

BRASIL

Brazilian Companies at Saudi
Agro Food 2009

Riyadh – Saudi Arabia

Ministry of Agriculture, Livestock and Food Supply

Secretariat of Agribusiness International Relations

BRASIL

Brazilian Companies at Saudi Agro Food 2009

Riyadh – Saudi Arabia

Mission

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

Brazil

2009

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Dear Visitor,

It is a pleasure to welcome you to the Brazilian Pavilion at Saudi Agro Food 2009.

The Brazilian Ministry of Agriculture, Livestock and Food Supply is 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 protect consumers.

The presence of Brazilian products at Saudi Agro Food 2009 has the objective to show a sample of Brazilian agribusiness to potential commercial partners from Saudi Arabia and neighbor countries.

The Brazilian national representation is located at Hall 3, Stand 3H350.

We are certain that you will find here the 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



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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.

Secretariat of Agribusiness International Relations

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Ministry of External Relations

The Ministry of External Relations's Trade Promotion Department (DPR) coordinates and implements policies designed to promote Brazilian exports and to attract relevant foreign investment as well as stimulate tourism to Brazil.

The DPR acts through 57 Trade Promotion Sections (the so-called "Secoms"), in Embassies and Consulates in strategic locations around the world, including Riyadh. These Sectors are in charge of gathering and disseminating data on trade and investment opportunities as well as bringing together Brazilian and foreign international traders. In addition, the Secoms develop market and product surveys.

The Saudi Agro Food is a unique opportunity to Brazil to showcase a sample of its high-quality products to the Saudi Arabia and international public. As such, it is a high priority in the Riyadh Brazilian Embassy's Trade Section event calendar. Working closely with the Ministry of Agriculture, Livestock and Food Supply, we've done our best to ensure that the guests at Saudi Agro Food discover the reasons why Brazil is fast becoming the world's foremost food producer.



Sérgio Luiz Canaes
Ambassador

Paulo Uchôa
Head of the Trade Sector
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ARAB
BRAZILIAN
CHAMBER OF
COMMERCE

الغرفة
التجارية
العربية
البرازيلية

Arab Brazilian Chamber of Commerce

For over 57 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.

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

Bringing cultures together, building opportunities.

Michel Abdo Alaby
Secretary General
secgeral@ccab.org.br



Arab Brazilian Chamber of Commerce

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01310-902 – São Paulo – SP – BRASIL
Tel.: 55 11 3283 4066
Fax: 55 11 3288 8110



MOCOCA

Mococa S/A is a traditional Brazilian company that has been dedicating to the production of dairy products since 1919. Our mission is to provide our customers the best quality in products and services.

Products:

- Sweetened condensed milk
- Milk cream
- Instant cereals
- Dairy desserts (chocolate cream, peanut cream, coconut cream and milk spread)
- UHT chocolate flavored milk
- Butter
- White sauce



Sandro da Conceição
Foreign Trade Manager
sandro@mococa.com.br
*Languages: English, Spanish,
French and Portuguese*

Rua Brigadeiro Galvão, 255
Barra Funda
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São Paulo – SP – Brazil

+55 11 3825.2887
www.mococa.com.br



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. Nowadays we are the biggest Brazilian dairy products exporters, as well the second biggest at the Brazilian dairy market.



Guilherme Giffoni
Trader

giffoni@itambe.com.br

Languages: English and Portuguese



André Campos
Export Manager

andre.campos@serlac.com.br

Languages: English, Spanish,
French and Portuguese

Products:

- Milk Powder
- Condensed Milk
- Evaporated Milk
- AMF (Anhydrous Milk Fat)
- Sterilized cream

Itambé - Rua Itambé, 40 – Floresta

Cep: 30.150-150

Belo Horizonte, MG, Brazil

+55 3249-3871

+55 3249-3783

www.itambe.com.br

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+55 11 3897-7300

+ 55 11 3897-7163

www.serlac.com.br



alliance
commodities



Une ligne de produits pour toute la famille.
A line of products for all family.



