



Press Release

LISBON FOOD AFFAIR IS THE LARGEST NATIONAL EVENT IN THE FOOD SECTOR

Lisbon, February 16, 2023 – Lisbon Food Affair ended its first edition with a very positive balance, revealing itself to be the most important event for the food and beverage sectors, Hotel and Restaurant channel and Food Technology held in Portugal. Between the 12th and the 14th of February, this event was the epicenter of great business, resulting not only from the quality of the present offer - with market leading exhibitors representing more than 500 brands - but also from the high level of professional visitors, national and foreign.

The Lisbon Food Affair was also the stage for a series of highly relevant dynamics for the sectors, with emphasis on conferences, talks, presentations and showcooking, based on innovation, sustainability and internationalisation.

For Marina Calheiros, Coordinating Manager, one of the main objectives was to “make this event more than just a product show, a real stage for experiences, so it was with great satisfaction that we saw that companies responded enthusiastically to this challenge .” Thus, experimentation was the dynamic most used by exhibitors with the aim of testing new products and receive rapid feedback on new market needs and demands.

Still according to Marina Calheiros, internationalization – another of the event’s strategic axes – proved to be a great success, giving as an example “the more than 200 meetings between international buyers, invited by the Lisbon Food Affair, and participating companies, which resulted in effective business for almost all exhibitors.” These meetings brought to Portugal around 30 international buyers from countries such as Spain, China, Angola, the Netherlands, France, Norway, Italy, Morocco, Colombia and the United Arab Emirates.

The Minister of Agriculture, Maria do Céu Antunes, on a visit to the Lisbon Food Affair, dubbed the event a “showcase of the good things we produce in our country” and highlighted that “national products, marked by strong investment in innovation, quality, sustainability and safety food, shine in our gastronomy, in our tradition, but also across borders. This is what we prove, here, in this initiative”. For his part, Bernardo Ivo Cruz, Secretary of State for Internationalization, highlighted how much the Lisbon Food Affair is aligned with the Government’s strategic concerns in terms of innovation, internationalization and sustainability.

The next edition is scheduled for the 18th, 19th and 20th of February 2024

For more information contact:

Graça Teófilo | gteofilo@gci.pt | 938 391 675

Sandra Tereso | sandra.tereso@ccl.fil.pt | 965 317 48