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Challenges in 2016

# BUYER'S PROJECT

## ABIMAPI

## HAPPY GOODS



HAPPY  
GOODS



**ABIMAPI**, the Brazilian Association of Biscuit Industries , Pasta, Bread & Industrialized Cakes, through it's project, **Happy Goods**, has formed a partnership with **World Trade Center São Paulo** to execute an exclusive **Buyer Project**. This project aims to promote Brazilian exports by **new buyers in strategic markets**. The WTC Business Club offers its monitoring and expertise to **attract qualified buyers**.

**Place:** Costão do Santinho Resort & Spa, Florianópolis, SC - Brazil

**Date:** September 22<sup>nd</sup> – 24<sup>th</sup> 2016

**Objective:** Promote business meetings between the members of ABIMAPI and the strategic international companies.



15<sup>th</sup> INTERNATIONAL CONGRESS

## Strategic Markets

- South Africa
- Bolivia
- Chile
- China
- Colombia
- United Arab Emirates
- USA
- Panama
- Paraguay
- Peru
- Dominican Republic
- Russia



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Business Club



- **Casa Maní** is a producer of natural cassava starch and modified, and focuses on the research and development of products for a range of specialty starches. The Casa Maní now has a modern industry and a great quality in its starch products, its production capacity is 35 tons of starch per day, they are industrialized 140 tons of cassava root.

**Some of their products are:** Vacuumed “Tapioca” (cassava starch), and “Tapioca snack bars” (cassava starch snack bars)

**Website:** <http://www.casamani.com.br/en>



## Biscoitos



- **Biscoitos Bela Vista** was founded 1915. Today the companies sells and distributes to all states in Brazil. Biscoitos Bela Vista is the 5th biggest crackers and cookies exporter in Brazil, producing 27 tons of cookies and crackers per year.

**Some of their products are:** Buttered cookies, vanilla and chocolate chip cookies. Cream crackers, baked doughnuts, strawberry, milk & white chocolate, vanilla stuffed crackers. Pizza, cheese, salami, pepper stuffed crackers.

**Website:** <http://www.belavista.com.br/>



# Brazilian Companies already confirmed



- **Cisbra Group** has one of its companies as a whole-grain flour producer. They deliver their flour to many bread industries in most of Brazil's territory.

**Some of their products are:** Rye Flour, Whole Wheat Flour with fibers, linseeds, sunflower, soybean, sesame seeds, and oat flour.

**Website:** <http://www.cisbra.com.br/>



# Brazilian Companies already confirmed



- **Doce Amor** was created in 1997 With the constant development of own technology it possesses a line of diet and tasty products. Through our partners we are assisting qualified demand of the main points of the country, in the diabetics' constituted segments and concerned people with a healthier diet. Our mission is to offer victuals DIET with innovation and quality.

**Some of their products are:** Diet Meringues (original flavor, pineapple, lime passion fruit), and other diet typical Brazilian sweets, diet chocolate mousse, diet ambrosia, diet passion fruit mousse, and diet chocolate pudding, and many diet cakes.

**Website:** <http://www.doceamor.com/en>



# Brazilian Companies already confirmed



- **Graça's Torradas** is a family business, traditionally recognized for quality and delicious taste of their products. Grace's Toast prioritizes the manufacture of products with natural ingredients and the quality of these to reach your table.

**Some of their products are:** Morning toasts (flavors: cappuccino, whole grain), snack toasts (flavors: vegetables, Tradicional, whole grain, sesame, salsa & onion).

**Website:** <http://www.gracastorradas.com.br/>



# Brazilian Companies already confirmed



- **Grani Amici** was founded in 2010 by a team of food engineers and nutritionists after many years of research and development of products. They produce gluten-free bakery products for Brazilian and American retailers.

**Some of their products are:** Loaf bread with sweet potatoes, loaf bread with grains, traditional toast, traditional loaf bread, loaf bread with nuts and grains, and multi-flavored mini cakes (apple and cinnamon, vanilla, chocolate, coconut, and banana).

**Website:** [www.graniamici.com.br/english/](http://www.graniamici.com.br/english/)



# Brazilian Companies already confirmed



- **M. Dias Branco** is a leader in manufacturing and selling biscuits and pasta, still acting in the wheat milling segment, oil refining, shortenings, margarines and vegetable creams, cakes, snacks, toast and cake mixes, It's present in all of Brazil's territory, and for the global market, the company is the fourth largest in the pasta category, and the seventh largest in the biscuit category.

