

2017 ABIEC participates in Gulfood to expand business with the Arab market

Association and 17 Brazilian slaughter houses will attend the event in Dubai

São Paulo, February 23, 2017 - In an effort to expand its presence and strengthen its relationship with the Arab market, the Brazilian Association of Meat Exporters (ABIEC) will participate in Gulfood, one of the largest and most important food fairs and beverage of the world. The event will take place between February 28 and March 2 in Dubai, United Arab Emirates. The Brazilian action is supported by the Brazilian Trade and Investment Promotion Agency (Apex-Brasil), an ABIEC partner in the Brazilian Beef project.

At the fair, ABIEC and 17 other members - Agra, Barra Mansa, Cooperfrigu, Frigol, Frigosul, Frigotil, Iguatemi, JBS, Mafripar, Marfrig, Mataboi, Minerva, Mondelli, Naturafriq, Oderich, Plena and Xinguara - will be present. In addition to the business meetings, the traditional Brazilian barbecue will also be promoted, with tenderloin (entrecote), filet mignon and rump cut, that will be served to visitors of the space.

The Arab market is one of the most important for the Brazilian beef industry. In 2016, approximately 380 thousand tons of meat were exported to the Arab countries, with a turnover of over US\$ 1.3 billion. The figures are significant and account for 25% of total sales of Brazilian beef exports and 27% of total shipments last year. "It is a fair where we always have to be present at and a market that deserves our constant attention. Our expectation is very positive to expand business for the Brazilian industry, " says Antônio Jorge Camardelli, president of ABIEC.

For more information about Gulfood 2017, go to: www.gulfood.com

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