

# Projeto Brasil Sweets and Snacks



[WWW.BRASILSNS.ORG.BR](http://WWW.BRASILSNS.ORG.BR)

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www.apexbrasil.gov.br

# O PROJETO E OBJETIVOS

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- Desde 1998
- Parceria entre ABICAB e Apex-Brasil (Agência Brasileira de Promoção de Exportações e Investimentos)
- Com o objetivo de ampliar as exportações do setor
- O Projeto oferece produtos e serviços aos seus participantes sempre visando o aumento da competitividade das empresas

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# EVOLUÇÃO DO PROJETO



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# O PROJETO SETORIAL

## Resultados

	2013	2014	2015	2016	2017	2018
Exportação do projeto (US\$-FOB)	139.415.892	131.853.329	138.184.524	154.541.578	206.620.119	346.881.790,00
Taxa de crescimento das exportações do projeto	-19,90%	-5,40%	4,80%	11,84%	33,70%	67,90%
Qtde empresas apoiadas	30	31	38	35	39	43
Qtde exportadoras	24	27	31	32	34	38

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Fonte: B.I.



## Representatividade & Parcerias Estratégicas

**93%** do mercado de chocolates

**92%** do mercado de balas e gomas

**63%** do mercado de amendoim



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# 43 EMPRESAS PARTICIPANTES



BEATRICE  
SINCE 1980  
PEANUTS



★★★★★  
*Cacau Show*

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emex  
business



ApexBrasil



# MERCADOS - ALVO



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# DESTINOS – EXPORTAÇÕES BRASILEIRAS

Projeto Setorial 2018 – 134 países

Am. do Norte  
USD 36,47 mi (11%)

Europa  
USD 104,72 mi  
(30%)

Ásia e Oceania  
USD 30,72 mi (9%)

Am. Central e do Sul  
USD 90,96 mi (26%)

África  
USD 84 mi (24%)

# GESTÃO DE MATURIDADE EXPORTADORA

## Segmentação



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# AÇÕES DE PROMOÇÃO COMERCIAL

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- Feiras Internacionais
- Projetos Compradores
- Missões Comerciais e Prospectivas
- Comunicação Digital
- Assessoria De Imprensa Internacional

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**27 de a 30 de Jan.**

**Colônia, Alemanha**

**38 Mil Visitantes**

**Focados**

**Mais de 140 países**

681 aos Stands BSNS dos  
quais 394 novos

**37ª Participação**

**BRASIL Sweets and Snacks**



**1661 Expositores**

**de 76 países**

14 do Projeto BSNS



# RESULTADOS

## Negócios Fechados

USD 5.351.000,00  
Milhões

## Negócios Futuros

(1 ano)

USD 49.250.000,00  
Milhões

Média de  
USD 3,9  
Milhões

Por empresa



# PARTICIPANTES

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# ESTANDES BRASIL



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# Sweets and Snacks - A Feira

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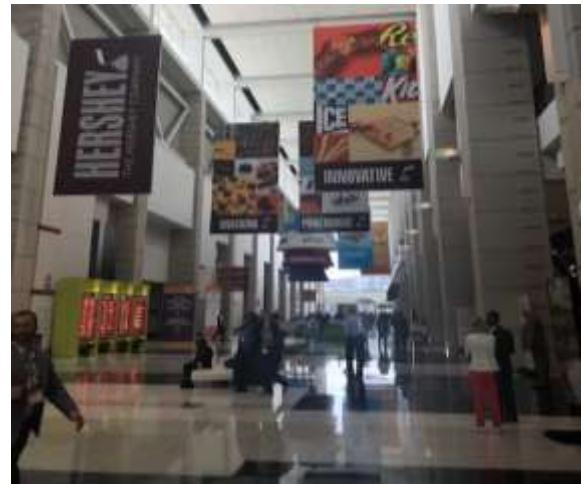
**22 – 24 de Maio 2018**

