



Abiec wraps up its participation at Sial China with expectation of progress for Brazilian beef in that country

Partnership between Abiec and Apex-Brasil, the Brazilian Beef stand had the participation of 16 companies and generated expectations of more than US\$ 1 billion of business for the next 12 months

The Brazilian Beef Exporters Association (Abiec), in partnership with the Brazilian Trade and Investment Promotion Agency (Apex-Brasil), finalized its participation at Sial China, with the expectation of a commercial sales expansion to the Chinese market. One of the world's largest food innovation exhibition, the fair ended on May 16 in Shanghai, with a total of US\$ 293.3 million in closed deals. Negotiations during the event also yielded an expectation of more than US\$ 1 billion in business for the next twelve months.

The Brazilian participation counted on 16 associated companies -Barra Mansa, Boi Brasil, Cooperfrigu, Estrela, Frigol, Frigotil, Frisa, Iguatemi, JBS, Minerva, Marfrig, Masterboi, Mataboi, Mercúrio, Naturafrig and Plena. "Our assessment is that the fair was very profitable at a time when Brazil is negotiating the expansion of exports to China through new qualifications," said the president of Abiec, Antônio Jorge Camardelli.

During the event, more than 500 kilos of beef were consumed, which besides to the traditional Brazilian way, were also served in a typical version of Chinese cuisine. Among the visitors, the Brazilian Beef stand was visited by the Minister of Agriculture, Ms. Tereza Cristina and her delegation, who visited China seeking for an expansion of trade relations between the two countries.

In 2018, shipments totaled 322.4 thousand tonnes and closed at US\$ 1.49 billion, a 52.54% and 60.04% growth, respectively, compared to 2017. So, China already represents the second largest market for Brazil in volume, with 19.6% of the total and the first in sales with a 22.6% share.

About ABIEC – www.abiec.com.br

Created in 1979, the Brazilian Beef Exporters Association (ABIEC) brings together 32 companies of the sector in Brazil, responsible for 92% of the meat traded for international markets. Its creation was a response to the need for a more active role in the beef export segment in Brazil, by defending the interests of the sector, increasing efforts to reduce trade barriers and promote domestic products. Currently, Brazil produces around 10 million tonnes of beef, approximately 20.8% are traded to dozens of countries around the world, following the most stringent quality standards. In the last decade, the country has registered a 135% growth in its exports.



About Brazilian Beef

Started in 2001, the Brazilian Beef project, a partnership between Apex-Brasil and ABIEC, aims to strengthen the image of Brazilian beef, improving the perception of its quality in importing countries and thus increasing the Brazilian share in the global beef market. In 18 years, nine projects have already been signed, with investments of over R\$ 60 million and export growth of more than 500%.