**Essayez la ligne
entière LaNutre**
**Taste all La Nutre's
products**



ALIBRA /ALLIANCE

Alibra Ingredientes Ltda produces and sells fat filled milk replacers, dairy blends and food preparations to the retail market as well as ingredients and milk replacers to food processing industries. One of its focuses is the export of a LaNutre product line to the retail market: LaNutre Infant Wheat Cereal with Milk, LaNutre Infant Rice Cereal, LaNutre Infant Corn Cereal and LaNutre Chocolate Drink Mix



João Bosco Dias Pinheiro

Managing Director

jbosco@alibra.com.br

alibra@alibra.com.br

Languages: English, Spanish and Portuguese



Marcos Goulart

Director

m.goulart@alliance-commodities.com.br

*Languages: English, Spanish,
and Portuguese*

Products:

- Wheat Cereal with Milk
- Infant Rice Cereal
- Infant Corn Cereal
- Vitamin with Fruits
- Chocolate Drink Mix
- Chocolate Drink Mix with Coconut
- Fat Filled Milk Repacer

Rua Pedro Stancato, 320 – Amarais
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13082-050 – Brazil

+55 19 3716 8888
+55 11 3089 4933
www.alibra.com.br



alliance
commodities



PIRACANJUBA / ALLIANCE

Products:

- Full Cream Milk Powder
- Skimmed Milk Powder
- Sweetened Condensed Milk
- Lactose
- Cheese
- Sweet Whey Powder
- Demineralized Whey Powder
- Milk Powder Blends (Fat Filled)
- Milk Replacers
- Infant Cereal
- Chocolate Powder



Marcos Goulart
Director

m.goulart@alliance-commodities.com.br
*Languages: English,
Spanish, and Portuguese*

Alliance Commodities is a trading company specialized in the dairy and food ingredient segments and acts in exporting and importing these products among others, and in providing them to domestic markets as well. We represent major companies exporting to African, Asian and Middle Eastern markets and we import from continents such as Europe, North and South America counting on our vast experience in this activity.

We supply to food processing companies, repackers, distributors, governmental agencies/programs and food aid. We possess a wide range of suppliers, holding significant number of companies that are able to source all of the main goods we trade. Our team is composed of selected and well trained personnel that are ready to give the necessary operational support.

We hold offices in Brazil and a commercial office in Algeria. We operate by creating long term Alliances that will generate good profit for both sides. Our vision is to always add value and expertise in all our business ventures.

Rua Funchal, 263 cj 11 – VI Olímpia
Sao Paulo/SP – 04551– 060 – BRAZIL

+55 11 3089 4933
+55 11 3089 4934
www.piracanjuba.com.br

TIROLEZ
QUEIJOS



LATICÍNIOS TIROLEZ

Products:

- Fresh Cream Cheese for retailer and Food Service
- Processed Cheddar Cheese for retailer and Food Service
- Barbecue cheese
- Gruyère cheese
- Edam Ball Cheese
- Reino Ball Cheese
- Parmesan
- Smoked Provolone Cheese
- Minas Padrão Cheese
- Mozzarella Cheese
- Gouda type cheese
- Ricota Cream Cheese



Paulo Hegg
Export Manager
paulo.hegg@tirolez.com.br
Languages: English , Spanish,
French and Portuguese

Laticínios Tirolez Ltda is a family owned cheese industry created 30 years ago, with the scope of producing the best cheeses in Brasil. The range of its production goes from the fresh cheeses to the the light and smoked cheeses, hard and semi-hard types, either for the retailer market as well as for the food industry.

The products are manufactured in three factories in Minas Gerais state and one factory in São Paulo state, where some 400 000 liters of milk are processed daily for the production of some of the best Brazilian cheeses.

