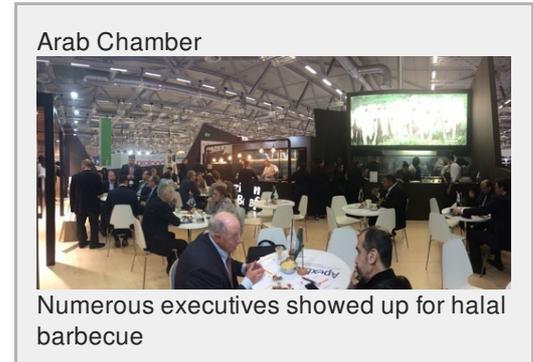


## Arab executives gather for halal barbecue

According to Arab Chamber International Business executive Fernanda Baltazar, turnout was very strong at the Brazilian Beef Exporters Association's stand during Arab Halal Day at the Anuga expo in Germany.

André Barros\*

São Paulo – Although official figures are yet to come, over 100 business executives joined in for *Arab Halal Day*, which saw halal beef barbecue be offered by the Brazilian Beef Exporters Association (Abiec) backed by the **Arab Brazilian Chamber of Commerce** at Anuga, the major food industry expo in Cologne, Germany. The Abiec stand welcomed scores of people on Tuesday (10), the day the barbecue was served.

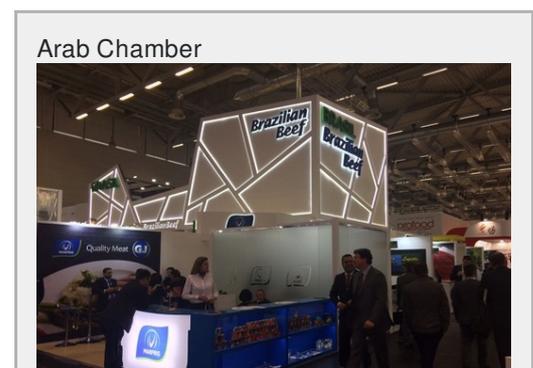


“The pavilion was crowded all day, with strong visitor turnout,” said Arab Brazilian Chamber International Business executive Fernanda Baltazar, who was involved in the event. According to her, the number of visitors and of deals completed will be made available over the next few days.

Still, from Brazilian meat packers exhibiting at the expo – most of which already ship product to Arab countries – told her they welcomed a relevant number of buyers from across the Gulf. “From different countries including Jordan, Syria, the United Arab Emirates and Saudi Arabia,” Fernanda Baltazar reveals.

This was the first-ever *Arab Halal Day* to be held during Anuga, one of the world's biggest food industry shows. Last year, Abiec partnered up with the Arab Chamber for the event during France's Sial Paris expo. For Baltazar, the project is a keeper – and the Arab Brazilian Chamber is planning on increasing its frequency in major global trade shows.

“When it comes to the food industry, Arab countries look



to three exhibitions: Anuga, Sial Paris, and Gulfood [held annually in Dubai, the UAE],” says Baltazar. “Arab importers will flock to these events, and the Arab Brazilian Chamber must be there as well to bring them closer to Brazilian businesses. This is a great effort, one that should be replicated with other food industry products,” she says before going on to thank Abiec for its support during the project and its partnership in enhancing Brazil’s image in the Arab world.



Visitor turnout was very strong at the Abiec stand in Anuga

**\*Translated by Gabriel Pomerancblum**

<http://www.anba.com.br/>

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