**Chicago, EUA**

**17.000 Mil**

**Visitantes Focados**

317 aos Stands Brasileiros



**800 Expositores**

10 brasileiros

**30<sup>a</sup> Participação**  
**BRASIL Sweets and Snacks**

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# PARTICIPANTES

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Ofner



Garoto



peccin

RICLAN



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# RESULTADOS

## Negócios Fechados

USD 2,330.000,00  
Milhões

## Negócios Futuros (1 ano)

USD 9,25 Milhões

Média de  
USD 612.000  
mil  
Por empresa

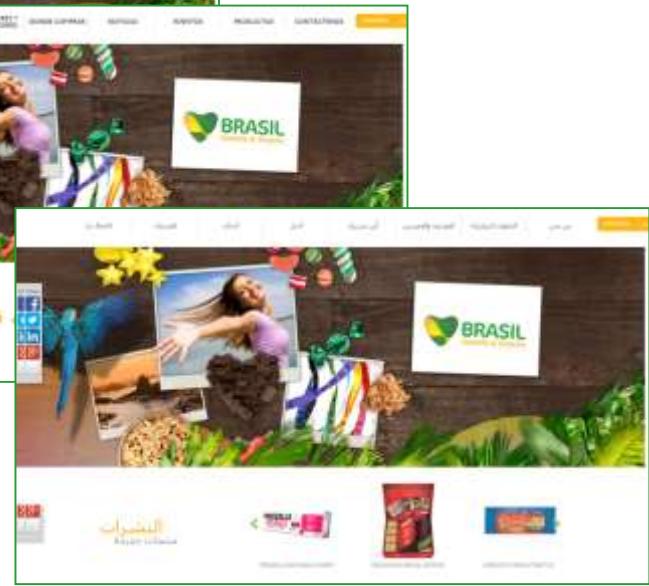
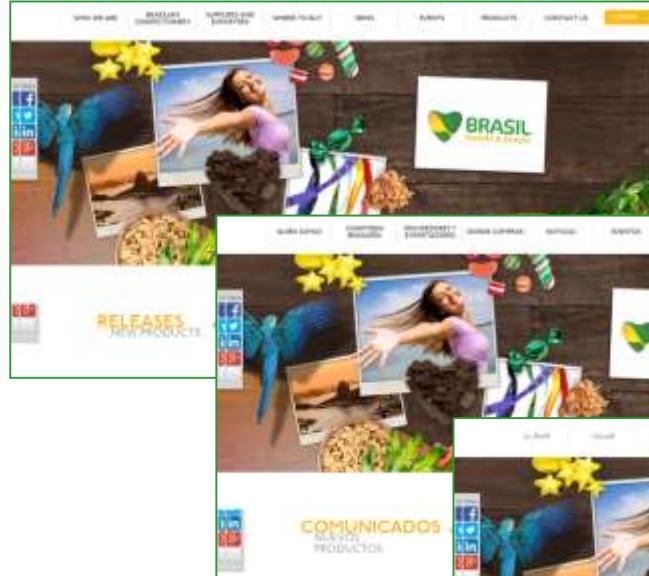


# ESTANDES BRASIL



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# WEBSITE INTERNACIONAL - TRILÍNGUE



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# PORTAL DO EXPORTADOR

ACESSO  
AO MERCADO  
GLOBAL

BRASIL  
Sweets & Snacks

De Brasil para o Mundo

NOTÍCIAS

EVENTOS

PARTNERS

Newsletter

ApexBrasil

INFORMAÇÕES AO  
EXPORTADOR

RELATÓRIO FEVEREIRO 2016

ESTATÍSTICA - JANEIRO 2016

ANEXO 4 - RELATÓRIO MATERIAIS BRASIL - CHINA - DEZEMBRO 2015

INSTRUÇÃO NORMATIVA MP-468 - DEZ/2015

AÇÕES DO PROJETO

PRÓXIMAS AÇÕES

CURSO DE CAPACITAÇÃO PARA EXPORTAÇÃO: MATERIAIS INTERNACIONAIS

PROGRAMA DESIGN EXPORT - 3ª EDIÇÃO - PROCESSO SELETIVO

HÓMICO NATIONAL RETAIL FEDERATION BIG SHOW

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# Assessoria de Imprensa Internacional



LATIN AMERICAN  
EXCELLENCE  
AWARDS  
2017

WINNER

**Brazil Presents Its Flavors at ISM 2016**

Press Release | May 10, 2016 | 10:19pm EDT

**Sweets and Snacks Expo 2016 Preview!**

**ABICAB's pavilion at ISM 2016**

**Obrigado, Gracias to my South American visitors**

One of the things that surprises me with this blogging activity is that according to the statistics, most of the visitors to my blog come from South America. I am very grateful to have had so many international visitors. And others expect me due that they South Americans from mostly Brazil, but also a few from Argentina and Chilean.