Rua Quitanduba, 400
05516-030 – São Paulo/SP – Brazil

+55 11 3723 7730
+55 11 3723 7772
+ 55 11 9125 6056
www.tirolez.com.br



MINERVA
Best Quality Brazilian Food



MINERVA S/A

Products:

- Chilled and Frozen Beef
- Aged and Frozen Beef
- Portion Controlled Beef
- Chilled and Frozen Veal
- Leather
- Live Cattle
- Frozen Beef offal
- Cooked and Canned Beef
- Other products



Ramzi Sulaiman Badarin
Sales Representative Person in KSA
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Languages: xxxxxxxx

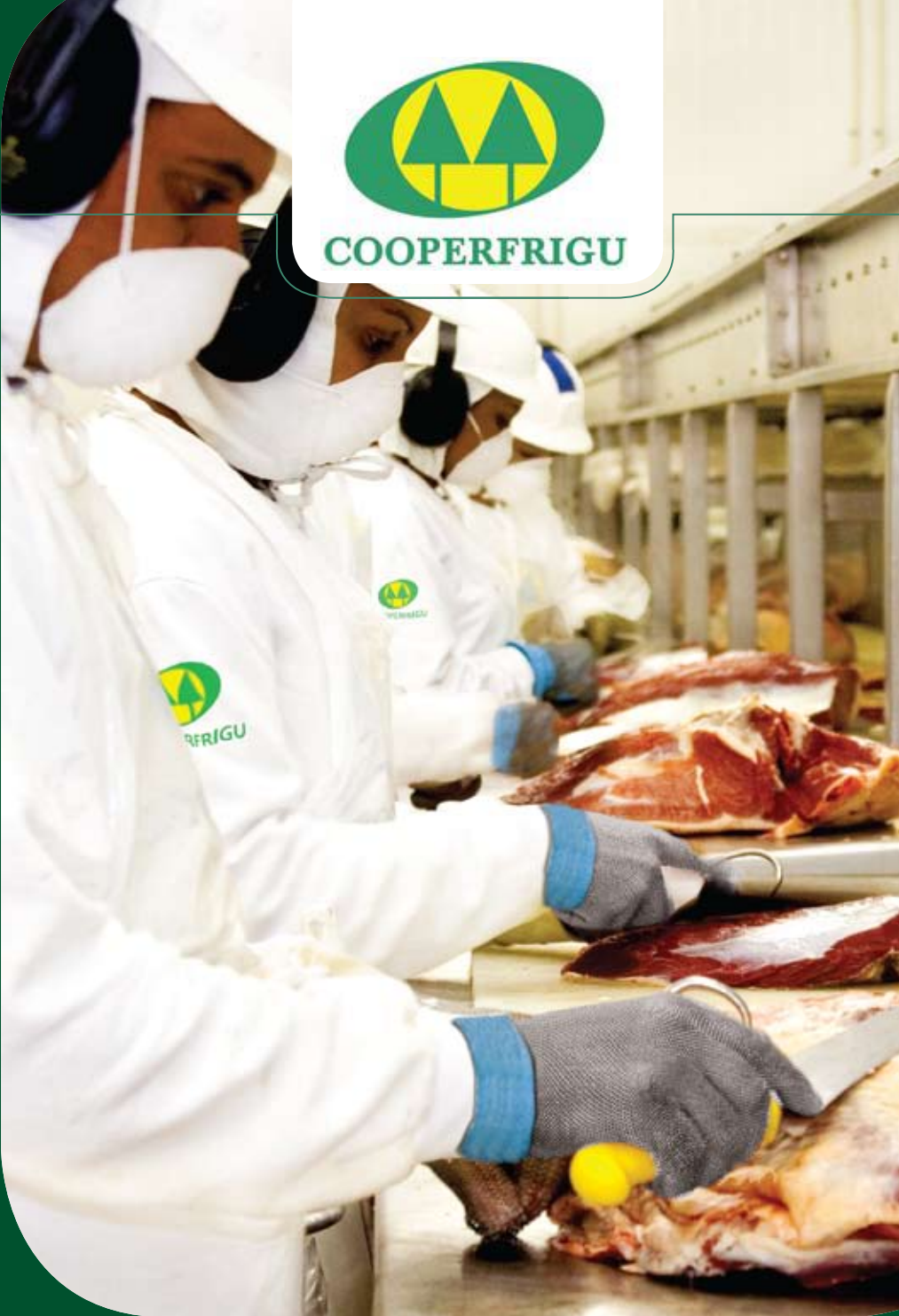
Minerva S.A. is one of the leading producers and sellers of beef, leather and live cattle in Brazil, and is one of the country's three largest exporters in the sector in terms of gross sales revenue, exporting to around 80 countries. The Company has daily slaughter capacity of 6,600 head of cattle and processing capacity of 1,300 tons of beef. With a presence in Brazilian states of São Paulo, Goiás, Tocantins, Mato Grosso do Sul as well as in Paraguay. Minerva operates seven slaughter and deboning plants, one tanneries and five distribution centers. Minerva also operates in the food service segment through the joint venture Minerva Dawn Farms (MDF), which has current meat processing capacity of 10 to 15 tons per hour, producing food made from beef, pork and poultry.

