



BRASIL

Brazilian Companies at Food &
Hotel China (FHC 2010)
Shanghai - China

Ministry of Agriculture, Livestock and Food Supply

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

BRASIL

**Brazilian Companies at Food &
Hotel China (FHC 2010)
Shanghai - China**

Mission

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

**Brazil
2010**



Dear Visitor,

Dear Visitor,

It is a pleasure to welcome you to the Brazilian Pavilion at Food & Hotel China (FHC 2010).

The Ministry of Agriculture, Livestock and Food Supply of Brazil is delighted to present a sample of the Brazilian food industry.

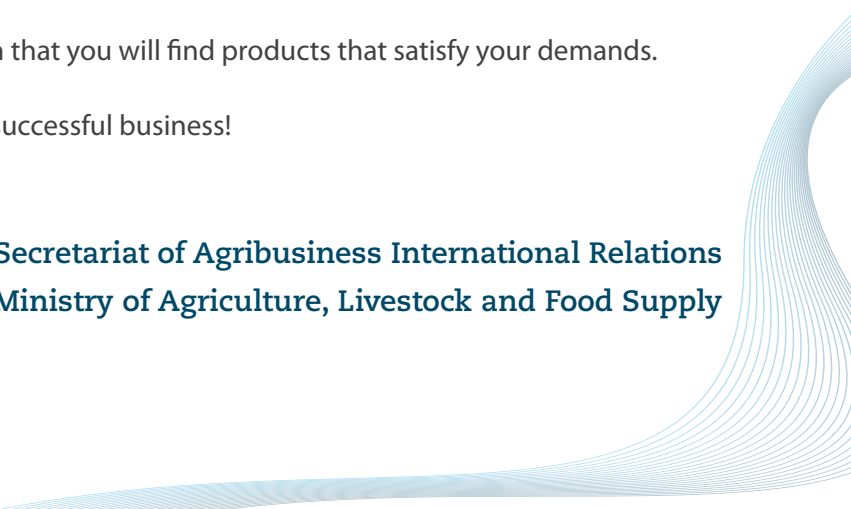
The high quality of Brazilian products is guaranteed by numerous certifications, making our products available, accepted and recognized in over 200 markets worldwide. This is due to policies developed by the Ministry of Agriculture and institutions of the sector, as well as to the constant pursuit of Brazilian companies to offer products that meet the most stringent international health and hygiene standards of consumer protection.

The presence of Brazilian products at Food & Hotel China (FHC 2010) aims to show a sample of Brazilian agribusiness to potential commercial partners in China and Asia. There, you will find frozen chicken and pork meat, wine, cachaça, juices, mineral water, soft drinks, beer, confectionary, honey and its by-products, soybeans and soy products as well as rice, beans, corn, coffee, wheat flour, sugar (raw sugar), fish, fruits and machinery.

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

We wish you successful business!

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





Ministry of Agriculture, Livestock and Food Supply

The Brazilian Ministry of Agriculture, Livestock and Food Supply's 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 natural resources, and social welfare.



Paula Santana

Policy Advisor

paula.souza@agricultura.gov.br

Secretariat of Agribusiness International Relations

Esplanada dos Ministérios,
Bloco D, 3º andar
70043-900 – Brasília/DF – Brazil
+ 55 61 3218 2510
+ 55 61 3225 3847

www.agricultura.gov.br

dpi@agricultura.gov.br



Ministry of External Relations

The Ministry of External Relations of Brazil, through the Trade and Investment Promotion Department, coordinates and implements policies in to promote Brazilian exports, attract foreign investment and stimulate tourism. Brazil has 100 Trade Promotion Sections located in Embassies and Consulates around the world, including Shanghai. Their role it to conduct market and product surveys, gather and disseminate data on trade and investment opportunities and facilitate business between Brazilian and foreign companies.

For more information on doing business with Brazil:

www.braziltradenet.gov.br

Consulate-general of Brazil in Shanghai

Trade Promotion Section

Jiang Ning Lu 188, Asa Building 703
Shanghai - China, 200041

secom@consbrasxangai.com



Brazilian Trade and Investment Promotion Agency's (Apex-Brasil)

The Brazilian Trade and Investment Promotion Agency's (Apex-Brasil) mission comprehends the promotion of exports of Brazilian products and services to foreign countries. The Agency seeks to increase the number of Brazilian exporting companies and to add value to the list of Brazilian exported products. The Agency has Business Support Centres located in Miami, Dubai, Warsaw, Havana, Moscow and Beijing that provide an excellent supporting services structure.



