

# Alimentaria 2010

## Brings Together Over 140,000 Agents from the Sector

With final numbers still to come, the show succeeded in bringing in 140,542 professionals, 8% more than initial forecasts, with close to 4,000 exhibitor companies, figures which are especially important considering the current economic and trade show environment.

Following a week of intense trade show activity at Fira de Barcelona's Gran Vía venue, Alimentaria defended its status as the benchmark Spanish event for the agri-food sector and its position among the most important food and drink trade shows in the world.

By the end of the show, 140,542 professionals had visited Alimentaria 2010, 8% more than anticipated by the organizer, Alimentaria Exhibitions, a joint venture between Fira de Barcelona and Reed Exhibitions. The fair exceeded expectations in terms of both the quantity and quality of the professionals who attended the event and, in the words of the organizers, this represents a 'boost of optimism' for an industry such as agri-foods, of great economic importance in the future.

### Attendees from all over the world

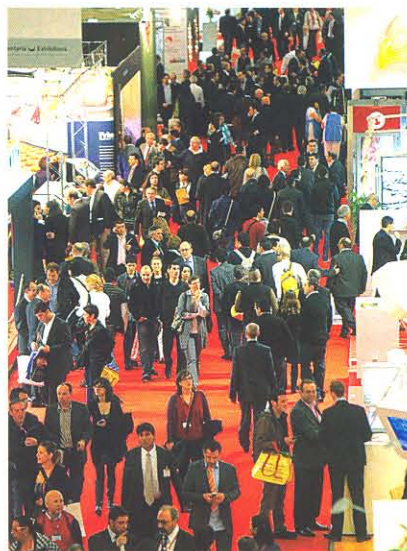
The companies participating, some 4,000 firms from 75 countries, offered a very positive assessment of the large influx of international professionals, more than 36,000 from 155 countries, 9% more than initially forecast. Foreign visitors accounted for 25% of the total, which meant that one in every four visitors came from abroad.

Josep Lluís Bonet, chairman of Alimentaria and Fira de Barcelona, emphasized that Alimentaria 2010 has more than fulfilled expectations, thanks to a great deal of work and two years of preparation. 'It's impossible to improvise a success such as this,' he said, after indicating his satisfaction

with how the show went at an edition which was anticipated to be 'especially decisive'. 'Alimentaria has demonstrated the strength and energy of its trade show model, as well as that of a sector which is strategic for the country's economy,' Bonet said, highlighting the 'wonderful platform for international expansion, which Alimentaria has shown itself to be for thousands of agri-food companies for which the show is the only way to promote themselves abroad.'

### Showcase for trends and new products

Over the course of the week at Fira de Barcelona, Alimentaria presented the latest from the industry, from non-alcoholic wine to chocolate cheese, including sparkling wine with edible gold, oxygenated water and seaweed caviar. Antioxidant green coffees, tapas with seaweed, chocolates with Cabrales cheese, ham for sushi, Aztec walnuts and hundreds of other new products made their debut at the show. In this regard, Innoval 2010 has established itself as the international observatory for R&D&I at Alimen-



taria. For J. Antonio Valls, director of Alimentaria and deputy managing director of Alimentaria Exhibitions, Alimentaria 2010 demonstrated that it is 'a major opportunity for the Spanish food and drink industry to make contacts and do business through the International Projects, among other tools which the show makes available to exhibitors'. ■

[www.alimentaria.com](http://www.alimentaria.com)