Prolongamento da Av. Antonio Manço
Bernardes s/nº Rotatória
Família Vilela de Queiroz / 14781-545
Barretos/SP – BRAZIL

+ 55 17 3321 3355 – external number
3445 / +55 17 3321 3496
www.minerva.ind.br



COOPERFRIGU



COOPERFRIGU

The plant of COOPERFRIGU is one of the most modern Slaughtering (1,100 heads per day), Deboning (5,000 M Ton per month) and Processing plants of Brazil and conceived to process all the production processes inside the same building. Excellence, promptness and competitive price are the main differentials of COOPERFRIGU that is positioned as one of the best meat producers and exporters in the world since 1997. The plant practices all the following procedures: GMP/SSOPs and HACCP.



Thomas C.S. Kim

Business Development & Export Director

cskim@terra.com.br

*Languages: English, Korean
and Portuguese*



José João B. Stival Jr

Export Manager

josejoaojr@cooperfrigu.com.br

Languages: English and Portuguese

Products:

- Beef in natura
- Beef Offals

AV. Goiás, 917 – ZONA SUBURBANA
77.402-290 – Gurupi / TO – Brazil

+55 62 3092 6575

+55 62 8115 8905

www.cooperfrigu.com.br



ABRAFRIGO
Associação Brasileira de Frigoríficos



ABRAFRIGO

Brazilian Beef Industries Association

The Brazilian Beef Industries Association - ABRAFRIGO - is a nationwide organization representing the industrial segment of beef production in the market, bringing together companies, unions and state associations in the meat industry. It arose from the need of the beef industry to establish an institutional channel of communication with the various levels of federal government and other entities related to the production chain, for all matters related to the Brazilian market and also for exports.

Products:

- Beef in natura
- Beef Offals



Thomas C.S. Kim

Business Development & Export Director
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*Languages: English, Korean
and Portuguese*

AV. Cândido de Abreu, 427 Conj. 1601
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Curitiba / PR – Brazil

+55 41 3021 3221
www.abrafrigo.com.br



BRF – BRASIL FOODS

BRF – Brasil Foods, the corporate name under which Perdigão is now registered, is celebrating 75 years of activities this year. Today it is one of the biggest foodstuffs companies in Latin America. It is the third largest company in the butchery of poultry in Latin America and also one of the leading Brazilian companies in the area of milk collection. It is a company that operates on an international scale with its products reaching more than 110 countries.



Luiz Alfredo Oliveira
Managing Director
luiz.oliveira@brasilfoods.com
Tel + 971 4 329 1155



Issam Hassan
Sales Manager
issam.hassan@brasilfoods.com
Mobile + 971 50 559 6885

Products:

- Frozen chicken
- Beef
- Turkey
- Duck
- Quail
- Further Processed Products – burgers, nuggets, franks, pizzas, etc
- Dairy Products – milk powder, butter, cheese

Sheikh Zayed Rd., City Tower 2,
Suite 2001B – P.O. Box 73075
Dubai – U.A.E.

www.brasilfoods.com



EMIT
FEEDS

EMIT BRASIL

Emit Brasil is a trading company focused on commodities such as rice, corn, sugar and coffee. Besides good quality we coordinate the whole export process, providing commercial, finance and logistics support. With great experience Emit already supplies to different markets around the world.



