



CLOSING REPORT

ExpoSustentat: Successful première of sustainability exhibition

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- ◆ **Media very interested in fairtrade, Sala Amazônia and Catering Workshop**
- ◆ **Convincing supporting programme**
- ◆ **Next ExpoSustentat in São Paulo**

December 2005
Vj/Sk

“We are happy and surprised at how wonderfully the ExpoSustentat has been accepted by the visitors,” said Maria Beatriz Bley Martins Costa of Planeta Orgânico after the close of the première. The Brazilian partner company of Nürnberg Global Fairs was responsible for the content and for running the first sustainability exhibition, which took place at the same time as the third BioFach América Latina, the trade fair for certified organic products, on the Riocentro exhibition site in Rio de Janeiro from 16 -18 November 2005. The new event offered a platform for initiatives that essentially contribute to the sustainable development of Latin America: for example, small-farm agriculture, sustainable forestry and fishing, and fairtrade. Around 3,200 visitors from 23 countries came to BioFach América Latina and ExpoSustentat.

The ExpoSustentat created room for the first time for the many co-operatives of small farmers in Brazil, who have often been unable to find markets for their products until now. The farms are frequently not inspected by organic certification bodies for financial reasons, but use sustainable production methods. Many families earn a living in this way, which is why the Brazilian government is interested in supporting such initiatives to fight poverty. 39 institutions and exhibitors used the opportunity to present their products to the trade at an exhibition on an area of just under 1,000 square metres. In most cases, many growers and processors in a co-operative shared the same stand.



One example of a successful presentation of a small-farmer project was Sala Amazônia. The deutsche Gesellschaft für Technische Zusammenarbeit GTZ had designed the display area in co-operation with the long-standing project participants. Some 20 stands, which represented about 300 small farmers from the Amazonas region, illustrated the great variety of products from this Brazilian treasure chest with an impressive show. Exotic food, raw materials, cosmetics and arts & crafts could be seen in combination with information boards, photos and exciting sounds from the rainforest.

The official agency SUFRAMA also provided information about the products from small and medium enterprises in the Amazonas region. Most of the raw materials – such as the fruits acerola, guarana and açai – are gathered from certified wild organic sources and are processed into innovative food. In many cases, the processing is preceded by consulting, research and product development in the SUFRAMA laboratories.

The whole exhibition area at the ExpoSustentat was located on the first floor of an exhibition hall in the Riocentro and attracted a lot of media attention. Christine Klee-Wolff, who looked after the stand of the international fairtrade organization FLO, was very satisfied with the response to fairtrade. Expert talks on the stand and especially the well-attended Fairtrade Conference confirmed the interest in the organization's work and opened up good prospects for future work. "We have registered a very big demand for fairtrade products from the domestic market. We have also used the opportunity to make and cultivate contacts with official bodies and NGOs." The ground has now been prepared for opening an FLO office in Brazil in 2006. "This sense of achievement is something we can take home from the ExpoSustentat," says Klee-Wolff.

The Orgânicos & Gastronomia Workshop also attracted a lot of attention. Altogether eight chefs showed the interested visitors just what culinary delicacies can be conjured up from high-quality ingredients. Maria Calzada from the organization Cocina de la Tierra of Argentina has cooked with organic products for 15 years. She notes a clearly growing demand and attributes this to the better and authentic taste. Maria Calzada has also worked at international level for many years and has given presentations at the World Congress Terra Madre organized by Slowfood in Turin and at the



UN Food and Agriculture Organization FAO in Rome. In her opinion, there will be a considerably stronger focus of interest on healthy food and enjoyment in the future.

The Brazilian franchise chain Mundo Verde, one of the major sales outlets for natural food and organic products in South America, held its annual meeting of franchisees at the ExpoSustentat. Over 100 shop owners took part in the conference and gathered information about new products in a model shop. Mundo Verde intends to gradually introduce more organic products and, according to information from the company headquarters, is planning a supermarket with 100 per cent organic products for the coming year.

The rest of the supporting programme at ExpoSustentat covered a wide range of interesting topics, with presentations on biodiversity, renewable energy, emission rights trading, and sustainable forestry and fishing. Various speakers examined the different aspects of the topics, which not only showed solutions for urgent environmental matters on the Latin American continent.

The 2nd ExpoSustentat will take place parallel to BioFach América Latina in the Transamérica Expo Center in São Paulo from 25-27 October 2006. The concurrent exhibitions create interesting synergy effects for exhibitors and visitors.

Further information about ExpoSustentat 2006:

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