

**LISBON**

**FOOD**

**AFFAIR**

**Innovation | Sustainability | Internationalization | National Production**

**February 4-6-2024**



# The event for a market in constant progression



- The place where Innovation, Sustainability and Internationalization meet.
- An area where the Future of Food - products, sector and markets, is debated.
- A meeting point and interaction between different players.
- A showcase, and simultaneously a forum for discussion on the most current topics, a stage for workshops, and show cooking.
- A business platform between Europe, Africa, Asia and the American continent, as well as englobing the entire Portuguese market.
- A natural bridge for food trade with the countries of Portuguese influence - Brazil, Angola, Cape Verde, Mozambique - totaling more than 300 million potential consumers



## A worthwhile investment - Why?

- Because the market, the strategic changes in terms of brand positioning, the context for responding to logistics and transportation issues, among others, require **ongoing monitoring and identification of new markets and business opportunities**.
- Because it is necessary to identify the **new market needs**.
- Because companies must prove that they have adapted to **new consumer patterns** by developing new products, which are increasingly being valued in domestic and foreign markets..
- Because there is an increasingly clear awareness that **innovation and development are vital strategies**, whose effectiveness is depleted in less time, because the life cycle of products is also more short-lived.
- Because today, **demand is more oriented towards differentiated products**, as opposed to a widespread offer.







## National Producers | The best of the Regions

- We will be dedicating a space to the Regions and the **best that each producer** has to offer both domestically and abroad.
- In 2023 the **most prized aspect** by international buyers was **the quality and distinctiveness** of the displayed goods of **our Producers**.
- By 2024 the aim is to **increase the range of products from the different regions** and launch them in new international markets according to the specific nature of each product.



THE BEST OF EACH REGION CARRIES THE BEST OF PORTUGAL TO THE WORLD



## SECTORS

WHERE FOOD BUSINESS AND INNOVATION MEET



Brings together the entire food supply, arranged around sectors representing the vast array of the food and beverage industry. It comprises the participation of Producers and Manufacturers, Regional Products, Food and Beverage Industry and Distributors, Research and Academic Centers, Official, Sectorial and Regional Entities.

### FOOD & BEVERAGE

- **MULTI FOODS**

OLIVE OIL | ALCOHOLIC AND NON-ALCOHOLIC BEVERAGES |  
COFFEE | MEATS | FROZEN FOODS | PRESERVES | FRUIT &  
VEGETABLES | ICE CREAM | DAIRY PRODUCTS | FROZEN PASTA |  
HONEY AND DERIVATIVES | GROCERIES | SAUCES, VINEGARS  
AND SPICES | FISH | SNACKS AND SWEETS | FOOD SERVICE

#### VINI.PT

- **CERTIFICATIONS**  
HALAL and KOSHER

- **INTERNATIONAL AND REGIONS.COM**

INTERNATIONAL JOINT VENTURES | D.O. + I.G

- **REGIONS.PT**

D.O. + I.G

- **NATIONAL JOINT VENTURES**

- LOCAL PRODUCTS

- **REGIONAL PRODUCTS**

D.O. + I.G.

- **DELI FOODS**

GOURMET PRODUCTS AND DELICATESSEN

- **FOOD LAB,**

NEW TRENDS/ INNOVATION  
STARTUPS

- **HEALTH AND WELL BEING**

ORGANIC AND FUNCTIONAL PRODUCTS | FREE -  
FROM | BIO AND VEGAN

## SECTORS

WHERE FOOD BUSINESS AND INNOVATION MEET



### HORECA

It brings together the leading domestic and foreign brands acknowledged by the market. for the hotel and restaurant sectors, where manufacturers and distributors are present:

MACHINES AND EQUIPMENT FOR HOTELS, RESTAURANTS, COFFEE AND PASTRY SHOPS AND BARS | HYGIENE AND CLEANING PRODUCTS | LABORATORY/HACCP PRODUCTS | CUTLERY | PORCELAIN | EARTHENWARE | FURNITURE | TEXTILES | UNIFORMS | DECORATIVE ITEMS | MENAGE | SERVICES | SOFTWARE | VENDING,...

### TECHNOLOGY

It brings together the supply of technology and equipment for the food industry and distribution. It encompasses all the technological needs of the food chain, from ingredients to packaging, handling, processing and commercial distribution. Manufacturers and distributors are present at this show:

MACHINERY AND EQUIPMENT FOR THE FOOD AND BEVERAGE INDUSTRY AND FOR FOOD DISTRIBUTION | INDUSTRIAL REFRIGERATION PACKAGING, SAFETY EQUIPMENT | TRANSPORTATION AND LOGISTICS| RAW MATERIALS | INGREDIENTS







## VISITOR PROFILE

- Food Distribution
- Hospitality
- Catering
- Small Food Retail
- Gourmet and Delicatessens
- Convenience Stores
- Food Industry
- Food Business Owners
- Hosted Buyers from priority markets



## Strategic Topics



### INNOVATION

Product / Packaging  
 Food trends and new demands  
 Form of Production  
 New companies - Start-Ups R&D + I. A.



### SUSTAINABILITY

Circular Economy  
 Production technique  
 Sustainable ingredients  
 Recycling | Packaging  
 Social - Employment and resource enhancement



### INTERNATIONALIZATION

National and international exhibitors  
 Participating international buyers from strategic markets



### NATIONAL PRODUCTION

The aim is to increase the supply of products from different regions. The best of each region brings the best of PORTUGAL to the world



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Innovation and Sustainability are the order of the day. **LFA- Lisbon Food Affair** has developed a place where companies that meet these criteria have the privilege of showing what sets them apart. What's new about them? What is it good for? Or did my contact perceive my innovation? We refer to the **LFA FOOD HUB** which is distinguished by separate areas:



**LFA INNOVATION | LFA SHOWCASES / TALKS | LFA SHOWCOOKING**





## LISBON FOOD AFFAIR WANTS TO BE WITH YOU!

Create New Opportunities and Meet New Challenges.

