

BRASIL

Brazilian Companies at Gulfood 2009

Dubai -United Arab Emirates

Ministry of Agriculture, Livestock and Food Supply

Ministry of Agriculture, Livestock and Food Supply
Secretariat of Agribusiness International Relations

BRASIL

Brazilian Companies at Gulfood 2009

Dubai - United Arab Emirates

Mission

*To “promote the sustainable development
and the agribusiness competitiveness
in benefit of the Brazilian society”.*

Brazil
2009

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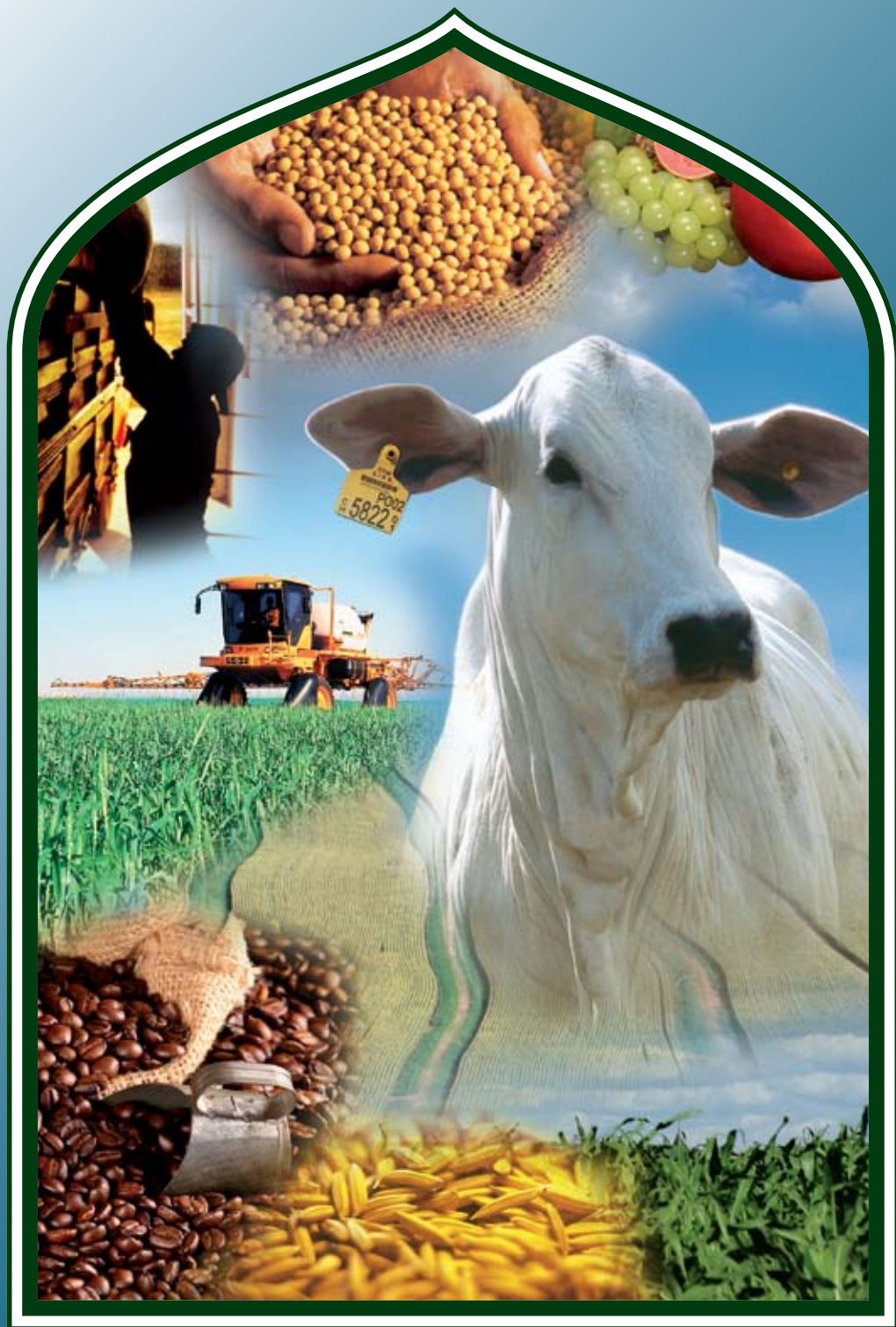
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Dear Visitor,

It is a pleasure to welcome you to the Brazilian Pavilion at Gulfood 2009.

