



PERSPECTIVES AND OPPORTUNITIES

**COMMERCIAL
PRESENTATION**

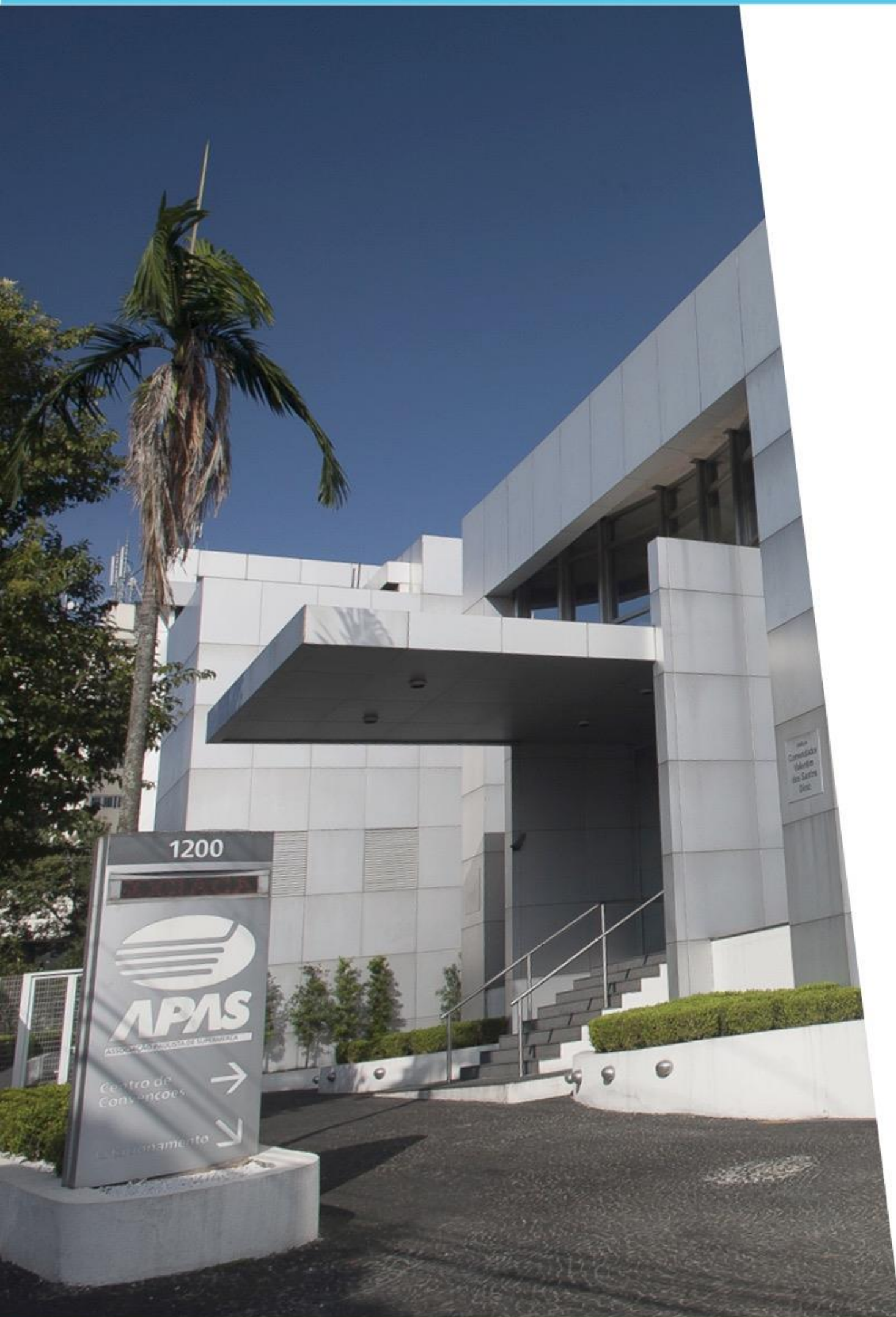
BRAZILIAN SUPERMARKET OVERVIEW

The supermarket industry has distinguished itself in the Brazilian economy not only by its large sales turnover and job creation, but also for its contribution to the development of the country.



APAS AND ITS IMPORTANCE TO THE SUPERMARKET SECTOR

For 44 years, São Paulo Supermarket Association (APAS) has been representing the State of São Paulo supermarket sector. With over 1,200 member companies, APAS has been organizing since 1984 the APAS Trade Show and Management Congress, which brings together both supermarket and retail sectors.



APAS TRADE SHOW



APAS Trade Show is recognized worldwide today as the largest supermarket trade fair. In a fully segmented event model, it embraces all Brazil's and foreign supermarket chain with exhibitors from several countries.

Besides being a meeting for relationship and businesses, the Fair is a great opportunity to see product launches, the latest developments and market trends.

It's the perfect opportunity to your company to be highlighted and viewed among the market big ones, increasing your business prospects.



