

**JUNE 9TH - 12TH, 2020
CORFERIAS BOGOTÁ**



alimentec

THE INTERNATIONAL FOOD, BEVERAGE AND HOSPITALITY TRADE FAIR

**Confederation of Danish Industry, the Danish Embassy in
Colombia and Danish Food Tech Group invite Danish companies
to be part of the Danish pavilion at Alimentec 2020
in Bogotá, Colombia**

Alimentec, is organized by Koelnmesse and included in the Anuga fairs as Colombia is seen as main entrance for European companies into the region. The fair has impressively demonstrated its significance for the food, foodtech and beverage industry. Also, Colombia is the perfect hub to expand your business in the fast-growing markets in Andean region and Central America.

Danish pavillion booth includes

- Central location, visibility, synergy
- Danish branding
- Turnkey stands with individual designs
- Networking events and promotion of the Danish stand with industry associations, government and companies
- Coordination of services provided by the exhibition organizers
- Coordination of joint freight and customs clearance
- Coordination of joint travel and hotel reservation through BCD Travel Agency.

Price

- 9 sqm. booth: DKK 25,000 excl. VAT per participating company (2 people per company)
- 18 sqm. booth: DKK 49,900 excl. VAT per participating company (3 people per company)

The price is calculated on a basis of a minimum of 7 participating companies, and an approved 50% subsidy from the Danish Trade Council.

REGISTER HERE 



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Danish Embassy in Colombia
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Organizers: Kölnmesse
Jesper Uldall
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Branding Partner

FACTSHEET

Colombia

- Population: 48.6 million
- GDP: USD 330 billion
- GDP per capita: USD 6,651
- Income class: Upper-middle income
- Doing Business Rank: 67
- Danish export: DKK 656.6 million

449

Exhibitors from **30**
different countries



28.458

Trade visitors from
56 countries



41%

International exhibitor participants



Visitors Profile

- Hotel, restaurant and catering companies.
- Grocery / convenience stores, bakeries, supermarkets, hypermarkets.
- Producers, distributors, traders of fresh and processed food and drink.
- Distributors and traders of machinery.
- Other profiles

Visitors Objectives

- Update on tendencies and equipment.
- Find new suppliers / Make new business contacts.
- New product sourcing.
- Market research / Knowledge.
- Purchase / negotiate / get quotes.

Market Information

- Colombia's demand for processed food & beverages is expected to grow by 7% annually during the next five years. As a result, there is an increasing need for food processing machinery and a special rise in the demand of technologically advanced equipment.
- Due to the scarce local production, the country is depending heavily on imported products and machinery.

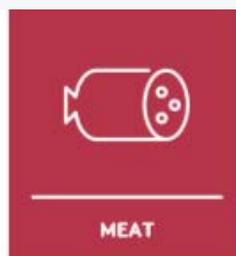
Sectors at Alimentec



FINE FOOD



FROZEN FOOD



MEAT



CHILLED & FRESH FOOD



DAIRY & EGGS



BREAD & BAKERY



DRINKS



ORGANICS



WELL FOOD



FOOD SERVICES
AND RETAIL TEC FOR
HOSPITALITY



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