**Some of their products are:** Pastas, cookies and crackers, toasts

**Website:** <http://mdiasbranco.com.br/>



# Brazilian Companies already confirmed



- **Marilan** is the 2<sup>nd</sup> biggest biscuit manufacture in Brazil and the brand that is the most consumed. The biscuits are consumed in all of Brazil's territory and in more than 60 countries in the world in all continents. Marilan produces about 1 million packages or 60 million biscuit units per day. Marilan currently has around 2,300 employees, of which 1,500 are directly linked to the production process. The plant operates 24 hours per day, 7 days a week.

**Some of their products are:** Marilan portfolio has more than 90 kinds of biscuits, among Cracker Snacks, sweet, buttered, donuts, sandwich biscuits, Turmix, wafers, and special biscuits.

**Website:** <http://en.marilan.com/>



# Brazilian Companies already confirmed



- **Ninfa** is a 40 year old company with the capacity to produce 200 tons of food daily. Today Ninfa's products are being sold and distributed in 16 different Brazilian states and also in Paraguay and Uruguay.

**Some of their products are:** Buttered biscuits (flavors: milk, chocolate, lime, and banana with cinnamon), cream cracker, salty biscuits (original flavor, whole grain, sesame seed), premium pastas made from eggs and/or semolina (penne, lasagna, conchiglione, Fuzzili, spiral, penne, spaghetti), ramen (flavors: beef, bacon, chicken, vegetables)

**Website:** <http://www.ninfa.com.br/>



# Brazilian Companies already confirmed



- **Casaredo** is a 50 year old company located in the south of Brazil. Casaredo mix consists of 100 products distributed in about 30 thousands selling points in Brazil, also the production destined to several countries. **Some of their products are:** Biscuits, cookies, stuffed crackers (flavors: oreo, chocolate, coconut, strawberry, white chocolate), “O” shaped cookies, wafers cream cracker, salty biscuits (original flavor, whole grain, sesame seed), premium pastas made from eggs and/or semolina (penne, lasagna, Rigatoni, conchiglione, bolt, spiral, penne, spaghetti), ramen (flavors: beef, chicken), Tagliatelle noodles, Farfella, Capelli d’angelo, flours, corn meal.

**Website:** <http://www.casaredo.com/>



# Brazilian Companies already confirmed



- **OCRIM** is about to complete 100 years in the Brazilian Markets a 50 year old company located in the south of Brazil. Maintaining a leading position in the wheat milling industry, the Ocrim Group, continues to provide consumers quality production, good service and satisfaction to its customers and partners. The Group produces in many Brazilian States, and already exports to many countries.

**Some of their products are:** Flours, cookies, semolina pasta

**Website:** <http://www.ocrim.com.br/>



# Brazilian Companies already confirmed



- **Suavipan** is founded in São Paulo in 1998 and since then strives to develop and manufacture the best and healthiest food in its category. Updated regarding the latest trends and developments in the issue of food health, Suavipan is always ahead of it's time, because it believes that the best way to respect your customers is providing them with what is better and healthier market.

**Some of their products are:** Light cakes and “O” shaped cookies, organic muffins, whole grain cakes, whole grain bars

**Website:** <http://www.suavipan.com.br/>



# Brazilian Companies already confirmed



- **Bauducco:** Largest Brazilian industry of baked products in the country and largest producer of panettone in the world, Pandurata. With a capacity to produce over 200 tons annually. Manufacturer brands Bauducco, Visconti and Tommy, have a joint venture with Hershey, the largest chocolate manufacturer in North America, and is a distributor of Ovaltine brand.

**Some of their products are:** panettones, biscuits, toast, cakes, cookies and chocolate

**Website:** <http://www.bauducco.com.br/>



# Brazilian Companies already confirmed



- **Piraquê:** is an 60 year old company in which already exports to the United States, and Japan. The entire production of pasta, biscuits and margarines is controlled by computers, from the receipt of raw materials to the packaged product. Thus, no human contact in production, ensuring a high level of hygiene in the whole process. Piraquê is recognized worldwide for its quality and for their work, making it one of the most modern factories in the world.

