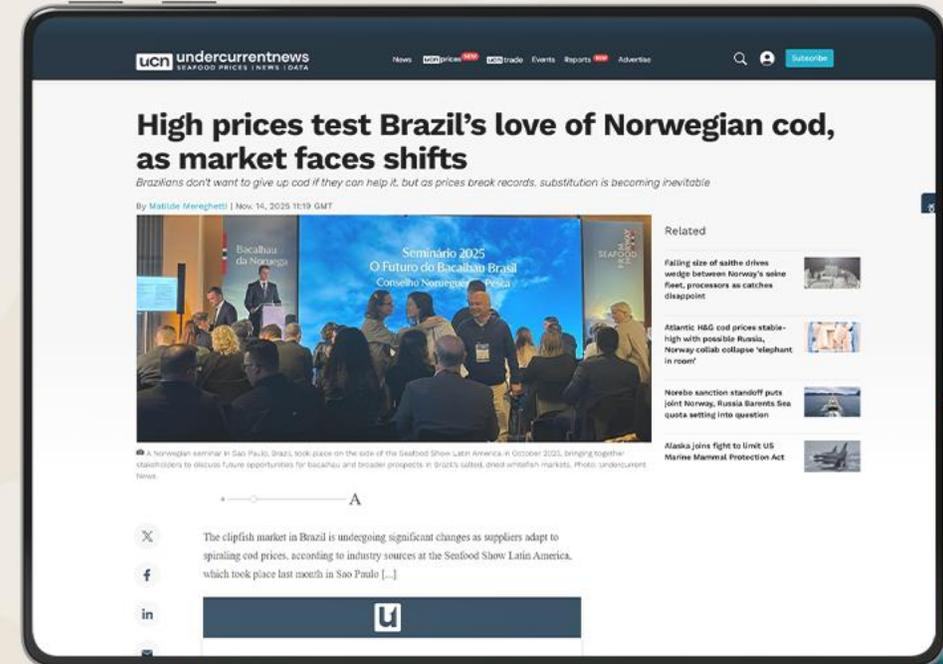


# ▶▶▶ SPONTANEOUS MEDIA

SEAFOOD SHOW LATIN AMERICA WAS FEATURED IN THE MAIN MEDIA IN THE SECTOR



Valuation of mentions  
**R\$ 798,350.00**



# ▶▶▶ SPONTANEOUS MEDIA

CHECK OUT SOME OF THE MAIN ARTICLES ABOUT THE FAIR

The logo for 'veja' is written in a bold, lowercase, red sans-serif font.

[CLICK HERE AND READ](#)

The logo for 'R7' features the letters 'R7' in white, bold, sans-serif font, enclosed within a blue speech bubble shape.

[CLICK HERE AND READ](#)

The logo for 'IntraFish' consists of a stylized wave icon in yellow and blue to the left of the text 'IntraFish' in a bold, black, sans-serif font.

[CLICK HERE AND READ](#)

The logo for 'ucn undercurrentnews' features the lowercase letters 'ucn' in white on a dark blue square background, followed by the text 'undercurrentnews' in a smaller, white, sans-serif font. Below this, the text 'SEAFOOD PRICES | NEWS | DATA' is written in an even smaller white font.

[CLICK HERE AND READ](#)

The logo for 'Bares SP .com.br' features the word 'Bares' in a bold, black, sans-serif font, followed by 'SP' in a blue, italicized, sans-serif font, and '.com.br' in a smaller, black, sans-serif font below.

[CLICK HERE AND READ](#)

The logo for 'FOLHA DE S.PAULO' features the text 'FOLHA DE S.PAULO' in a bold, black, sans-serif font, with three small stars (red, blue, and black) centered below.

[CLICK HERE AND READ](#)

The logo for 'REVISTA Gula' features the word 'Gula' in a large, bold, black, serif font, with 'REVISTA' in a smaller, black, sans-serif font above it. Below 'Gula', the tagline 'VIVER BEM É A MELHOR VINGANÇA' is written in a very small, black, sans-serif font.

[CLICK HERE AND READ](#)

The logo for 'PRAZERES DA MESA' features the text 'PRAZERES DA' in a small, black, sans-serif font above the word 'MESA' in a large, bold, black, sans-serif font.