Bruno Borelli
Export Director
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Languages: English,
Spanish and Portuguese



Murilo Farias Santos
Director
murilo@emitfoods.com.br
Languages: English, Spanish,
French and Portuguese

Products:

- Rice
- Corn
- Coffee
- Soy
- Sugar

Av. Rebouças, 353 – Conj. 41
05401-000 São Paulo, SP -Brazil

+55 11 3477-2499
www.emitbrasil.com.br



TRADEAGRO

Products:

- White undelinted Brazilian cotton seeds
- CPP – orange citrus pulp pellets
- Corn fodder
- Yellow Corn
- Rice
- Sugar



Carlos Oliveira

Foreign Trade Director

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Languages: English, Spanish and Portuguese



Eduardo Eliezer Figueiredo

Manager Director

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Languages: English, Spanish and Portuguese

Tradeagro is a Brazilian Trading company specialized in Importing and Exporting agricultural products, through strong and important connections in the Agribusiness sector in Brazil. Tradeagro buys in local currency directly from producers at their farm places countrywide and sells C&F - any destination ports operating full logistic services involved whatsoever. Tradeagro is specialized in settling barter operation involving defensive and fertilizer suppliers, through partnership contracts celebrated with all major suppliers in the Agricultural Chain, acting as the off-taker for cotton, cotton seeds, rice, yellow corn, where input products are released to producers under a contract for them to deliver harvested products in related volume to Tradeagro that will perform all services, export the goods, cash foreign currency and pay back the defensive/fertilizer suppliers.

We are ready to be of your assistance in all your necessities from Brazil, the most important Agribusiness Country Worldwide.

R. Dr. Renato Paes de Barros,
778 – 7º andar Cj 71
04530-001 São Paulo – SP – Brazil

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www.tradeagro.com.br



DXB DO BRASIL



Roberto Leandro

Business Development Director

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Italian, German, Mandarin and Portuguese*



Chawki Zaher

Arab Market Development Director

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*Languages: Arabic, Spanish,
English, Portuguese*



Cintia Amato

Nutritional and Strategic Projects Director

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*Languages: English, Spanish,
French, German*

DXB is the first group in Brazil created to develop a strong trade of products between our exclusive associated food industries, farms, mills and the Arab world.

Our mission is to provide the Arab countries with excellent quality and price competitive products.

Products:

- Organic foods (certified)
- Vegetable oils (soybean, corn, sunflower)
- Fruit juices and non-alcoholic drinks
- Teas
- Chocolates, candies, biscuits, cakes, jams
- Tomato products
- Frozen chicken (halal), frozen meat (halal)
- Spices, rice, grains and flours
- Brazilian fruits and nuts

Avenida Pacaembu 1976,
São Paulo, Brazil
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www.dxb.com.br

**New
milen**



MILLY

New Millen is a Brazilian company specialized in the production of nutritional foods with more than two decades in the following segments: Sports Nutrition, Functional Foods, Private Labels and Supplements Foods in general. With a modern laboratory and high technology in food engineering, New Millen is prepared to attend all its customers' food needs.



José Dantas
Owner
dantas@milly.com.br
Language: Portuguese



Luis Fernando Martinez
Export Director
export@milly.com.br
Languages: English,
Spanish and Portuguese

Products:

- Nutritional and Functional Foods
- Supplements and Vitamins
- Chocolate Powder
- Dairy Products
- Water
- White Rice
- Greens and Roasted Coffee

Av. Dr. José Luis Leme Maciel,
327 – Cajamar
07760-000 - São Paulo – SP – Brazil

+ 55 11 7812-1816 / + 55 11 8263 3223
+ 55 11 4447 2220
www.milly.com.br



GERMITERRA

Our company GERMITERRA is a producer and exporter of pasture grass seeds (classified under NCM 1209.29.00)

From our own cropland we produce over 3000 tons per year of improved pasture seeds which we supply throughout the whole Brazilian Territory and through a distributor network in almost all Latin American countries as well as to some customers in Africa.

A long partnership with the Brazilian government agency “EMBRAPA” and our mutual research to improve our varieties has led to state-of-the-art seeds, being requested around the world to increase the productivity of all kind of pasture.