Open New Horizons in Different Geographies.

Bring Great Brands to Great Businesses with the Delight of Success.



## INTERNATIONAL MARKETPLACE – HOSTED BUYERS PROGRAM

Buyers from markets considered strategic, and which import most from Portugal, including digital platforms (marketplaces), are being invited to visit and do business at LFA.

Due to the success of the 2023 Hosted Buyers program, we already have registered buyers from countries such as: USA, Spain, Brazil, Turkey, Canada, Netherlands, India, China, Bahrain, Oman, Angola, Tunisia, Morocco... who through our B2B platform, will schedule meetings with the respective exhibitors.

The selection of countries of origin and respective buyers is being carried out by companies registered at the fair, by AICEP, IAPMEI (Enterprise Europe Network - present in 60 countries) and other entities with which we have partnered.







## LISBON FOOD HUB



Showcase OF Companies / Brands, With Products With Innovative And Sustainable Characteristics, At the same time  
FOOD HUB opens the door to:

- **Start-ups Space | R&D | Academies**, an exhibition, pitches and business helpdesk area
- **Innovation Space**, an area for showcasing **new products** that result from an entry and that, in this way, enables companies to feature their products in a prominent and more high-profile area at the event.
- **Innovation and Sustainability Award** for products and services from companies in the different segments of the fair - **Food & Beverage, Horeca and Technology**. In partnership with entities and sector components, we will distinguish those who bet on innovation in a sustainable way.



## THE FOOD INDUSTRY HUB IN PORTUGAL



**ARE YOU A COMPANY FROM ANOTHER COUNTRY THAT WANTS TO INVEST IN NEW MARKETS?**

LISBON FOOD AFFAIR IS THE BEST BUSINESS PLATFORM BETWEEN EUROPE, AFRICA, ASIA AND THE AMERICAN CONTINENT, AS WELL AS THE ENTIRE PORTUGUESE MARKET;

A NATURAL BRIDGE FOR FOOD TRADE WITH THE COUNTRIES OF PORTUGUESE INFLUENCE - BRAZIL, ANGOLA, CAPE VERDE, MOZAMBIQUE - TOTALING MORE THAN 300 MILLION POTENTIAL CONSUMERS;

### LFA enables:

1. Access to a growing market;
2. Global networking and international visibility. As part of the Hosted Buyers Program, we are inviting buyers from the main markets that import products from the sectors on exhibition;
3. Strategic partnership opportunities: The fair gathers companies from different segments of the food sector, creating an environment favorable to establishing strategic partnerships and long-term collaborations.
4. Access to trends and innovations: LFA showcases the latest trends and innovations in the sector, enabling the company to be at the forefront of the news and remain competitive.
5. Demonstration of products and equipment: The company will have the opportunity to conduct live demonstrations of its products and equipment, allowing visitors to experiment and learn about their functions
6. Generation of qualified leads: LFA attracts a highly skilled audience consisting of buyers, distributors and industry professionals, offering the opportunity to generate qualified leads and expand customer bases
7. Access to market insights: Portuguese and international, including buyers' preferences;
8. Brand promotion: LFA offers various brand awareness opportunities, such as sponsorships, advertising and social media presence..



## THE NUMBERS THAT LED TO THE SUCCESS OF THE 1ST EDITION OF LISBON FOOD AFFAIR:

- 20.000 sqm exhibition area
- More than 500 Brands of Products and Services
- More than 200 meetings with international buyers from: Spain | China | Angola | Netherlands | Norway | Italy | Morocco | Colombia | United Arab Emirates
- More than 20 major themes of the sector under discussion and analysis
- More than 50 talks, show cooking...
- 80% of exhibitors anticipated doing business
- 65% will implement these deals in the following 6 months
- 72.5% of exhibitors immediately stated their intention to participate in 2024
- 73.3% visited the fair with the intention of doing business
- 87.1% stated that LFA contributes to the promotion and economic growth of the sector.
- 92,2% intend to return in 2024
- 89,7% recommend visiting to other trade professionals





## Our challenges for 2024

- *Treble the number of international buyers.*
- *We already have buyers Registered from: France, Brazil, Greece, India, Cyprus, USA, Spain, Turkey, Canada, Netherlands, Angola, Bahrain, Oman, Tunisia and Morocco who, through our B2B platform, will schedule meetings with the respective exhibitors.*
- *Increase the presence of National Production | The Best of the Portuguese Regions*
- *Attract the best international brands*
- *Intensify visibility and notoriety in international markets, particularly through partnerships with Media and other entities*
- *Reward products, equipment and services from the entire food and beverage sector in competition at LFA Innovation, evaluated by a Jury recognized in the market*

## TECHNICAL FILE

DATES :

**Event:** **February 4-6 2024**

**Setting Up:** Jan 31st to Feb. 3rd 2024

**Dismantling:** Feb 7th and 8th 2024  
(Feb. 6th– after closing)

LACATION:

FIL – Feira Internacional de Lisboa  
Rua do Bojador - Parque das Nações  
Lisboa  
Portugal

OPENING HOURS: Feb. 4th and 5th– 10 a.m. to 7 p.m.

Feb. 6th– 10 a.m. to 6 p.m.

Email: [lisbonfoodaffair@ccl.fil.pt](mailto:lisbonfoodaffair@ccl.fil.pt)

TYPE: **PROFESSIONAL**

**COME AND TAKE PART IN THE LARGEST EVENT OF THE FOOD AND BEVERAGE SECTOR IN PORTUGAL!!!**