



MÉXICO

ALIMENTARIA

FOOD SHOW 2018

SAGARPA
MINISTRY OF AGRICULTURE,
LIVESTOCK, RURAL DEVELOPMENT,
FISHERIES AND FOOD



EXHIBITORS

EXHIBITION

14th, 15th and 16th August 2018
Halls B, C and D,
CENTRE CITIBANAMEX,
CDMX

LIVESTOCK EXHIBITION

14th - 17th August 2018
INFIELD of the
HIPÓDROMO de las
AMÉRICAS, CDMX



MÉXICO
ALIMENTARIA
FOOD
SHOW 2018

MÉXICO ALIMENTARIA FOOD SHOW 2018

**LATIN AMERICA'S MOST
IMPORTANT FOOD AND
AGRICULTURAL EVENT
FOR THE PROMOTION
AND SALE OF FRESH
AND PROCESSED
FOODS**

SAGARPA
MINISTRY OF AGRICULTURE,
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The most significant agricultural event in Mexico and Latin America, where producers, buyers, technology developers, investors, entrepreneurs, students and members of the public can find out about, both in general and more specifically, the vast development opportunities on offer throughout the Mexican seas and countryside.

The Mexico Alimentaria Food Show has:

- Become a national platform where innovation, safety,

quality, experimental, marketing and promotion strategies for the Mexican agricultural sector take off.

- Become the official communication platform for the agricultural sector.
- Positioned itself as the most significant event in Mexico for producers, buyers and investors in the sector.
- Attracted international attention, encouraging the involvement of public and private organisations from around the world.

BACKGROUND

This is a project driven by SAGARPA and that involves the entire agricultural sector of our country.

The first event, which took place in 2016, was a categorical success and arose the interest of national and international producers, buyers, investors and sellers.

The second edition took place in 2017 and exceeded both forecast numbers and expectations, as well as higher business volumes and general attendance.

2016	Results supply / demand	2017
56,400	Visitors	58,000
30	National buyers	50
100	International buyers	150
32	Countries	40
43,600	m ² occupied	44,000
20	States of Mexico	23
3,220	Business encounters	4,600
\$16,000	Million Pesos in sales	\$19,600
800	Live animals	1,200
722	Exhibitors	800

MÉXICO ALIMENTARIA FOOD SHOW 2018

One of the objectives proposed since the first edition of this event, and which is repeated year on year, is to ensure that the effort transcends through time to attract a higher number of attendees and

participants in each edition. This validates and reinforces us as the best platform to promote agricultural products and services. Thus, our forecast for 2018 is:



Participating Pavilions 2018

- Livestock
- Agriculture
- Traditional beverages
- Technological innovation and development
- Rural development
- Exports
- Fishing and aquaculture
- Strategic, organic products and logistical projects
- Federal agencies
- Services and supplies

GENERAL AND BUSINESS AREAS

- Beverages tasting zone
- Food tasting zone
- Business meetings zone
- Museographic exhibition of the countryside and seas of Mexico
- Innovation, culture and play areas

LIVESTOCK EXHIBITION

- Workshop zone (cheeses, meat, tanning, leather crafting, dairy, etc.)
- More than 1,200 live species (ovine, bovine, poultry, swine, equine, etc.)

CONFERENCE HALL AND PLENARY SESSIONS

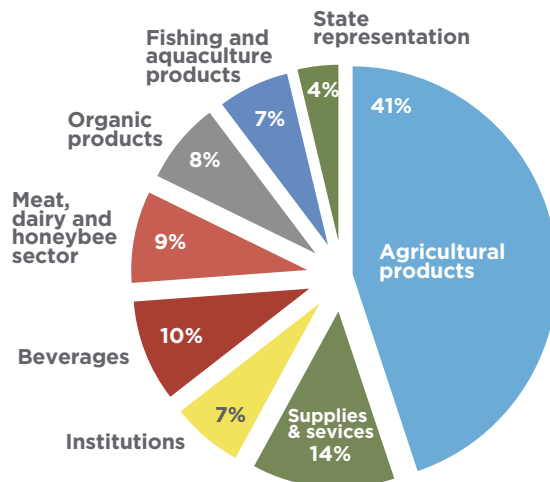
EXHIBITORS & VISITORS

The event attracts a variety of visitors and exhibitors profiles that have an interest in the agricultural sector. The majority of the attendees are:

