

Arab Chamber discusses meat industry with government

The organization's president Rubens Hannun met with Brazilian Agriculture minister Blairo Maggi on Wednesday (19). Hannun discussed actions taken to strengthen the image of Brazil's meat industry in Arab countries.

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São Paulo - Executives from the **Arab Brazilian Chamber of Commerce** sat down on Wednesday (19) with the Brazilian minister of Agriculture, Livestock and Supply, Blairo Maggi, to outline the organization's actions designed to strengthen the image of Brazil's meat industry in the Middle East and North Africa.

President Rubens Hannun and CEO Michel Alaby met in Brasília with Maggi and Odilson Luiz Ribeiro e Silva, the secretary for International Agribusiness Relations.



Hannun said he spoke of the relevance of beef and poultry exports from Brazil, and of what Arab countries mean for Brazilian foreign sales as a whole, and specifically in agriculture. "We tailored an action plan to rekindle the image Brazil enjoys in Arab countries, and this plan is underway," Hannun told ANBA.

The next action in the plans will take place next weekend. Alaby will travel to Egypt alongside delegates from the Brazilian Beef Exporters Association (Abiec), the Brazilian Animal Protein Association (Abpa) and government bodies. Further trips to the Gulf to address Brazilian meat exports are being planned.

"We are coordinating with the ministry for a trip to Saudi Arabia and the UAE, and working on presentations to give to government and private organizations as well as buyers," Hannun revealed.

The Arab Brazilian Chamber president said the trips will also be a chance to find out how end

buyers regard Brazilian meat. A survey will be done on the subject with respondents in Arab countries.

***Translated by Gabriel Pomerancblum**

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