César Yu

Chief Representative

APEX Brasil

Beijing Representative Office

cesar.yu@apexbrasil.com.br

Apex - Brasil

Setor Bancário Norte - SBN Quadra 2
Lote 11 Ed. Apex-Brasil
Brasília - DF / Brasil / 70040-020
Fone: +55 61 3426 0202
Fax: +55 61 3426 0250

www.apexbrasil.com.br



NOVO MEL

Novo Mel was founded by bee product specialist Ph.D. Beatriz Pamplona that studied for more than 30 years the bee hive products. During her Master and Doctor degrees, she has visited and/or worked in 15 laboratories throughout Europe and participated in various Brazilian and international conferences in apiculture, which helped Novo Mel to become specialist on Bee Hive products.

Products

- » Brazilian Honey
 - Velame Honey
 - Assa-Peixe Honey
 - Cipo-uva Honey
 - Orange Honey
 - Eucalyptus Honey
 - Wildflower Honey
- » Propolis Extract
- » Brazilian propolis and honey spray
- » Brazilian propolis, honey and mint spray
- » Brazilian propolis, honey, ginger and lemon spray
- » Brazilian propolis, honey and strawberry spray
- » Brazilian propolis, honey and pomegranate spray
- » Brazilian propolis kiss spray
- » Brazilian stingless bee honey - Jataí

Contacts



Carlos Rehder
Export Manager
carlos@novomel.com.br



Shuang Zhang
Official China Distributor
86 159 0062 1266
phytolandcn@googlemail.com
Languages: English, German and Chinese



T C Yeap
Official Asian Distributor
65 6255 7533
yeaptc@singnet.com.sg
Languages: English and Chinese

R. Comendador Elias Assi 96
CEP: 05516-000 São Paulo - SP
Phone/Fax: +55 11 3721 5693
China Importer: 86 159 0062 1266

SEARA ALIMENTOS



Seara Alimentos is one of the largest Brazilian producers and exporters of poultry and processed poultry products and also of pork meat. Since January 2010, Seara became part of Marfrig Group and has integrated the operations and brands of the traditional companies Mabella, Pena Branca, Da Granja, Eliane and Penasul.

Products

- » Chicken cuts: three joint wing, middle joint wing, chicken feet, chicken paws
- » Chicken Burger
- » Traditional Burger
- » Chicken Nuggets
- » Chicken Franks (Sausages)
- » Ready Meals

Contacts



Vicent Lai
Export Manager Ásia
vicent.lai@searameats.com
Languages: English,
Chinese and Portuguese



Wilson Joji Arikita
Export Director
wilson.arikita@seara.com.br
Languages: English,
Spanish and Japanese

Av Ver. Abrahão João Francisco Nº 3655 – Dom Bosco
88307-303 - Itajaí/ SC - Brazil
Phone: +55 11 3728-8600 – ext 8863
Number on China: 65 6227 0090

www.seara.com.br



Cachaça



VELHO BARREIRO
The Brazilian Way Of Celebrating

VELHO BARREIRO

Velho Barreiro Cachaça, is one of the most traditional brands of Brasil. The company produces almost 60 millions liters/year and already export for 40 countries. Our Cachaça is made from the purest sugar cane juice harvested in our own plantation. The fermentation and distillation are extremely controlled, following our tradition of almost one century.

Products

» Cachaça

Contacts



Joeny Cremasci
International Trading Manager

joeny@tatuzinho.com.br

Languages: *English, Spanish,
and Portuguese*

Praça Wendel Wilkie, 153
01236 050 - São Paulo / SP - Brazil
Phone: +55 11 3673 1411 | 11 3673 1854 | 11 3673 1819

www.tatuzinho.com.br

BAUDUCCO



Bauducco

Pandurata Alimentos (Bauducco) is a Brazilian company, specialized in bakery products and is the market leader in Latin America. We own a complete line of products, such as: Sweet biscuits, salty biscuits, wafers, cookies, bars, toasts, cakes, Panettones and Impulse products.

Products

- » Panettones
- » Wafers
- » Toasts
- » Filled Biscuits
- » Cookies
- » Biscuit Bars
- » Salty Biscuits
- » Cakes

Contacts



Andrea Wu
Brand Manager
andrea@holafoods.com
Languages: English
and Chinese



Danyun Lv
Import Manager
86 592 601 8081
86 186 0502 3306
danyun@holafoods.com
Languages: English

Rua Endres, 865 - Itapegica - 07043-000 - Guarulhos - SP - Brazil
Phone: + 55 11 2142 9613 | +55 11 2142 9612
China Importer: 86 592 601 8081

www.bauducco.com.br



DGA FOREIGN TRADING LTDA

DGA Comércio Exterior Ltda (DGA Foreign Trading LTDA), founded in February, 2007, is a company that has successfully established solid bonds of trust with its clients; spread both in the domestic and international market. Situated in the city of Novo Hamburgo/RS, the company relies on its representatives' ten-year-long experience and know-how with in the market, which enables them to offer top-notch service at all times.

