



**ORTA ANADOLU
İHRACATÇI BİRLİKLERİ
GENEL SEKRETERLİĞİ**

Sayı: 70430465-TİM.OAİB.GSK.İDARİ.2024/1941-12645
Konu: Fuar Duyurusu-Lizbon Gıda Fuarı

Ankara, 27/11/2024

Sayın Üyemiz,

Ticaret Bakanlığı İhracat Genel Müdürlüğü, Tanıtım ve Fuarlar Daire Başkanlığından alınan bir yazıda, Lizbon Ticaret Müşavirliğinden intikal eden yazıya atfen, **10-12 Şubat 2025** tarihleri arasında Lizbon/Portekiz'de "**Lizbon Gıda Fuarı-(Lizbon Food Affair)**"nın düzenleneceği bildirilmekte olup, anılan fuarın ülkemizin gıda ve içecek endüstrisinin tanıtımına fayda sağlayacağı bildirilmektedir.

Bilgilerine sunulur.

Emre OLGUNER
Genel Sekreter A.
Şube Müdürü V.

Ek: Tanıtıcı Doküman

Ayrıntılı bilgi için: Ayşenur Altan - BSHS

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February 10-12 2025

FIL - Feira Internacional de Lisboa



LISBON



AFFAIR



Food | Beverages | Technologies
Trade Visitors| International Buyers
Talks | Show cookings | Innovation...

What is LFA?

- The Largest Marketplace in Portugal for Food, Beverages, Machinery and Equipment for the Food Industry
- An interactive meeting point for national and international players
- A business platform between Europe, Africa, Asia and the Americas, as well as spanning the entire Portuguese market
- The place where Innovation, Sustainability and Internationalization meet
- A forum to discuss the Future of Food - products, sector and markets
- A showcase but also a forum for discussion on current issues, a stage for workshops and show cooking.



Why value this investment?

- Because the market, strategic changes in terms of brand positioning, the context of responding to logistics and transportation issues, among others, require constant monitoring and pinpointing of new markets and business opportunities.
- Because it is necessary to detect the new market demands
- Because companies must show that they have adjusted to **new consumer demands by developing new products, which are increasingly valued in both domestic and foreign markets.**
- Because there is an increasingly distinct awareness that **innovation and development** are vital strategies whose **effectiveness expires in less time, because the life cycle of products is also more short-lived.**
- Because today, **demand is more directed towards distinctive products, as compared to a mass offer**



LISBON

FOOD

AFFAIR



Strategic Axes



INNOVATION

Product / Packaging

Food trends and new consumer needs

Production methods

New companies - Start-Ups

R&D + R. A.



SUSTAINABILITY

Circular Economy

Production technique

Sustainable ingredients

Recycling | Packaging

Social - Employment and resource efficiency



INTERNACIONALIZATION

National and international exhibiting
companies

International buyers from strategic markets



NACIONAL PRODUCTION

*The aim is to broaden the range of products
from different regions The best of each
region reveals the best of PORTUGAL to the
world*

Who can Exhibit?

National and International Companies - Manufacturers, Producers, Representatives, Distributors
Official, Regional and Sectoral Entities and Academia



Around 500 brands in 2024



It covers the entire food offer, organized around sectors that represent the wide variety of the food and beverage industry:

Olive oils | alcoholic and non-alcoholic drinks | coffees | frozen meats | canned fruit & vegetables | ice cream | dairy products | frozen pasta | honey and derivatives | groceries | sauces, vinegars and condiments | fish | snacks and sweets | food service.



It combines the main brands in the hospitality and catering sectors:

machinery and equipment for hotels, restaurants, cafés, bakeries and bars | hygiene and cleaning products | laboratory/haccp products | cutlery | porcelain | earthenware | furniture | textiles | uniforms | decorative items | menage | services | software | vending,...



It encompasses the supply of technology and equipment for the food industry and distribution. It covers all the technological needs present in the food chain, from ingredients to packaging, handling, processing and commercial distribution, machinery and equipment for the food and beverage industry and food distribution. Industrial refrigeration packaging, safety equipment | transportation and logistics | raw materials | ingredients...



REGIÕES.PT

National Producers | The best of the Regions

- We're going to dedicate space to the Regions and the **excellence that each producer** has to offer, both domestically and abroad
- **The quality and uniqueness of the displayed products grown by our Producers was the most valued aspect by international buyers in 2024**
- By 2025 we will **increase the range of products from the different regions** and will be promoting them in new international markets, according to the specific features of each product.





REGIONS.COM

- An opportunity to internationalize in the Portuguese market
- An access to the world through participation in the Hosted Buyers program

AN AREA DEDICATED TO GROUP COUNTRY PARTICIPATIONS



LFA FOOD HUB

Innovation | Sustainability

Businesses | Start-ups | I&D | Academies...



- A venue where companies that meet the criteria of innovation and sustainability have the opportunity to show what distinguishes them. What's new about them? What is it for?
- A venue where academia showcases its R&D projects
- A venue to discuss the future of food, drink and associated technologies. New products and ingredients...



Hosted Buyers Program

Creating New Opportunities and Addressing New Challenges.

Breaking New Ground in Different Geographies.

Connecting Great Brands to Great Businesses with the Pleasure of Success

How?

- B2B meetings with international buyers invited by Lisbon Food Affair according to the exhibitor profiles and the markets considered strategic for the sector and the participating companies
- A program available to all companies
- Held in a reserved space with pre-scheduling through a platform
- **In 2024 the results of this program surpassed all expectations:**
- Buyers from the following countries: Germany, Angola, Saudi Arabia, Argentina, Bahrain, Belgium, Brazil, Canada, China, Cyprus, Colombia, Spain, United Arab Emirates, Ecuador, France, Greece, Hong Kong, India, Ireland, Italy, Lithuania, Morocco, Mexico, Oman, Netherlands, Poland, United Kingdom, Romania, Tunisia, Turkey, USA, Uruguay.
- **Over 500 meetings held**
- **More than 25 million euros in business opportunities** generated during these meetings

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Who visits?

National and International Trade Visitors from:

- Distribution
- Hospitality
- Catering Retail
- Gourmet and Delicatessen Stores

- Convenience Stores
- Food Industry
- Food industry entrepreneurs
- Equipment installers
- Equipment rental companies
- Cash & Carry

What do Exhibitors and Attendees think of Lisbon Food Affair 2024?

Results of Trade Visitors' Surveys

- 69% of professionals attended with the intention of doing business;
- 94% said that LFA met their expectations, of which 75.2% said that their expectations were exceeded;
- 94% say that LFA contributes to the projection and economic growth of the sector;
- 92% intend to visit the next edition in 2025;
- 94% would recommend the event to other professionals of the sector;

Results of Exhibitors' Surveys

- 90% consider that the set objectives for their participation were successfully achieved or even exceeded;
- 88% believe that participating in LFA has led to business opportunities;
- 70% believe that taking part in LFA could have a positive impact on the company's turnover;
- 88% believe that the quality and potential for doing business with national visitors is good or very good, and the same satisfaction rating for international buyers is over 75%;
- 90% of companies intend to participate in the 2025 edition



Instagram

<https://www.instagram.com/lisbonfoodaffair.fil/>

Facebook

<https://www.facebook.com/lisbonfoodaffair>

Website

<https://lisbonfoodaffair.fil.pt/>



Let's work
together!