So on invitation from ABICAB to visit their booth wouldn't be missing for me readers.

**Who is ABICAB?**

AB is the Brazilian Association of Confectionery, Biscuits and Snack Industries. It was created in 1952 to be responsible for the technology, health and safety of the food industry, as well as ethical.

AB is working with the government of Brazil to continue efforts to improve the quality of products and services and to maintain international competitiveness and

Value of USA IC&B = 228.000.000  
Value of the countries and subindustries market, in particular:

**presence**

**ABICAB's pavilion at ISM 2016**

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**presence**

**Stand-Up Peaches 2015 - 2016**

**Brasil presenta confitería única en el mundo en 2016**

**Brasil presenta confitería única en el mundo en 2016**

**Participation at the ISM fair in Cologne, Germany, was a real success for the Brazilian Chocolate, Cocoa, Peanut, Candy and Byproducts Association (ABICAB). To find out more about ABICAB and their participation at the trade fair, Biscuit World (BW) spoke with Romualdo Silva, Vice-president of experts at ABICAB.**

**By Ioana Dancau**

**D**uring the fair, which was held with the aim of showcasing the latest trends and strengthening bilateral trade, what are the main objectives of the association, what are the characteristics of the market and what are the challenges ahead?

**ISM: Who are the members of the association, what are the criteria for membership and what are the benefits of becoming a member?**

**BS: Founded in 1952, ABICAB is responsible for the industry's policies both at home and abroad, as well as promoting future in terms of**

**new markets. In addition to ISM 2016, we will participate at Copheno 2016, São Paulo Sweets & Snacks 2016 and SAL Park 2016.**

**ISM: What are the most important trends that will drive changes in Brazil's confectionery production in 2016?**

**BS: The most important changes in our industry are related to spending more added value and healthier products**

## ABICAB launches its new brand Brasil Sweets and Snacks at ISM



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What are the most important trends that will drive changes in Brazil's confectionery production in 2016?

The most important changes in our industry are related to spending more added value and healthier products



## Brazilian exhibitors close ISM with good perspectives

Results have been of USD 4.271 m in deals closed during the fair and a projects of around USD 20 m over the next twelve months. It is reaffirming the ISM fair as

ATIVIDADE	TRABALHO REALIZADO	RESULTADOS
Assessoria de Imprensa	matérias publicadas releases produzidos	1.781 15
Produção de Conteúdos	notícias para o site newsletter	32 5
Clipping notícias do setor	Clipping semanal (a partir de 16/03/2016)	24

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# PRESS TRIPS INTERNACIONAIS



The screenshot shows a news article titled "¿Qué tiene Brasil además de samba, carnaval y fútbol?". The article discusses Brazil's chocolate industry. On the right, there is a sidebar with links like "Impresso...", "Configurações...", "Configurações gerais...", "Pular para navegação...", and "Sobre o Automação Pack Player 23/03/2017...". Below the sidebar is a photograph of a conveyor belt with wrapped candies. To the right of the sidebar is a small image of a product box labeled "Amor Chocolates". The right edge of the screen shows a green decorative border with colorful candies.