[CLICK HERE AND READ](#)

# ▶▶▶ SOCIAL MEDIA

**+13,000**  
followers

**1,981,673**  
Total reach

**4 million**

Views in 2025

Period: January – October





# SOCIAL MEDIA COVERAGE OF THE FAIR

**53**

Contents between  
posts and reels

**127**

Real-time stories

**638,876**

Views

Period: October 21 to 23





# EMAIL MARKETING



**192**

campaigns

sent

to over

**20,000**

qualified contacts in the  
lead database

**Period: January – October**



# ESG ACTIONS

Realização / Organization



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**NEW**

# METRÔ SP – OFFICIAL TRANSPORTATION

The unprecedented collaboration with **Metrô-SP** positioned the event as a promoter of conscious urban mobility, encouraging the use of subway transportation and directly contributing to **reducing the impact on local traffic**, favoring urban mobility.



**NEW**

# FOOD DONATION

In partnership with SESC MESA BRASIL, more than **170 kg** of fish were donated to organizations that assist people in vulnerable situations.



**SESC  
MESA  
BRASIL**



# 20.8 TONS OF WASTE SORTED AND DISPOSED OF CORRECTLY

Franca is pursuing a more sustainable path toward carbon-neutral events. At Seafood Show Latin America 2025, more than 9.3 tons of recyclables were separated, more than 1 ton of wood was reused, and 10 tons of organic waste was sent for composting, in a **ZERO LANDFILL** operation. In addition to properly disposing of waste, we collaborated with the Tietê Central Cooperative.

## RECYCLED

**Paper and cardboard: 2.4 tons**

**Plastic: 1.3 tons**

**Wood: 1.2 tons**

**Glass: 30 kg**

**Bagum: 2.9 tons**

## COMPOSTING

**Organic waste: 10 tons**

# IMPACT ON THE FUTURE OF THE PLANET



Every year we strive to make our event more sustainable, and this year we took another big step toward minimizing our environmental impact: we offset 100% of the recyclable waste generated during the entire event through the Eureciclo seal.

**9.3 toneladas de recicláveis**

*(Both reports can be accessed on the event website.)*



# TESTIMONIALS

Realização / Organization



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# EXHIBITOR TESTIMONIALS

## EXHIBITORS



“It’s impressive how quickly the fair has evolved. This year is fantastic. The audience is very specific, very focused. And there is also a very large international presence, with many countries looking for equipment.”

**Marcos Queiroz**  
Partner



“We welcomed our main customers and partners here at Seafood Show Latin America. We had buyers at our booth that we never imagined would come.”

**Alexandre Lachi**  
Marketing Manager



“It was an excellent edition for us; we met many partners and new customers. In addition, we sponsored the Brazilian Sushi Championship for the second time, which was a real success.”

**Eder Krummenauer**  
CEO

# VISITOR TESTIMONIALS

## VISITORS



**Swift**

“The event is a great opportunity to catch up with our friends and suppliers, exchange information, and learn about the latest market developments. It brings together the retail and fishing industries. The fair is very important, and I am very happy to be participating in the 4th edition. My expectations are as high as they can be.”

**Felipe Scartezzini**

Seafood and Produce Manager



**Mart Minas**  
ATACADO & VAREJO

“An extremely niche fair focused on seafood. It was my first time and I was surprised. We are taking away many business opportunities.”

**Luan Dutra**

Purchasing Manager



**Camarada**  
CAMARÃO  
DESDE 2005

“The event exceeded our expectations and was ideal for closing deals. We met long-standing partners and also made new contacts to expand our supplier network.”

**Rodrigo Ikedo**

Head of Supply Chain

# CLICK AND CHECK OUT HOW THE 3 DAYS OF THE SEAFOOD SHOW LATIN AMERICA

DAY  
21

DAY  
22

DAY  
23



**SEE YOU IN 2026**



5ª FEIRA INTERNACIONAL DE COMERCIALIZAÇÃO E TECNOLOGIA DO PESCADO

20 A 22  
OUTUBRO 2026  
DISTRITO ANHEMBI  
SÃO PAULO | 13H-20H

Realização / Organization



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