

# BRASIL

Brazilian Companies at Food  
& Hotel China - FHC 2009

Shanghai - China

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

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Brazilian Companies at Food & Hotel China - FHC 2009

Shanghai - China

### **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 Food & Hotel China 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 several 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 Food & Hotel China 2009 has the objective to show a sample of Brazilian agribusiness to potential commercial partners from China and neighbor countries.

The Brazilian national pavilion is located at Hall W2, Stand 2D24.

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.

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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 Shanghai. 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.

Food & Hotel China is a unique opportunity for Brazil to showcase a sample of its high-quality products to the Chinese and international public. As such, it is a high priority in the calendar of events of the Shanghai Brazilian Consulate's Trade Section. Working closely with the Ministry of Agriculture, Livestock and Food Supply, we've done our best to ensure that the visitors at Food & Hotel China 2009 discover the reasons why Brazil is fast becoming the world's foremost food producer.

**Marcos Caramuru de Paiva**  
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## 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 development of the internationalization of Brazilian companies and undertakings focused on attracting foreign investment into the country.

The Agency seeks to increase the number of Brazilian exporting companies and to add value to the list of Brazilian exported products. On the other hand, the Agency also strives to consolidate the country's presence in traditional markets and to open new markets for the Brazilian products.

In projects carried out with entities of different business sectors, Apex-Brasil organizes trade missions of foreign buyers to Brazil and visits of foreign opinion makers and journalists specialized in different industries and services. In addition to that, Apex-Brasil carries out prospective trade missions, as well as business missions focused on priority markets for Brazilian exports.

At the moment, Apex-Brasil gives support to over 70 sectors of the Brazilian economy, ranging from agribusiness to machines, technology, architecture and civil construction, entertainment and services to fashion and industrial equipment. Every year, Apex-Brasil provides assistance to Brazilian companies' participation in more than 600 events – both in Brazil and abroad.

In order to strengthen the internationalization of Brazilian companies, the Agency has Business Support Centres that provide an excellent supporting services' structure. Located in Miami, Dubai, Warsaw, Havana and Beijing, these Centres provide assistance to companies interested in opening subsidiaries abroad in order to maintain goods and merchandise inventories, showrooms or regional offices.



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**abipecs**



## Brazilian Pork Industry and Exporter Association **ABIPECS**

ABIPECS, the Brazilian Pork Industry and Exporter Association, was established in 1998 and represents 28 members that together are responsible for about 98% of Brazilian pork exports.

### Products:

- Fresh pork meat
- Frozen pork meat
- Packed pork meat



**Pedro de Camargo Neto**  
*Executive President*  
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**BANANA-PURE**

N&N COMÉRCIO DE ALIMENTOS LTDA.

## BANANA PURE – N&N

N&N Comércio de Alimentos operates the processing of Aseptic Banana Puree and Banana powder / flakes. Specially dedicated to producing high quality products in Brazil and Ecuador plants.

Products are Organic certified by Ecocert and FDA approved.

N&N aim at providing the market with choice and natural products, according to specific needs of each client.

### Products:

- Natural Banana Puree
- Acidified Banana Puree
- Banana Puree with Vitamin C
- Acidified Banana Puree with Sugar
- Acidified Banana Puree with Fibers and Seeds
- Frozen Mixture of Puree and Slices/Cubes
- Banana Powder
- Banana Flakes



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*Languages: English, Spanish and Portuguese*

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[www.bananapure.com.br](http://www.bananapure.com.br)





## Products:

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



**Célio Conrado Rodrigues**  
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and Portuguese*

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.

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**APC**  
ASSOCIAÇÃO DOS  
PRODUTORES  
DE CACAU





## APC – Cocoa From Brasil

The Association of Cacao Producers, APC, is the institution that brings together producers of cocoa in Bahia, a state which represents 80% of cocoa production in Brazil. The APC has partnered with organizations in other producing states and their main objective is to enhance and promote Brazilian fine cocoa.

### Products:

- Cocoa



*Henrique de Almeida*  
*President*

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*Languages: Portuguese*

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 DSM Trading



## DSM TRADING COMPANY S.A

### Products:

- Horse Meat
- Izzy Juices

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We are DSM Trading, a young trade company focused on prime quality products from agrobusiness to industry. We have exclusive contracts with: FAVA Prime Meat. Since 1961 selling and exporting quality products, FAVA is one of the leading global players in the horse meat market.