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# AÇÕES DE PROMOÇÃO COMERCIAL

- Projeto Comprador, São Paulo - 17 – 21 de Set. 2018;
- SIAL 2018, Paris 21 - 25 de Out. 2018
- YUMMEX, Dubai - 30 de Out. - 01 de Nov. 2018;
- Missão Salon du Chocolat, Paris- 31 de Out. – 04 de Nov. 2018
- ISM 2019, Colônia - 27-30 de Jan. 2019;
- Gulfood 2019, Dubai - 17 -21 de Fev. 2019;
- Missão Prospectiva China - 09 – 18 de Maio de 2019;
- Sweets and Snacks, Chicago – 21 a 23 de Maio 2019;
- Snackex, Barcelona - 27 a 28 de Junho 2019;
- Missão Prospectiva Peru e Colômbia – Ago. 2019.
- Salon du Chocolat, Paris – 31 de Out. – 03 de Nov. 2019

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# AÇÕES ESTRUTURANTES

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- Estudos de Mercado;
- Relatórios Customizados;
- Atendimento Individualizado;
- Acompanhamento do Setor (Mundial);
- Relatório de Tendências – ISM e demais feiras do Projeto;
- Estatísticas Mensais;
- Relatório Anual;
- Base de Dados;
- Cartilha de Competitividade;
- Cursos, Workshops e Palestras;
- Projetos Estruturantes (Gestão de Maturidade, PEIEX, NAGI/FINEP, Design Export, Maturidade Exportadora);

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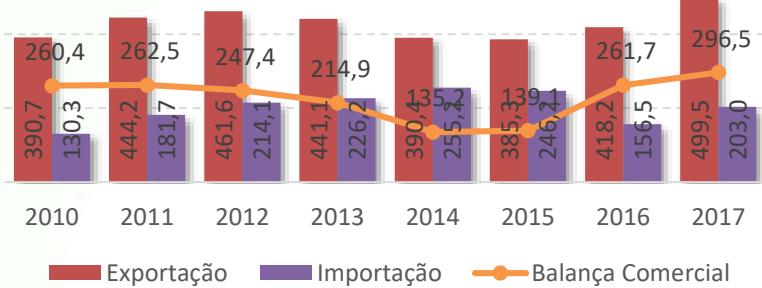


# AÇÕES DE INTELIGÊNCIA COMERCIAL

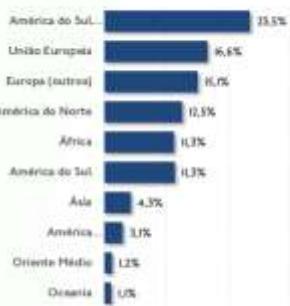
# ESTATÍSTICAS MENSais

# Balança Comercial do setor de Chocolate, Cacau, Amendoim, Balas e Derivados

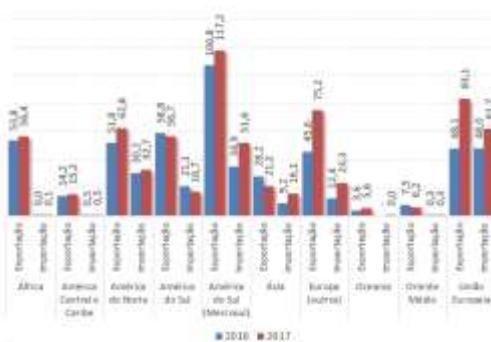
## Dados em USD Milhões



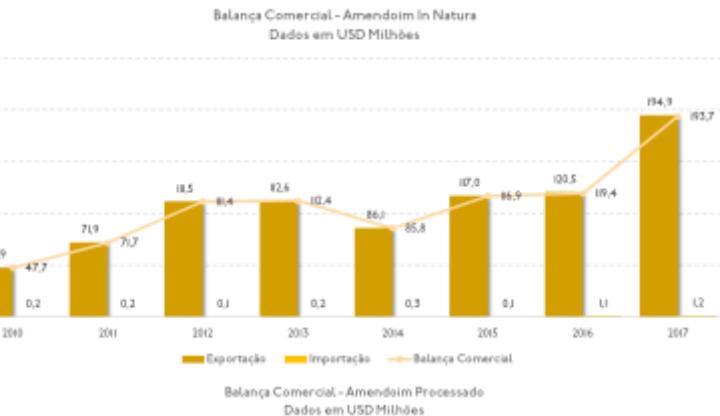
## Representatividade por Região Geográfica – Dados em %