APAS TRADE SHOW IS AN EVENT THAT GROWS EVERY YEAR

All records were overcome in 2015:



E WHO HAVE ALREADY ATTENDED POINTS THE W

"For Vigor, join APAS Trade Show is a true business tool. It makes feasible important meetings with key Brazilian retail sector decision-makers in a short period of time and within the same area."



Luis Gennari
Commercial
Director at Vigor

"APAS Trade Show provides us with important tools to innovate and strengthen commercial relationships with our retail partners. In this meeting we reinforce both the "Nestlé Faz Bem" (Nestlé Good Food, Good Life) and each of our brands strategies, and we also suggest more attractive solutions to boost shoppers purchasing experiences".



Ricardo
Citrângulo
Sales Vice-president
of Nestlé Brasil

"APAS is one of the most confident investments we have made in recent years. It is characterized as a unique approach period for supermarket sector and its suppliers, where contacts are eased up and the exchange of knowledge and innovation are shared."



Carlos Formigari
Chief executive
at Netpoints
Fidelidade S.A.

BE AWARE OF THE HIGHLY QUALIFIED VISITORS PROFILE



81%

Held management position



91%

Will probably participate in 2016



97%

Were satisfied with the Fair



99%

Would recommend the Fair



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MANAGEMENT CONGRESS

As a part of the event, the management congress offers three days of important lectures about various issues that directly influence the market and supermarket sector chain through renowned national and international speakers which are always seeking industry qualification.

The congress has six auditoriums being the Large Auditorium assigned for major lectures, and the other five ones offering specific themes such as: Commercial, Strategy and Management, Human Capital, Marketing and Consumer Marketing and Operations.



"APAS Trade Show environment provides the strengthening of relationships and additionally renew confidence in the supermarket market. Don't miss this huge event, because the retail professionals must be updated constantly, and both Fair and Congress give us such opportunity."

Fatima Oliveira - HR Coordinator
at Shibata Supermercados

KNOWLEDGE ARENA

The Knowledge Arena happens within APAS Trade Show and it's a space where free courses and lectures with the objective of developing the daily capacity of operational teams with the best market practices are offered. There are four days of lectures offered in several timetable options.

Learn the topics covered in 2015:

- Good Practices in Food Handling
- Bakery and Confectionery
- The Best Practices in the Butcher Shop
- Excellence in Customer Service



SPONSOR APAS TRADE SHOW 2016 AND ENSURE YOUR BRAND VISIBILITY



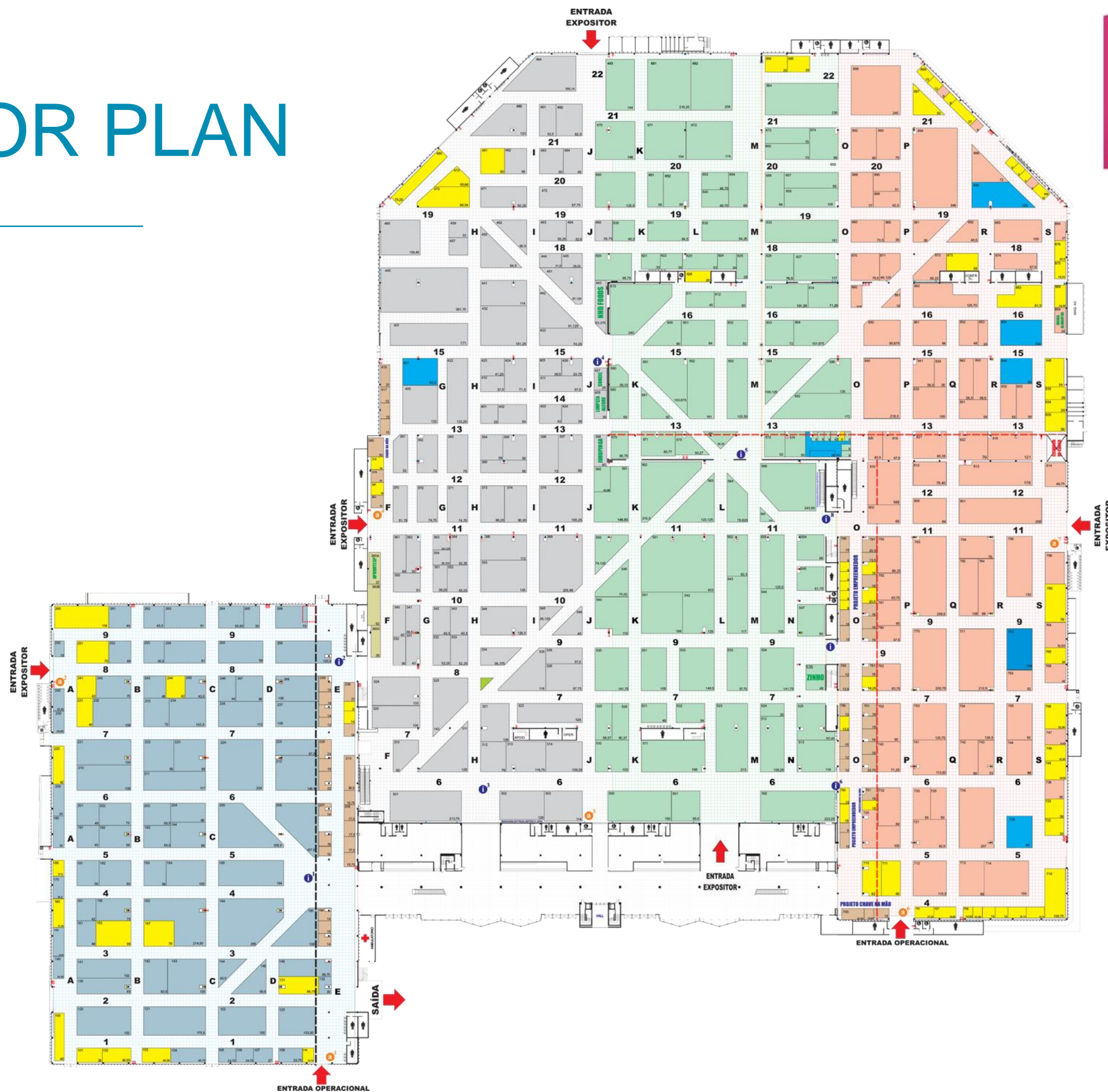
Become an APAS Trade Show and Congress 2016 sponsor and ensure your brand exposure to more than 70,000 visitors during the event and to all supermarket sector chain communication materials and media works.