Products

- » Soybean
- » Corn
- » Organic soybean
- » Coffee
- » Mineral water
- » Beer
- » Juices and soft drinks
- » Sugar

Contacts



Daniel Motz
Director
exportacao@dgaltda.com.br
Languages: Spanish and Portuguese



Sergio Eloy Conçalves
Director
dga@dgaltda.com.br
Languages: English and Portuguese



Jose Antonio de Souza
Director
jantonio.coccamp@gmail.com
Languages: Portuguese

Rua Joaquim Nabuco 1685 SL.33 Novo Hamburgo
Rio Grande do Sul CEP: 93510-002 - Brasil
Phone: +55 51 3065 5802 | 51 3593 5802

www.dgaltda.com.br

W.INTEX INTERNATIONAL



W. Intex is a trade company that works with Brazilian foreign trade, looking for business opportunity for our costumers and suppliers, advising Brazilian companies strategies, on research and with insertion of products and services in the international market, through the following ways: import and export; market research and strategic development; process consulting and export sales; process consulting and import purchase/global sourcing and international representative.

Products

- » Rice
- » Beans
- » Wheat Flour
- » Sugar (raw sugar)
- » juices (powdered)
- » biscuits
- » snacks
- » jellies
- » condensed milk
- » chocolate milk

Contacts



Ligia Regina Pereira

Partner

ligia@wintexbrasil.com.br

Languages: English,
Spanish and Portuguese

Av São Paulo 172, sala 1710 - 87013-040 - Maringá – Paraná, Brazil

Phone: +55 44 3031 - 5907

www.wintexbrasil.com.br



BRF – BRASIL FOODS

Brasil Foods is the fourth largest Brazilian exporter and one of the largest meat processors in the world. A leading company in the animal protein international market and number one in global poultry exports, the company attains more magnitude, resources and management capacity to expand its business abroad.

Products

- » Frozen chicken
- » Frozen Pork
- » Further Processed Products – burgers, nuggets, franks, etc.

Contacts



Rogério Moraes de Oliveira

Sales Director

86 21 5836 2662

rogerio.moraes@brasilfoods.com

Languages: English, Spanish
and Portuguese

Av. Escola Politécnica, 760
05350-901- São Paulo/SP – Brazil

Phone: +55 11 3718 5771

Number on China: 86 21 5836 2662

www.perdix-international.com

WINES OF BRASIL IBRAVIN



The whole world is discovering Brazilian wine. Brazil has been developing an exceptional capacity for the production of quality wine. Nowadays, the country is regarded as one of the best regions in the world for growing grapes intended for the production of sparkling wines.

The Brazilian Wine Institute together with APEX Brazil are developing a Sectorial Project called Wines of Brasil, focusing to capacitate itself to render appropriate processes and products for development of exportations.

Products

- » Grape Juice
- » Wine

Contacts



Andréia Gentilini Milan

Export Manager

andrea@wfbwine.com

Languages: English, French,
Spanish and Portuguese

Alameda Fenavinho, 481, Edificação 29
95700-000 - Fenavinho - Bento Gonçalves/RS
Phone: +55 54 3455 1800

www.wfbwine.com



BME TRADING

BRAZILIAN MIDDLE EAST TRADING S/A (BME Trading), is a Brazilian company with performance in the international market, our mission is to supply solutions in foreign commerce, with the focus in the exportation and importation of small, average and big companies.

Products

- » Fruit Juice
- » Sweet fruit
- » mineral water
- » Machinery

Contacts

Sidnei Feijolli Bispo

Commercial Director

sidnei@bmetrading.com.br

Languages: *English,
Spanish and Portuguese*

Av. São Paulo, 172
87.013-040 - Maringá, Paraná - Brazil
Phone: +55 44 3269 5131

www.brazmeast.com.br

Department of Agribusiness International Promotion
Secretariat of Agribusiness International Relations
MINISTRY OF AGRICULTURE, LIVESTOCK AND FOOD SUPPLY

Phone: +55 61 3218 2817 | 3218 3286

Fax: +55 61 3225 4738

dpi@agricultura.gov.br