Vision and efforts of our professionals assure state of the art production and sell chain, and thus top quality of FAVA products. FAVA works exclusively with previously approved slaughterhouses complying with high sanitary standards, in accordance to Brazilian exporting rules and regulations. Special attention to customer needs all around the globe and the constant search for improved technology and logistics grant a competitive position in markets.

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[www.dsm-fava.com.br](http://www.dsm-fava.com.br)



# NUTRIZA

## Agroindustrial de Alimentos S.A.

Complex made by factories ration for birds. Capacity to produce 15 thousand tons per month; matrices granges with production 180 thousands fertile eggs per day. Slaughterhouse and chicken processing for 180 thousand chicken per day and 1,200 thousand tons industrialized products per month.

Altogether, NUTRIZA harbors 8 millions chickens, with its own breeding and an integration system. NUTRIZA is the producer of FRIATO's products.

### Products:

- Boneless whole chicken (Shawarma)
- Breast Boneless Skinless
- Whole Leg Boneless Skin-on
- 3 Joint Wings
- Chicken leg Quarter
- Chicken Feet



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## GAP Consult Expert

### Products:

- Cachaça
- Liquor

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Consultant

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*Languages: English, Spanish and Portuguese*

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**Guajará**  
PESCADOS



## GUAJARÁ PESCADOS

Guajar Pescados is an Amazon company functioning with seafood products trader since 2005. We have a variety line of fresh and frozen fish from HG (headless and gutted), to cut in steaks and filleted. Those seafood products may also be produced in vacuum packing, thus enabling exceptional conservation standard.

*Rodrigo Bastos*  
*Director*

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*Languages: English and Portuguese*



*Michael Wu*  
*Trader*

*mwu55@hotmail.com*  
*Languages: English*

### Products:

- Fresh and Frozen fish
- Croaker
- Yellow Weakfish
- Grouper
- Amazon Ilisha
- Gilley baka

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[www.guajarapescados.com.br](http://www.guajarapescados.com.br)



Sua emoção é o  
nosso alimento



## PASTIFÍCIO SELMI

Pastifício Selmi is a company with 120 years in Brazil, with two producing units, located in São Paulo and Paraná states. We can produce 13,000 tons per month of pasta. Selmi commercializes: long pasta, cuted pasta, instant noodles, nests, lasagna, tortellini in hard wheat, semolina or semolina based pasta. As well we produce cakes, muffins in different flavours and flour products.

### Products:

- Pasta
- Cakes / Muffins
- Instant Noodles
- Flour products
- Coffe
- Biscuits



**Carla Marta**  
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**NOVO  
MEL**



**MEL**

Peso Líq. 330g  
Indústria Brasileira

**NOVO  
MEL**

Informação  
energética:  
Gorduras totais  
Gorduras totais  
\* % Valores  
Seus valores  
de suas necessidades

Novo Mel Ind  
Entrep.  
Rua Comen  
CNPJ 08.552

SAC: (11) 3  
comercial@

## 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)
- Brazilian Propolis powder
- Brazilian Royal Jelly powder



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[www.novomel.com.br](http://www.novomel.com.br)



vertical





## VERTICAL DRUMS

### Products:

- neutral ethyl alcohol
- denatured neutral ethyl alcohol
- hydrated ethyl alcohol
- anhydrous ethyl alcohol



**Ana Carla Ferraz**  
Operations manager  
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*Languages: English, French and Portuguese.*

The industrial branch of Vertical Drums is located in Piracicaba-SP, it's one of the first most long-established sugarcane and ethyl alcohol plant in Brazil. In this mill, Vertical Drums produce extra neutral ethyl alcohol within the most demanding high quality international specifications. A combination of strategic alliances, long-term tankage contracts and market expertise has turned the group into one of the main players in the growing ethanol and biofuel markets, with offices in London, Geneva, Rio de Janeiro, São Paulo, Houston, Moscow, Singapore and Mumbai. In partnership with the Cosan group, the largest producer of sugar and ethanol in Brazil, Vertical Drums is a division focused on the attending the needs of small and medium business clients.

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A blank sheet of white paper with rounded corners, set against a dark green background. The paper is ruled with horizontal green lines, spaced evenly down the page. There are 21 lines in total, starting from the top and ending near the bottom. The left and right edges of the paper are slightly curved, matching the rounded corners of the sheet.

A blank sheet of white paper with rounded corners, featuring 20 horizontal green lines for writing. The paper is set against a dark green background.



Ministry of  
External Relations

Ministry of  
Agriculture, Livestock  
and Food Supply