The Brazilian Ministry of Agriculture, Livestock and Food Supply and the Arab Brazilian Chamber of Commerce are delighted to present a sample of the Brazilian Food Industry.

The high quality of the Brazilian products is guaranteed by its numerous certifications, making our products available, accepted and recognized in over 200 markets worldwide. This is thanks to the policies developed by the Ministry of Agriculture, institutions in the sector, as well as the constant pursue of Brazilian companies in offering products observing all international health and hygiene standards that guarantee and protect consumers.

The presence of Brazilian products at Hall 4, F4-6 has the objective to show a sample of Brazilian agribusiness to potential commercial partners of the Middle East region. There you will find coconut water, cheese, dairy products, coffee, chocolate, biscuits, eggs, honey and its products as well as sweets, confectionery, meat, corn and fruit.

We are certain that you will find here the products that satisfy your demands.

We wish you successful business!

Salim Schahin

President
Arab Brazilian
Chamber of Commerce

Célio Porto

Agribusiness International
Relations Secretary
Ministry of Agriculture,
Livestock and Food Supply



Ministry of Agriculture, Livestock and Food Supply

The Brazilian Ministry of Agriculture, Livestock and Food Supply mission is *to promote the sustainable development and the agribusiness competitiveness in benefit of the Brazilian society.*

The Ministry establishes and executes policies for the development of agribusiness by integrating technological, scientific, organizational, market, and environmental aspects, in order to serve the Brazilian consumers as well the international market. It operates in the quest for animal and vegetal health, organization of the productive chains, modernization of agricultural policies, incentive to exports, sustainable use of the natural resources, and social welfare.

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Arab Brazilian Chamber of Commerce

For over 56 years the objective of the Arab-Brazilian Chamber of Commerce has been to detect opportunities and promote economic and cultural exchange between Arabs and Brazilians. The Chamber is a member of the General Union of Chambers of Commerce, Industry and Agriculture for Arab Countries and is the only institution recognized as the representative of the commercial interests of countries belonging to the League of Arab States.

In order to achieve its goals, as well as promoting Arab countries and Brazil, the Chamber has the support of highly qualified personnel offering a wide range of services:

- » **Commercial Advisory:** *our team will help you to identify import and export opportunities.* comex@ccab.org.br
- » **Commercial Events:** *organizing and promoting business matchmaking, seminars, commercial missions, as well as fairs in Brazil and Arab countries.* marketing@ccab.org.br
- » **Document Certification:** *to ensure the origin of Brazilian products and services.* certificacao@ccab.org.br
- » **Market Intelligence:** *specialized professionals select economic and cultural data to identify the potential and needs of each region.* infobiz@ccab.org.br
- » **Commercial Knowledge Center:** *a large collection of publications covering themes related to economics, business, administration and marketing in different languages.* conhecimento@ccab.org.br
- » **Translation:** *we help adequate products to different markets and facilitate commercial transactions.* traducao@ccab.org.br

The Arab-Brazilian Chamber also maintains ANBA, the Brazil-Arab News Agency – www.anba.com.br – focused on bringing useful information to strengthen relations between Arabs and Brazilians.



ARAB
BRAZILIAN
CHAMBER OF
COMMERCE

الغرفة
التجارية
العربية
البرازيلية

To know more about our work
visit us at www.ccab.org.br

***Bringing Cultures Together,
Building Opportunities.***

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itambé®

Serlac

Itambé - Serlac

Itambé (CCPR) is a central cooperative formed by 30 affiliated cooperatives, constituting a system with more than 8,000 milk producers. After the partnership with Itambé, SERLAC became a benchmark in dairy products international trade. Actually we are the biggest Brazilian dairy products exporters, as well the second biggest at the Brazilian dairy market.

Serlac is a joint venture supported by Itambé to manage and coordinate dairy products exports, working with different sorts of markets. With 5 industrial plants, we offer a wide range of dairy products, always respecting the highest international quality standards.