- Producers

- Buyers
- HORECA.
- Technology developers
- Investors
- Entrepreneurs
- Students
- General public

Exhibitor Profile



EXHIBITOR'S STAND

3 x 3 m (9m²)

* image subject to change



COST – EXHIBITORS

TYPE (Stand with fridge)	MEASU- REMENTS	AREA	COST (Inc. VAT)
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TYPICAL STAND (Standard cost of space)	3x3 m	9m ³	\$70,000 MXN
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MEXICAN PRODUCERS (From 1 st May to 31 st July 2018)	3x3 m	9m ³	\$30,000 MXN
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TYPE (Stand without fridge)	MEASU- REMENTS	AREA	COST (Inc. VAT)
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TYPE STAND (Standard cost of space)	3x3 m	9m ³	\$64,000 MXN
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MEXICAN PRODUCERS (From 1 st May to 31 st July 2018)	3x3 m	9m ³	\$24,000 MXN
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Important observations:

The costs mentioned above includes the corresponding 16% VAT.
The full amount of the cost of the stand must be paid in advance in one sole payment.

These costs only include the elements mentioned above, any additional requirements must be quoted for and paid for individually in the additional services area of the Citibanamex Centre.

Final handover of the stands will take place on 13th August.

COMMERCIAL CONDITIONS

1. Payment conditions – 100% upfront payment before 14th July 2018.

2. A relevant invoice must be issued.

3. Cancellation Policy:

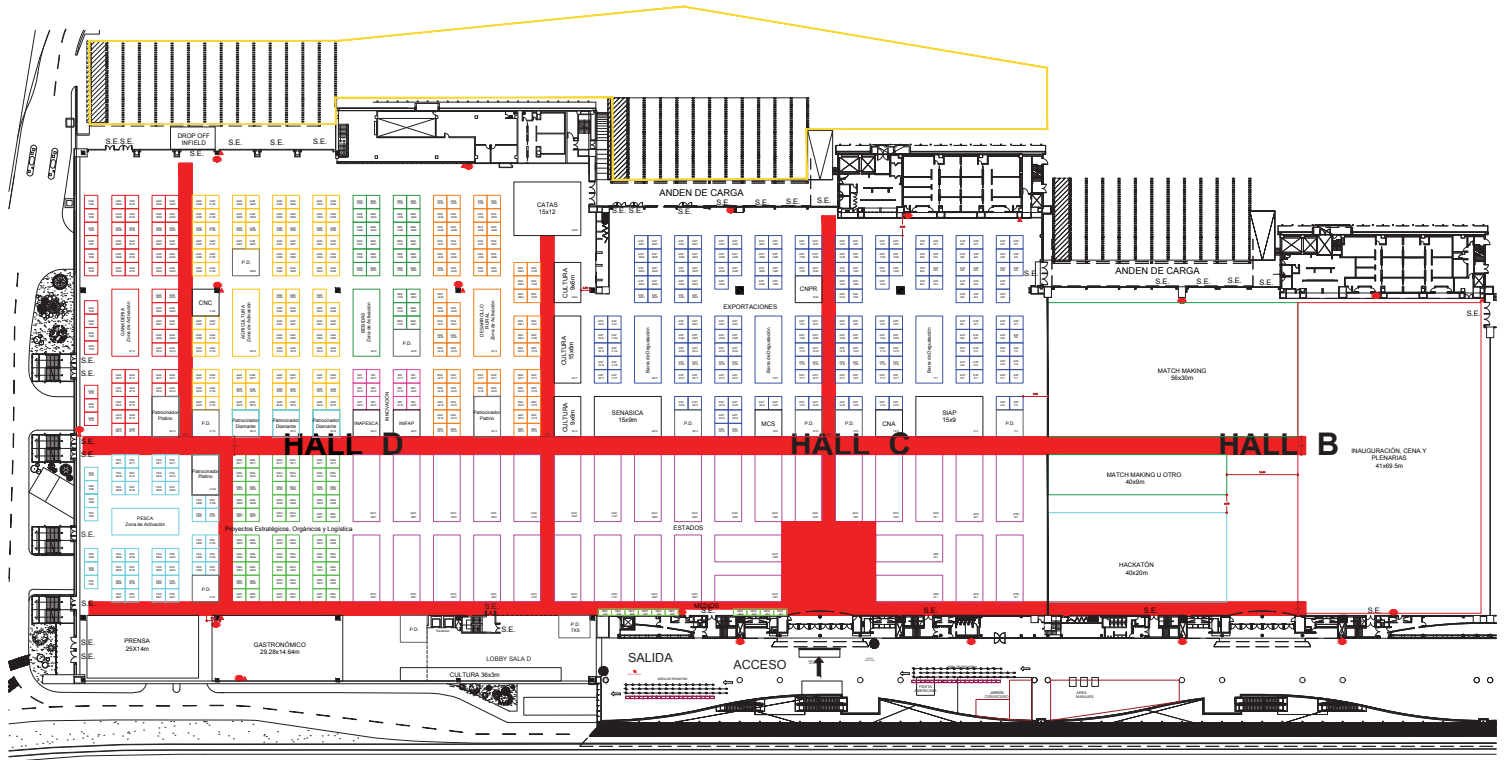
- a. 100% refund before 14th July 2018
- b. 50% refund before 15th July 2018
- c. 0% refund after 15th July 2018

