

Brazil to Be the Country Focus of TUTTOFOOD 2028, reinforcing the Global Leadership of Brazilian Agribusiness

Southern Europe's leading food industry business platform expands investments in the Brazilian market amid advancing Mercosur-Europe relations

Milan, 19/05/2026 - TUTTOFOOD, one of Europe's leading international food and beverage trade shows, has announced Brazil as the "Country Focus" of its next edition, scheduled for May 8–11, 2028. The initiative reinforces the strategic relevance of Brazilian agribusiness on the global stage and strengthens the commercial bridge between Latin America and Europe at a time of advancing relations between Mercosur and the European Union.

The announcement was made on Tuesday (May 19) during a press conference at APAS SHOW 2026 in São Paulo by Antonio Cellie, CEO of Fiere di Parma — organizer of TUTTOFOOD — in the presence of Alessandro Cortese, Ambassador of Italy to Brazil, and Milena Del Grosso, Director of the Italian Trade Agency (ICE) in Brazil.

The decision comes amid growing expectations surrounding the progress of the trade agreement between the two blocs, considered one of the most significant in the world in terms of market size, population, and agro-industrial potential. Industry projections indicate that the agreement is expected to expand trade flows, reduce tariff barriers, and strengthen global supply chains, particularly in sectors related to food, proteins, ingredients, beverages, and processed products. In this context, TUTTOFOOD aims to position itself as a gateway for Brazilian companies seeking access to higher value-added European markets.

"Brazil is one of the world's most dynamic and strategic agrifood markets, and we believe TUTTOFOOD can become a powerful gateway for Brazilian companies looking to expand their operations in Europe and strengthen their international presence. At a time when trade relations between Europe and Mercosur are expected to intensify, international trade fairs play an increasingly important role in creating business connections, facilitating market access, and supporting long-term growth for companies on both sides," said Antonio Cellie, CEO of Fiere di Parma, who traveled to Brazil for the announcement.

According to Alessandro Cortese, Ambassador of Italy to Brazil, Italy's selection as the guest country at APAS SHOW 2026, as well as Brazil's designation as "Country Focus" at TUTTOFOOD 2028, confirms the importance of the commercial relationship between the two countries in the areas of food, innovation, and industrial transformation. "Although this relationship is already very solid, the implementation of the new agreement between the European Union and Mercosur opens even broader development prospects and enormous growth potential," he stated.

Milena Del Grosso, Director of the Italian Trade Agency (ITA) in Brazil, also emphasized that the selection reflects the consolidation of a bilateral rapprochement built over recent years in the agrifood sector. In the 2026 edition, the Agency brought more than 100 selected Brazilian buyers to Milan and is bringing 31 of the most representative Italian companies in the segment to APAS SHOW, "demonstrating the maturity of bilateral relations and the growing interest of Italian brands in expanding their presence in Brazil," the director highlighted while commenting on Italy's participation as guest country of honor at APAS SHOW 2026, the stage for the TUTTOFOOD announcement.

Opportunity for the Brazilian Food Industry

The decision reinforces Brazil's growing leadership in global food supply chains. Currently, agribusiness accounts for approximately 24% of Brazil's GDP and around 48% of the country's exports, generating nearly US\$164 billion. Brazil leads strategic global markets such as soybeans, coffee, sugar, and animal proteins, in addition to producing more than 320 million tons of grains annually.

Brazilian exports in the agrifood sector continue to expand. In 2025, they surpassed €122 billion, driven by oilseeds, meat, coffee, sugar, and cereals. The European Union remains the second-largest destination for Brazilian agricultural products, accounting for approximately €17 billion in imports.

TUTTOFOOD features one of the industry's most relevant B2B programs, organized in partnership with ITA – Italian Trade Agency. Recognized as one of the industry's most advanced and efficient matchmaking platforms, the "Buyer Program" connects leading international buyers with carefully selected suppliers in strategic markets, generating high-value business opportunities and driving tangible international growth for participating companies.

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In the 2026 edition, Brazil more than doubled its participation at TUTTOFOOD in terms of professional visitors, totaling more than 100 buyers from major national retailers and regional chains — such as Assaí Atacadista, Carrefour Brasil, Grupo Pão de Açúcar, Oba Hortifruti, Zaffari Comércio e Indústria, and Grupo Muffato — in addition to importers, distributors, and food service operators. Held from May 11–14 this year in Milan, the edition recorded a 30% increase in visitors, gathering 123,000 participants over four days, including 27,000 international attendees.

The trade show occupied 10 pavilions and 82,000 square meters of fully sold exhibition space, bringing together 5,000 brands and 4,000 international buyers. Organized by Fiere di Parma in partnership with Fiera Milano and Koelnmesse, TUTTOFOOD has been consolidating its position as one of the world's leading business hubs for the food and beverage industry, connecting agrifood production, industry, retail, and global markets.