Osnin Jorge Paiva
Export Manager
osnin@expansaobr.com
Languages: English, Spanish,
French and Portuguese

Products:

- Pasture seeds
- Oats Seeds
- Sawn Wood

Sítio Boqueirão, s/n, Bairro Cruz Alta
14240-000 – Cajuru – SP – Brazil

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www.germiterra.com



ABICAB – Brazilian Chocolate, Sugar Confectionery and Peanut Manufacturers Association

ABICAB is recognized as a respected and highly capable forum accountable for the segment's policies together with the public and private areas, both in Brazil and abroad. Its guidelines greatly value the importance of industry, which generates approximately 32 thousand direct jobs and 60 thousand indirect jobs. Ever since its early stages, ABICAB has endeavored to promote research, studies and economic analyses of cocoa products, mainly chocolate, in Brazil and abroad. One of its prime purpose is to reinforce the country's image as a manufacturer and exporter of chocolates, candies and sweets supported by the country's excellent industrial facilities and its own raw material supply, and its ever-increasing participation in the world market.

At present, ABICAB encompasses the domestic productive chain 92% of chocolate market, 70 % of the sweets and candies market, 80% of the peanut market and 100% of the cocoa market.

Jorge Douglas Ferreira
Project Manager
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Languages: English and Portuguese

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BAUDUCCO

Bauducco is in South America the largest manufacturer of biscuits, wafers, toasts, cakes and panettones. We have the biggest plant in Latin América 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.



Célio Conrado Rodrigues
General Export Manager
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Languages: English,
Spanish and Portuguese



Hideyuki Kamimura
Export Manager
hideyukik@bauducco.com.br
Languages: English, Spanish,
Japanese and Portuguese

Products:

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

Rua Endres, 865 - Itapegica
07043-000 -Guarulhos – SP – Brazil

+55 11 2142-9549
www.bauducco.com.br

RICLAN



RICLAN

Riclan is a business venture in licensing, launching innovative modern products with current characters, which are a great success with the public. The company also owns other brands that hold high standards of quality such as Freegells, Buzzy, Pocket, Pop Mania, Gomutcho, Energy Mix and TNT. The company currently manufactures 240 tons of confectionery products per day, which are distributed throughout the country and to over 60 countries in all the continents such as the United States of America, England, Germany, Belgium, South Africa, Australia and Argentina.



Antonio Romualdo Silva
Import / Export Manager
romualdo.silva@riclan.com.br
*Languages: English, Spanish,
and Portuguese*

Products:

- Cough Drops
- Lollipops
- Jellies
- Bubble Gums
- Chewy Candies
- Hard Candies
- Cereal Bars

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13501-900 – Rio Claro/SP – Brazil

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9889 / + 55 19 3526 8178
www.riclan.com.br

Boavistense



FLORESTAL

Traditional manufacturer of candies in Brazil, the Boavistense for 45 years produce candies, lollipops and bubble gum commercializing in all Brazil and exporting for more than 30 countries. Currently the company have a variety of your line with 60 different products with recognized standard of quality. Differentiated, the Boavistense products have the most diverse targets.

Products:

- Hard Candy
- Hard filled Candy
- Chewing Candy
- Flat Lollipop
- Ball Lollipop
- Chewing Gum
- Candy Toys



William T. Suyama
Export Departament
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Languages: English,
Spanish and Portuguese

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www.dori.com.br



DORI ALIMENTOS

DORI is the biggest Brazilian manufacturer with more than 2,000 employees, and is leader in the candy sector with the most complete selection of products in Brazil. For more than 40 years, DORI produces candies, milk caramels, chewing gum, lollipops, chocolate confectionery, and candy/salted peanuts. Currently, DORI has two manufacturing plants, one cereal plant, where it processes peanuts and a modern Distribution Center. Nowadays, DORI exports to about 70 countries.