Products

- Milk powder
- Condensed milk
- Evaporated milk
- Butter
- AMF (Anhydrous Milk Fat)
- Sterilized cream
- UHT Milk



André Campos

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Languages: English, Spanish, French and Portuguese



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Guilherme Giffoni

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www.serlac.com.br / www.itambe.com.br



Laticínios Bela Vista

Piracanjuba Brand

A Story of Success.....

Bela Vista Dairy, holder of "Piracanjuba brand", seeks ceaselessly to fulfill and exceed its consumer's and client's expectations, by constantly investing in its co-worker's technical and personal qualification, and through close relationship with the community, obtained by gestures that demonstrate its social commitment to health care and to the environment since the 80's.

Products

- Milk powders and UHT
- Cheese
- Butter
- Chocolate milk UHT



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Tangará Foods

Tangará Foods is a food processing company operating in the global market for over 40 years. As one of the largest Latin American dairy products company, it is a major leader in the sector.

Tangará Foods commitment to quality has won customers all over the world and, nowadays, Tangará Foods products are available in all five continents.

Products

- Full Cream Milk Powder
- Dairy Blends
- Sweetened Condensed Milk Powder
- Chocolate Milk Powder
- Coffee and Milk Powder
- Soft Serve Ice Cream
- Potato Flakes



Leonardo Bonaparte

Export Manager

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Languages: English,
Spanish, French and
Portuguese





Laticínios Tirolez

Family owned industry founded in 1980, with 4 factories (3 in Minas Gerais State and 1 in São Paulo State) manufacturing about 360 000 liters of natural milk daily with a production line of about 44 different types of cheeses, within the highest international quality standards, producing commodities such as Mozzarella, Prato and Edam/Gouda as well as special cheeses like Parmesan, Smoked Provolone, Edam Ball, Gruyère, etc.

The factories operate in conformity with HACCP parameters, having the qualification for export issued by Brazilian Agriculture Ministry, with a spare capacity and flexibility to adjust its recipes to each international market specifications, exporting to subSaharan African Countries, Libya, Middle East, Japan, Taiwan, USA and South American countries, willing to expand to the northern African countries.

Products

- Prato Cheese (european Gouda)
- Prato Ball Cheese (european Edam)
- Mozzarella Cheese
- Provolone Cheese
- Parmesan Cheese
- Cream Cheese
- Minas Padrão Cheese



Paulo Hegg

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www.tirolez.com.br



alliance
commodities

Alliance Commodities

Trading company, specialist in dairy products and ingredients such as milk powders, whey powders, lactose, cheese, milk powder blends, milk replacers, for food processing, repacking, distribution, governmental programmes and food aid.

Products

- Dairy Ingredients in General
- Full Cream Milk Powder
- Skim Milk Powder
- Lactose
- Sweet / Demineralized Whey Powder
- UHT Milk
- Sweetened Condensed Milk
- Cheese
- Unsalted / Salted Butter



Otavio A. C. de Farias

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Marcos Goulart

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Alibra

Alibra Ingredientes manufactures and sells powdered dairy products and food mixes. We focus the followings markets: industrial, catering, retail and export. Our production of modified milk powders and dairy blends, as powdered milk replacers, produce, sell and export for both applications: food industries as well as feed industries.

Products

- Modified Milk Powders
- Dairy Blends
- Powdered Milk Replacers



João Bosco Dias Pinheiro

Managing Director

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Paladar - Savon

With 50 years of experience, Paladar, is the market leader in sourcing to companies that sell under their own brand names.

We are leader in the market of own brands, producing for big networks as Carrefour, Makro, among others.

Besides the production of own brands, Savon also produce series of products for the internal and external market as the brands Palate and Paladar.

Products

- Chocolate Powder
- Juice Powder
- Cake Mixes
- Spices
- Soups
- Soy based beverages



Giselle Bissoli

Manager

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Languages: English,
Spanish, French, Italian and
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Bauducco

Bauducco is the largest manufacturer of biscuits, wafers, toasts, cakes and panettones in South America. We have the biggest plant in Latin America composed by four factories with a production capacity of 230,000 tons per year, high-tech with equipment imported from Italy, Japan and Germany as well as the largest line of toasts in the World. Bauducco's products are selling in more than 80 Countries. Nowadays, Bauducco is responsible for 40% of all Brazilian exports in our business. Despite being modern and technologically advanced, the company still uses its original Italian recipes, since 1950, and continues its endless search for refined taste and texture; with 25 years of export experience, we can offer a great service, quality products and competitive prices.