**Some of their products are:** Salty crackers (flavors: ham, cheese, pizza, sesame), sweet crackers, cream crackers, wafers, pastas from eggs and/or semolina (penne, lasagna, conchiglione, Fuzzili, spiral, penne, spaghetti),

**Website:** <http://www.piraque.com.br/>



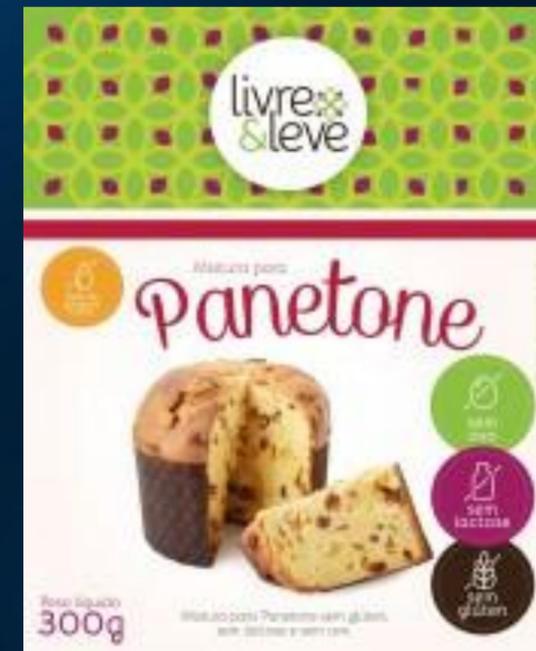
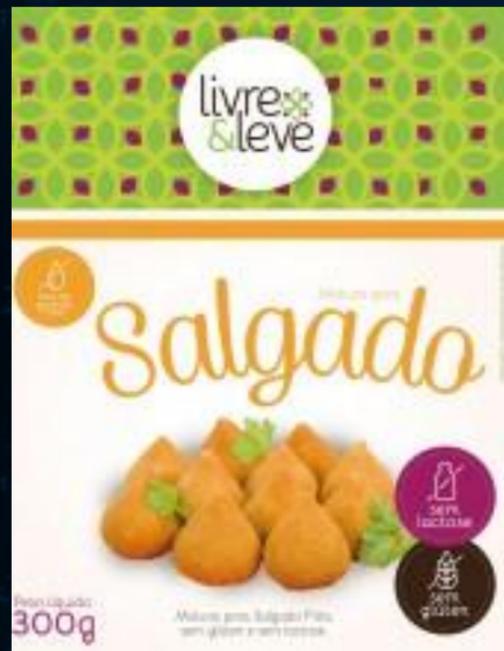
# Brazilian Companies already confirmed



- Livre & Leve: Is a company of fitness products. All of their products don't have lactose, eggs, gluten, or trans fat.

**Some of their products are:** Breads, pre-baked pizza dough, cakes cookies, Panetone, doughs

**Website:** <http://www.lalimentos.com/>



# Brazilian Companies already confirmed



- **Selmi** has two modern production units: the largest located in Sumaré and another located in Londrina. Both structures feature the latest generation machines and industrial plants planned to expand at any time, without interfering with your productivity. Importantly, all production lines are fully automated without any manual contact with products which, in turn, are made only with ingredients selected and rigorously analyzed.

**Some of their products are:** Pastas, cakes, cake mix, and cookies

**Website:** <http://www.selmi.com.br/selmi/produtos/?lang=en>



# Brazilian Companies already confirmed



- **Village:** Is the 2nd largest manufacturer of panettones in Brazil, and its products lead several sectors. The brand success is the result of constant improvement and excellence in its production and logistics processes, until the product gets in the consumers' hands. Brazil, with continental size and such varied geo-economic and infrastructure conditions. For this purpose, Village has a modern management system and a 2,000-m<sup>2</sup> distribution center that organizes and stores the products that will be distributed to Brazil and abroad.

**Some of their products are:** Cakes, panettone, wafers, buttered cookies,

**Website:** <http://www.village.com.br/>





- **5 to 10 qualified buyers** per country\*
- **Lead** Validation with Happy Goods

- Buyers should be cookies, pasta, bread & industrialized cakes' **importers or distributors or buyers**



## Meeting for briefing presentation , calendar and ...



THANK YOU!



HAPPY  
GOODS