## Balança Comercial por Região Geográfica Dados em USD Milhões

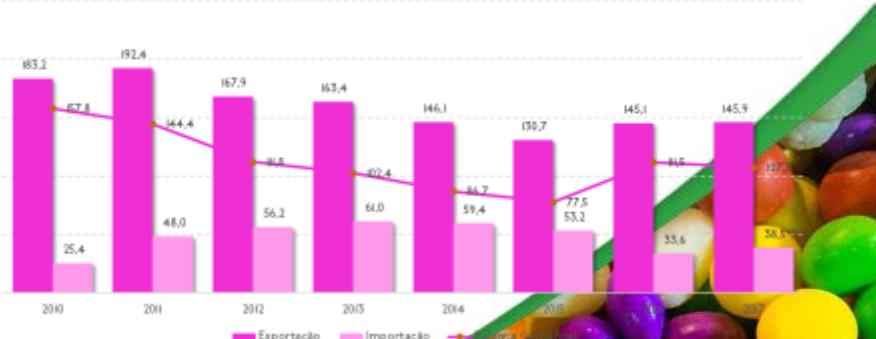


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O gráfico mostra os valores em USD Milhões para Exportação (verde), Importação (vermelho) e Balança Comercial (azul). A balança comercial é calculada como a diferença entre exportações e importações.

Ano	Exportação	Importação	Balança Comercial
2010	1.1	3.0	-1.9
2011	1.3	3.5	-2.2
2012	1.6	3.6	-2.0
2013	1.7	3.7	-2.0
2014	1.8	3.8	-2.0
2015	2.0	4.0	-2.0
2016	2.3	7.5	-5.2
2017	2.4	7.4	-5.0



# A CARTILHA COMPETITIVIDADE



This page is titled 'Por que EXPORTAR?' in large, bold, red and green letters. Above the title, a blue header bar contains the text: 'Poderoso! O Brasil é um dos maiores produtores mundiais de chocolates e doces, e oferece uma grande variedade de sabores únicos que são reconhecidos internacionalmente.' Below the title, there is a large amount of text in Portuguese, followed by two numbered bullet points:

- 1. Exportar ajuda a aumentar a visibilidade da marca no exterior, o que pode levar a novas oportunidades de negócios e maior reconhecimento global.
- 2. Exportar pode ajudar a diversificar os mercados e reduzir o risco de依赖于单一市场.

The page is divided into four vertical sections, each with a large number and a title. From top to bottom:

- 16** - Título: 'Parâmetros Básicos para Atuação Internacional'
- 42** - Título: 'Desenvolvendo a Competitividade Internacional'
- 82** - Título: 'Alcancando a Vantagem Competitiva Internacional'
- 104** - Título: 'Considerações finais e Anexos'

Each section contains several paragraphs of text in Portuguese.

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# RESULTADOS

## FEIRAS INTERNACIONAIS



- Mais de **30 Feiras Internacionais** realizadas pelo Projeto desde 1999;
- Mais de **USD 20 Milhões em Negócios Fechados** durante as feiras do projeto (2014 – 2017);
- Mais de **2 Mil contatos** realizados durante as feiras internacionais;
- Mais de **70 empresas** participantes.

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# RESULTADOS DO PROJETO

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- As empresas do Projeto estão apresentando crescimento do valor exportado de 68% comparado com as empresas não apoiadas (Jan.- Dez. 2018 vs. Jan.- Dez. 2017);
- As empresas do Projeto exportam atualmente para 134 destinos;
- Valor médio exportado por empresa do Projeto: USD 994.285 Mil;
- De 10 empresas do Projeto 08 exportam de forma contínua por 05 anos.

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# Cases de sucesso

## Nugali Chocolates



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# Cases de sucesso

## Nugali Chocolates 2018



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# Cases de sucesso

## Aquim Chocolates

Internacionalização:

- Cannes Design Awards – Bronze Lion
- Sens & Chocolate Awards - First Prize
- Academy of Chocolate UK- Bronze Medal
- Casa Pau Brasil em Lisboa, Portugal



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CANNES LIONS  
BRONZE WINNER



# Cases de sucesso

## Embaré

Prêmio Ouro na categoria  
Competitividade Internacional – Produtos  
para Exportação

American Package Design Award 2016



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# Participe!

Contato:

**Yasmin Atun**

Gestora de Projetos Internacionais

[international@abicab.org.br](mailto:international@abicab.org.br)



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