Products

- Biscuits
- Wafers
- Butter Biscuits
- Cracker Biscuits
- Toasts
- Cakes
- Bars



Hideyuki Kamimura

Export Manager

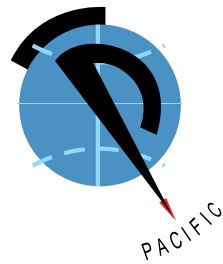
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www.bauducco.com.br



Pacific

Pacific Import and Export Ltda: Brazilian company which is in charge of the export and marketing department of four sweet manufactures. We are focused in confectionery and have been working in this marketing for more than 10 years, selling products all over the world.

Products

- Cake
- Lollipops
- Candy
- Toast
- Biscuits



Flávio de Paula

Director

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Languages: English,
Spanish and Portuguese



Fabiano Fusco

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www.pacificbr.com.br



Docile

Docile Alimentos Ltda has been in the market for 17 years producing Jellies, Pressed Candies, Bubble Gum and Powder Drink. Even though the company has a short story, the Heineck family, founder and owner of Docile, have a history of 70 years in the candies production.

Products

- Jellies
- Pressed Candies
- Bubble Gum
- Powder Drink



Alexandre Heineck

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Languages: English,
Spanish and Portuguese

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www.docile.com.br



Cafés do Brasil

Largest green coffee producer and exporter in the world, Brazil is conquering the most demanding coffee drinkers with its processed coffees, either in ground beans ideal to prepare espresso coffees, or roasted and ground to be prepared using cloth or paper filter bags or a percolator. Totally processed and packaged in Brazil in modern, practical and unique packages that make a difference, these coffees combine beans of the various Brazilian producing regions including Sul de Minas, Montanhas do Espírito Santo, Oeste Bahiano and Mogiana [South of Minas, Mountains of Espírito Santo, West of Bahia and Mogiana], known worldwide for the outstanding quality of their coffees.

Products

- Coffee



Christian Santiago e Silva

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www.cafesdobrasil.com.br

ITAMARATY®

Itamaraty

Itamaraty is a Brazilian company with over 45 years experience in biscuits, chocolate and coffee manufacturing and trading. With four modern plants and over 1000 employees, working to the highest standards of quality Itamaraty produces competitive and innovative products that reach the five continents, at the same time offering its clients the assurance that food is our business.

Products

- Biscuits
- Wafers
- Bonbons
- Cocoa Mix Powder
- Cappuccino
- Chocolate Bar



Fabiana Marino

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Spanish and Portuguese



Laura de Fátima V. Seixas

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www.itamaraty.com

Coffee

IBRAF

Brazilian Fruit Institute

The Brazilian Fruit Institute (IBRAF) is a private non-profitable organization that was founded in 1990 by leaders of the fruit farming sector to promote the organized growth of the sector, developing effective action for fruit farmers, processing farming industries, product suppliers, service suppliers, in short, the whole fruit farming chain.

Representing fruit agribusiness, the IBRAF works alongside governmental and non-governmental agencies to plan, organize and manage the business environment of the sector in order to make it increasingly more professional.

To keep increasing export numbers and place Brazilian products on the international market, IBRAF in partnership with APEX-Brasil – Brazilian Trade and Investment Promotion Agency, and sector trade associations, coordinates the Project to Promote Brazilian Fresh and Processed Fruit, which seek to consolidate the mark of origin “Brazilian Fruit” as a synonym of quality, excellence, professionalism, consistency, seriousness and reliability.

Products

- Pineapples
- Bananas
- Limes
- Apples
- Melons
- Mangoes
- Papaya Fruit
- Grapes
- Persimmon Fruit
- Peaches
- Figs
- Oranges
- Tangerines
- Processed Fruits



Valeska Oliveira

Executive Manager

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Languages: English, Spanish
and Portuguese



Amacoco-Kero Coco

Amacoco - Coconut Water - is a Pioneer and also a market leader in the bottled coconut water category. Founded in 1994, Amacoco has been responsible for the launch and growth of this category and owns the most accepted brand in the market - Kero Coco. Brazil's biggest coconut dedicated farms combined with modern and well-equipped plants supply the nation's and overseas' demands.

