Need of Reform of the Retirement Plan is the main subject in the opening of the APAS SHOW

Bruno Covas, Eduardo Bolsonaro and João Dória are among the authorities present in the event

The opening of APAS Show 2019 was attended by diverse authorities, such as the governor of São Paulo, João Doria; the mayor of São Paulo, Bruno Covas; and federal congressman, Eduardo Bolsonaro. The main subject of the speeches was the need of approval of the Retirement Plan Reform. According to the president of the São Paulo Supermarket Association (Associação Paulista de Supermercados - APAS), Ronaldo dos Santos, it is necessary to maintain the goal of the yearned economy so that there may be positive effect on public accounts.

During the ceremony, APAS vice-president, Erlon Ortega, emphasized that APAS Show became the world’s largest supermarket event and the largest food and beverage fair of Latin America. In this edition, there are 847 exhibitors, such that, this year, there is participation of 204 international exhibitors and 22 countries, besides 4 thousand registered congress participants.

The self-service vice-president of AmBev, Bruno Marsillac, also participated in the ceremony and remarked in advance that the expectation of business for this 35th edition of the event is very high. “This event represents the importance of the retail industry,” he said. He highlighted that AmBev has 30 breweries, malt plants and soda plants, besides the label, cap and glass plant, and more than 100 distribution centers and six centers of excellence.

At the end of the ceremony, an agreement with supermarket entrepreneurs was signed so that recyclable packaging and cooking oil collection spaces may be offered to the population. The measure is part of the inverse logistics agreement in implementation in the country.

The opening of APAS Show 2019 had presentations of specialists on the perspective of Brazil’s economic growth and of the capacity of increase of exports. The event has 91 foreign buyers and, according to APEX, it has a potential of generating BRL 100 million in new business.

The director of the event, Erlon Ortega, emphasized the partnership carried out with Apex-Brazil, activating a broad international network to attract foreign buyers, making APAS Show more robust in its international forecast. The chief of the Agribusiness Division of Ministry of Foreign Relations, Camila Olsen, remarked that before the focus of the dossier was events abroad, but now the emphasis of the work is on the importance that agribusiness promotes Brazilian commodities.
The director of Foreign Trade of Banco do Brasil (Bank of Brazil), Thompson Cesar, brought the Country’s data in relation to the world, introducing the presentation of Ronaldo Távora, chief economist of Banco do Brasil: “Perspectives of the Brazilian economy.” According to Távora, the perspective for the forthcoming ten years is of stabilization of interests and downswing of inflation.

In Távora’s vision, a crisis is not expected in the short run. He recalled that the main economic powers are at a pace of deceleration and Brazil is in the opposite direction, forecasting a growth of 1.4% in 2019; 2.3% in 2020; and 2.5% in 2021.

The coordinator of Market Intelligence of Apex-Brazil, Igor Celeste, presented an analysis of Brazilian agribusiness. He recalled that this industry represents between 20% and 25% of the country’s GDP and affirmed that this participation can grow, since there are still more than 80 million hectares of cultivable agricultural land without exploration and Brazil is today the world’s 12th largest supplier of foods and beverages.

According to the director of the Food Technology Institute, Luis Madi, Brazil will be the world champion if the production of industrialized foods, mainly due to its biodiversity, where 66.3% of the environment is preserved. Madi, who represented the government of São Paulo in the event, lectured on the importance of packaging as competitive factor of the Brazilian industry.

The opening ceremony of the APAS Show was concluded with the signing of a cooperation agreement between Apex-Brasil and Banco do Brasil.

One of the potential international buyers present in the opening event of the APAS Show is the South African distributor Zayd Abdool, director of Permatouch Investment. “We never imported from Brazil, but we know that it is the largest meat market. We come to explore the opportunities and the Country is really the most competitive for the purchase of meat and chicken. It is advantageous, because the more we import, the more we could cut down costs. And we are interested on other Brazilian products as well. It is much more advantageous to purchase from Brazil when you think of the South African market. Our expectation is to close large business deals in the event,” the executive says.

About APAS Show 2019

In 2019, APAS Show will take place from May 6th to 9th at the Expo Center Norte, in São Paulo, with the expanded exhibit area – now there will be five pavilions in comparison with the four occupied until then, ensuring even more space for international exhibitors, business meeting rooms and exclusive attention to the foreign public.

At the International Management Congress of the event, more than 70 lectures will revolve around the theme “SuperHack: Hacking the Supermarket” and will try to provide the
congress participant ways of rethinking the supermarket’s way of life: reimagining, reinventing and reconstructing operation, management, processes and technologies.

Contact
To participate in this edition of APAS Show, whether as a visitor, exhibitor or sponsor, register at the event’s official site and wait for the staff’s contact: www.apasshow.com.

Press
The accreditation could be performed directly at the press counter.

About APAS – The São Paulo Supermarket Association (Associação Paulista de Supermercados) represents the supermarket industry in the State of São Paulo and tries to integrate the entire supply chain. The entity has around 1,500 associates, which sum up to more than four thousand stores.

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