Products:

- Starch Jellies
- Jelly Beans
- Filled & Coated Milk Caramels
- Chocolate Lentils & Sprinkles
- Hard & Chewy Candies
- Hard & Chewy Lollipops
- Bubble Gum
- Sugar & Chocolate Coated Peanuts

Rafael Eduardo Alves Lavanhini
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Languages: English,
French and Portuguese

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Cibal
Halal

Brazilian Islamic Center for Halal Food Stuff
المركز الإسلامي البرازيلي للأغذية الحلال



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

mohamedz@cibalhalal.com.br

director@fambras.org.br

Languages: Arabe and Portuguese

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CDIAL HALAL



HALAL SLAUGHTERING GROUP

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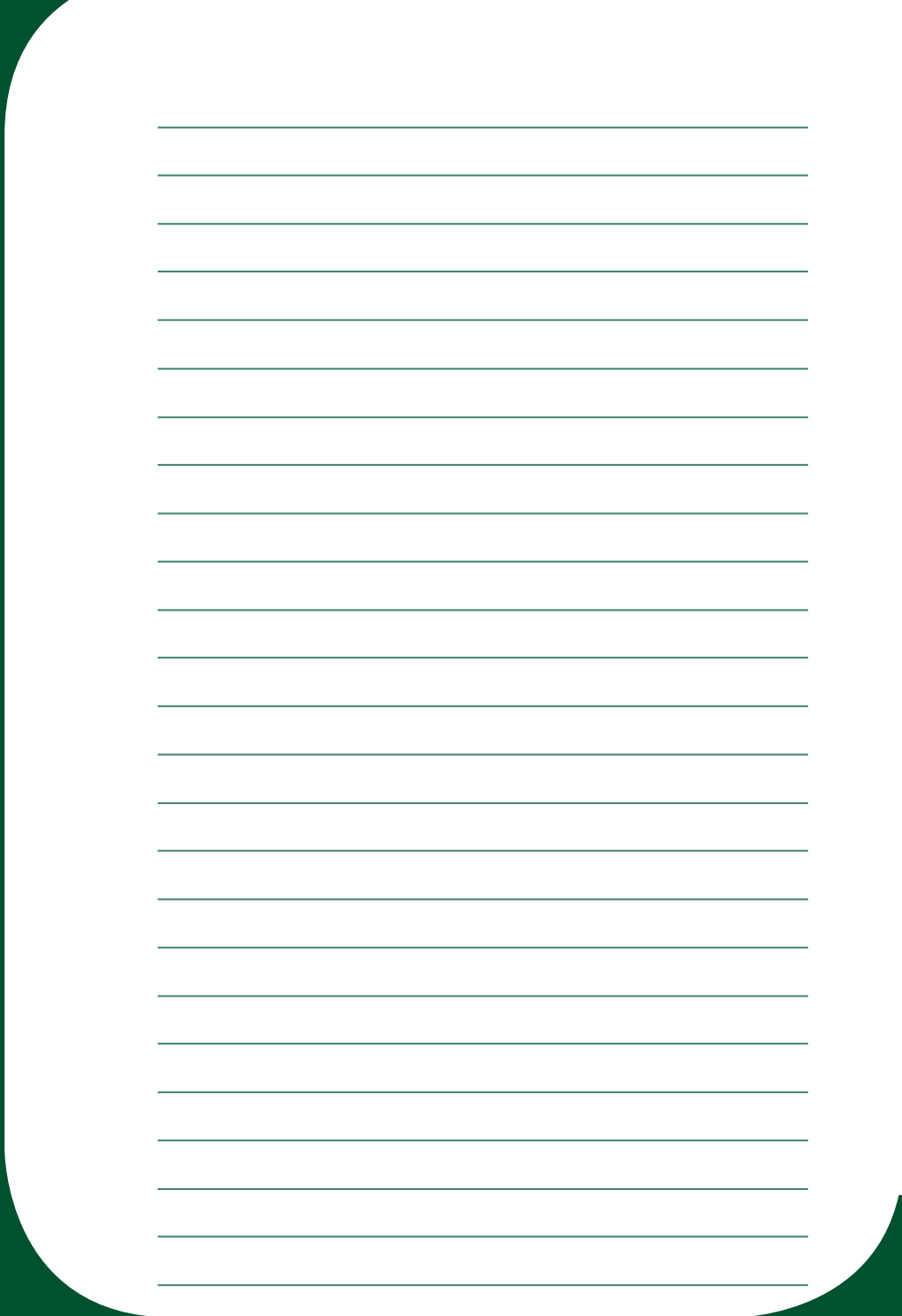
- Halal Certificate



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