

BIO SPEAKER:

GABRIELA SILVEIRA DALKE MEUCCI

Gabriela Meucci is a **specialist in trade and sustainability**, with **over 25 years of experience** across the public and private sectors. **She currently represents APAS** in strategic initiatives aimed at fostering retail internationalization and innovation.



COUNTRY: FRANCE

ABSTRACT:

On this occasion, she will provide an overview of the Brazilian supermarket sector, highlighting its role in the country's economic and social development, as well as the consumer profile in São Paulo within the supermarket industry.

Please join us to discover the latest trends shaping Brazil's supermarket sector. Gabriela Meucci from APAS will share key insights into consumer behavior, market dynamics, and growth opportunities across the retail landscape.