4. The corresponding contract must be signed by the exhibitor in order to reserve the space.

5. Payment must be paid in full via bank transfer to the following account:

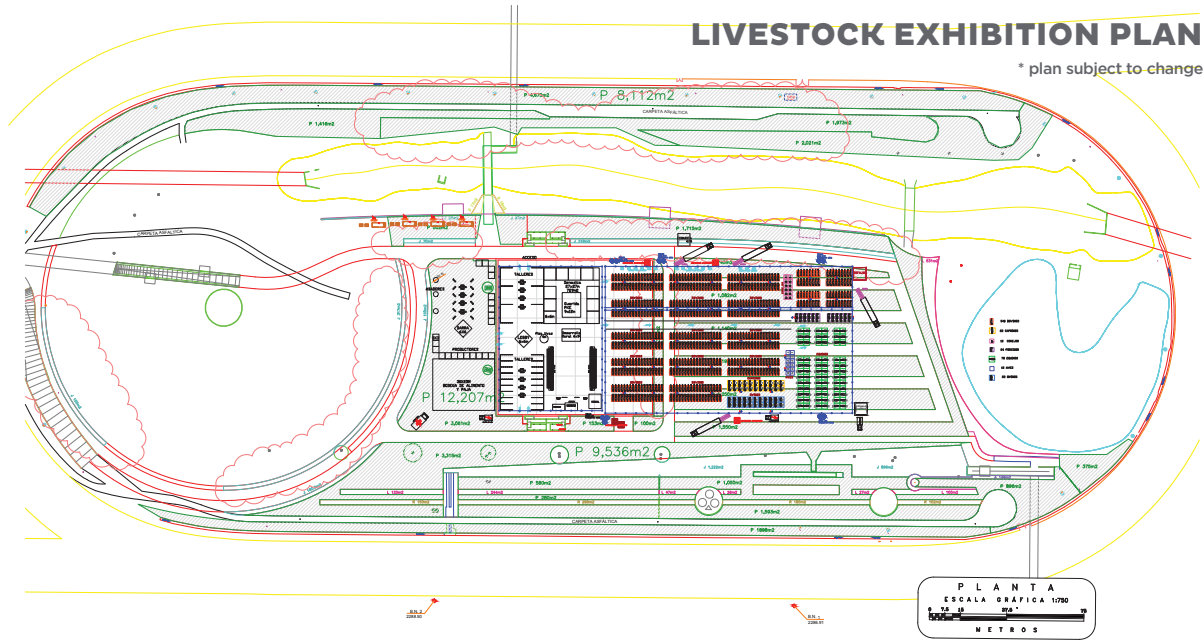
Creatividad y Espectáculos, S.A de C.V
Santander Bank
Branch: 0400 Sucursal Palmas Corinto
Account number: 65-50579722-6
IBAN: 014180655057972264

* plan subject to change



LIVESTOCK EXHIBITION PLAN

* plan subject to change



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MéxicoAlimentaria



MxAlimentaria

www.mexicoalimentaria.mx

www.gob.mx/sagarpa

comercial@mexicoalimentaria.mx

Phone number: 01 800 55 25 472