Your brand will be in evidence in one of the world's major supermarkets congress and will be visible to a highly selected audience, thereby increasing your business opportunities.

Check below some sponsorship opportunities:

- Communication quota
- Congress quota
- Relationship events quota
- Counter quota
- Host country quota
- Sustainability quota

FLOOR PLAN



KNOW ALL APAS TRADE SHOW PROJECTS



APEX BUYERS PROJECT

The world's 60 largest supermarkets buyers buying Brazilian products and brands, 694 meetings at APEX-Brazil International Buyers Project engaging 34 international buyers from 22 countries reaching US\$57 million in deals closed in APEX-Brazil International Round.

(Source: APEX-Brasil)



ENTREPRENEUR PROJECT

An APAS initiative aiming to encourage the development of small companies with revenues of up to R\$1 million per year and promote the diversity of business options at the Fair.



TURNKEY PROJECT

A project aiming to simplify company participation by offering assembled and furnished rooms, enabling the exhibitor to focus on business.



REGIONAL PROJECT

In order to encourage small business and service companies to join APAS Trade Show, we are offering an affordable and unique exhibition proposal through a collective booth - with nearly 6 square meters - where every brand can present its products in an innovative way.



SPECIAL PROJECTS





SPECIAL PROJECT CRAFT BEERS

A place designed for this segment with high turnover potential with the presentation of new products, guidelines and tips on business management.

More than 70 million liters of craft beers are produced in Brazil, a market growing of 20% per year.

Craft beer sales in supermarkets reach a growth of up to 80% per year.

The industry expects that such sales will represent 2% of the beer businesses in Brazil in the next ten years.

(Source: *SuperVarejo Magazine* and ABRABE)



SPECIAL PROJECT FLOWERS

This project shows how to properly work with flowers category and best exhibition of these products for greater profitability.

APAS Trade Show highlights one of the fastest growing sectors in Brazil, responsible for the moving of R\$ 5,2 billion only in 2013.

Flowers sales in supermarkets is one of the factors responsible for the annual market growth of 12% - 15%.
(Source: Ibraflor)



SPECIAL PROJECT PERSONAL HYGIENE, PERFUMERY AND COSMETICS

Exclusive room to take advantage of all opportunities offered by this category, which is among the three fastest-growing categories in supermarkets.

Both super and hypermarkets are some of the main sale channels of this class of products in Brazil:

- Leader in South America;
- Third position in the global ranking;
- a national growth of 2.3% in 2013.

(Source: ABIHPEC)

CANDIES PROJECT

INNOVATION
FOR 2016

A dedicated room for this category which attracts several types of consumers so that industry representatives can explore their products and give tips to supermarket owners on how to best work the category in their stores.



BAKERY PROJECT

INNOVATION
FOR 2016

Opportunity to show the different management models of one of the most prestigious categories, in order to increase profitability and leverage good deals.





GO AHEAD AND ENSURE YOUR PLACE IN APAS 2016

Contact our Commercial Department:

Phone: +55 (11) 3647-5035
edson.oliveira@apas.com.br
feiraapas.com.br



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MAY 2 to 5

Expo Center Norte | São Paulo | Brazil

 /feiraapas |  @feira_apas

WWW.FEIRAAPAS.COM.BR