

For the third consecutive year, Abiquifi and Abimaq have established a partnership for IPPE EXPO

The International Production & Processing Expo (IPPE), which will take place February 12-14 in Atlanta, USA, will be attended by six Brazilian manufacturers of machines and equipment for the food industry and industrial refrigeration, as well as eleven companies that work in the animal health and nutrition sector.

The Brazilian delegation was organized for the third consecutive year through a partnership between the Brazilian Industry Association of Active Pharmaceutical Ingredient (Abiquifi), The Brazilian Machinery Builders' Association (ABIMAQ), through the Brazilian Pharma & Health (BPH) and Brazil Machinery Solutions (BMS) sectoral projects, created with the (Brazilian Trade and Investment Promotion Agency (Apex-Brasil) to stimulate Brazilian exports of their respective products.

"Abimaq became a strategic partner for Abiquifi reinforcing the Brazilian presence. In 3 years of experience exchange and strategic alignment, we increased our area in the fair by more than 200% and carried out actions during the mission that provided an interaction between entrepreneurs from different sectors and greater visibility for the country, as well as opportunities for technology development with GA research centers." comments Norberto Prestes, International Business Manager of Brazilian Pharma & Health.

"The reunion of the BMS and BPH programs, with the companies they represent, only strengthens the presence of the two sectors, which seek consolidation in this market," says the executive director of ABIMAQ's External Market Division and manager of the BMS Program, Patrícia Gomes.

IPPE, now considered the largest worldwide event focused on the poultry, meat and food industry, brings together 1,300 exhibitors from 150 countries and receives more than 30,000 visitors in Atlanta, enabling the participating companies to have strategic contact not only with the American market, but also with qualified buyers from Latin America. "IPPE is fundamental for

companies that want to strengthen their brand to the Latin American market and to evaluate who are the main players in the world in their segment. In the 2018 edition, companies supported by BPH have reached the mark of more than 230 commercial contacts. ", comments Norberto Prestes.

"In the previous edition, the companies organized by the BMS Program registered US\$16.490.000,00 between closed and future businesses for the following 12 months, with importers from Argentina, Bolivia, Canada, Chile, Colombia, El Salvador, India, Jordan, Mexico, Panama, Paraguay, Peru, the Dominican Republic, Suriname, Turkey and Venezuela, as well as buyers from Brazil, "states Patrícia Gomes.

About Apex-Brasil - The Brazilian Trade and Investment Promotion Agency (Apex-Brasil) works to promote Brazilian products and services abroad, and to attract foreign investment to strategic sectors of the Brazilian economy.

Apex-Brasil organizes several initiatives aiming to promote Brazilian exports abroad. The Agency's efforts comprise trade and prospective missions, business rounds, support for the participation of Brazilian companies in major international trade fairs, arrangement of technical visits of foreign buyers and opinion makers to learn about the Brazilian productive structure, and other select activities designed to strengthen the country's branding abroad.

Apex-Brasil also plays a leading role in attracting foreign direct investment (FDI) to Brazil, by working to identify business opportunities, promoting strategic events and lending support to foreign investors willing to allocate resources in Brazil.

About ABIMAQ - Machines are responsible for the process of all segments of the industry, from a simple product to the most complex ones such as mining, agriculture, aviation and automation. Vital to the economy, these activities have as a common feature the indispensable use of products from the machinery and equipment industry, which in Brazil is represented by the Brazilian Machinery Builders' Association – ABIMAQ.

As institutional representative for this important segment of the national industry and the main space for best practices sharing, ABIMAQ dedicates itself to several topics of interest to the manufacturers of machinery and equipment, stimulates discussion of focal points and it seeks to continuously meet associates demands. Representing more than 7.500 companies and a sector of US\$ 24.9 billion income, the association advocates for the machinery and equipment industry aiming its strategic growth and development.

Headquartered in São Paulo, ABIMAQ has regional offices in 10 cities and one office in Brasilia (Federal District). Companies are divided in more than 36 Sectorial Chambers and Working Groups, and 06 Market Councils, according to the material, type and purpose of products. In 2017, ABIMAQ celebrated eighty years of existence: an important date, reserved only to entities acting with seriousness to defend the sector. The complex and diverse Brazilian machinery and equipment industry is ready to offer high level solution and partnership.

About Abiquifi - Abiquifi – Brazilian Industry Association of Active Pharmaceutical Ingredient was founded in 1983 to represent and defend the pharmaceutical and API industry. At the beginning of 2010, it also represented companies engaged in the production of pharmaceutical adjuvants, non-active pharmaceutical inputs and service providers in the sector. Aiming to bring the association closer to the companies in the sector, in 2018 Abiquifi moved headquarters from Rio de Janeiro to the city of São Paulo.

About Brazil Machinery Solutions - International promotion of Brazilian machinery and equipment are set in action by the Brazil Machinery Solutions Program - BMS, result of a partnership between ABIMAQ and Apex-Brasil. The Program main goal is to promote the Brazilian industry's quality and technology on the international market. In order to achieve its objectives, the BMS Program develops commercial promotion actions in target markets. Participation in international fairs and events, business missions and roundtables, market intelligence are some of the tools developed by BMS to support companies. More than three hundred companies are already participating in this Program. The Program has been growing bigger every year, with BMS members

increasing their exports results and standing out in the international market with reliable and creative solutions.

BRAZILIAN MACHINERY AND EQUIPMENT SECTOR

The Brazilian machinery and equipment industry is one of the top exporting segments of the national industry. The sector has significant potential in the world market, including in the most demanding and competitive markets, such as the United States and Europe, which are the main destinations of Brazilian products. Despite adversities, companies in the industry keep improving their capabilities and strengths to expand their activities in the foreign market. When it comes to meat processing industry, USA is one of the main destinations of Brazilian exports and Brazil is among the top 5 origins of technology and equipment for Latin America countries. Machinery and equipment will keep boosting the international participation of Brazil with technology and innovation.

About Brazilian Pharma & Health - Brazilian Industry Association of Active Pharmaceutical Ingredient (Abiquifi) and the Brazilian Trade and Investment Promotion Agency (Apex-Brasil) develop, in partnership, the project for the internationalization of Brazilian API and pharmaceutical sectors, called Brazilian Pharma and Health. BPH also has the support of other industry organizations as Sindusfarma, Alanac, Sindirações, Interfarma, Anbiotec, Grupo FarmaBrasil, Pró-Genericos and Abifina. The initiative aims to expand the participation of companies from Brazilian pharmaceutical and APIs productive chain into the international scenario, seeking to increase exports, technology transfer, investment attraction and the internationalization of the sector.

It promotes actions in business intelligence, international marketing, prospective missions, building export capacity, international fairs, business rounds and trade missions directed to different target markets from all five continents.

For more information, visit: www.bph.org.br

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