Products

- Coconut water



Adriana Valente

Export Manager

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www.kerococo.com.br

Abramilho

The Brazilian Corn Producers Association (ABRAMILHO) is a private organization located in Brasília, with members such as national and regional federations, associations and cooperatives, that share common interests. ABRAMILHO's role is to represent the producers aiming at political, technological and marketing support.



Odacir Klein

Executive President

abramilho@abramilho.org.br

Languages: English and Portuguese





Novo Mel

Novo Mel was founded by bee product specialist, Ph.D. Beatriz Pamplona who has studied bee hive products for more than 30 years. While taking both her Master's and Doctor's degrees, she visited and/or worked in 14 laboratories throughout Europe and participated in various international apiculture conferences. We also supply propolis extract and honey as ingredients for pharmaceutical, cosmetic and food industries.

Products

- Varietal Honey
- Propolis (Brazilian is one of the bests)
- Honey and Propolis sprays
- Brazilian Propolis powder
- Brazilian Royal Jelly powder



Carlos Pamplona Rehder

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Roberto Pamplona Rehder

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ABEF



The Brazilian Chicken Producers and Exporters Association (ABEF) gathers the main chicken meat producing and exporting companies of the Brazilian market, which represent around 90% of the production destined for foreign trade. ABEF works to optimize exports development, access new markets, and assure the highest quality of the world's most exported chicken



Francisco Turra

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Languages: Spanish , Italian and Portuguese



Isis Nogueira Sardella

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www.abef.com.br



ABIEC

ABIEC

Association of Brazilian Beef Exporters (ABIEC) that promote the interests of the Brazilian Beef Exporting sector at home and internationally. Our objectives are: synthesize, coordinate, represent, promote and defend the interests of all Brazilian companies exporting unprocessed and processed beef, conducting studies and interfacing with public and private bodies to seek solutions for general and specific problems that affect the sector.

Products

- *In Natura* Beef
- Processed Beef
- Offal



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Halal Slaughtering Group

We are a subsidiary of the Islamic Dissemination Centre for Latin America and our mission is to benefit Halal foods and to institute our product in the world, guaranteeing and supplying skilled labor for the process of production of these foods, turning them healthy and consumable for the Muslims in the world.

Products

- Halal Certificate



Ali Ahmad Saifi

Executive Director

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Languages: English, Arabic and Portuguese.

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www.gah.com.br



Fambras Cibal Halal

The Federation of Muslim Associations of Brazil (FAMBRAS) and the Brazilian Islamic Center for Halal Food Stuff (CIBAL HALAL) are genuinely Brazilian entities, established and managed by Muslims.

To achieve Halal Certification, the slaughtering of animals and producing of food follows strictly the determinations of the Holy Koraan and the sacred Islamic jurisprudence.

Products

- Halal Certification and Halal Slaughtering



Mohamed Hussein El Zoghbi

Executive Director

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Exportaminas Center

Exportaminas Center is a partnership between public and private sector to develop foreign trade in Minas Gerais, Brazil. It works as a trade intelligence unit, offers support to local and foreign companies and leads projects that contribute to new business opportunities (fairs, missions, business rounds, others).

Exportaminas Center promotes the whole productive capacity of Minas Gerais, ranging from agriculture and mining to industry and services. The well diversified food chain is a priority for the period 2009-2010:

Products

- Fresh Fruits (tahiti lime, banana and mango)
- Coffee
- Dairy Products
- Bovine and Poultry Meat (Halal Certificate)
- Canned and Processed Foods
- Bakery and Confectionery Products
- Others (egg, honey, fresh vegetables)



Jorge Leonardo Duarte de Oliveira

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Aviário Santo Antônio

Aviário Santo Antônio (ASA) is leading egg producer/exporter in Brazil. Founded in 1968 it is known for high quality eggs. ASA is able to supply table eggs for Middle East and other markets. It has also quail eggs able to supply global market. Since 2009 a joint-venture ASA/Belovo has started production of egg powder.

Products

Egg Products:

- White Shell Eggs
- Brown Shell Eggs
- Asaeggs - Omega 3
- Eggs "Gema Natural"
- Quail Eggs



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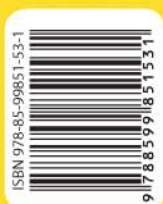
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Ministry of
Agriculture, Livestock
and Food Supply

