



27th Edition  
**South America**



# Post Show Report 2025

Official content channel



Strategic Partner



Affiliated to



Promotion and Organization



# The Event

**Food ingredients South America** is the most complete platform for connecting, showcasing products and expanding knowledge from the ingredients sector to the food and beverage industry in South America.

Every year, thousands of marketing and R&D professionals visit the event to acquire knowledge, experience and learn about the innovations that will inspire the launch of new products in Brazil and worldwide.

In 2025, we held the largest edition in the last 7 years and strengthened ourselves as the main stage for innovation in the sector, with a **growth of 13% in the number of exhibitors.**



27th Edition

South America



Check out the results of this great event below

# Big Numbers



27th Edition

South America



**12130**  
participants



**6,902.60m<sup>2</sup>**  
of exhibition  
space



**More than 700**  
congress  
attendees



**More than 70**  
Hours of content



**40 countries**  
attending



**850 brands**  
national and international  
from 10 countries



**296**  
exhibiting  
companies



**12 experiences**  
focus in content, innovation,  
relationships and business

■ Exhibitors  
■ Co-exhibitors

## Number of exhibitors

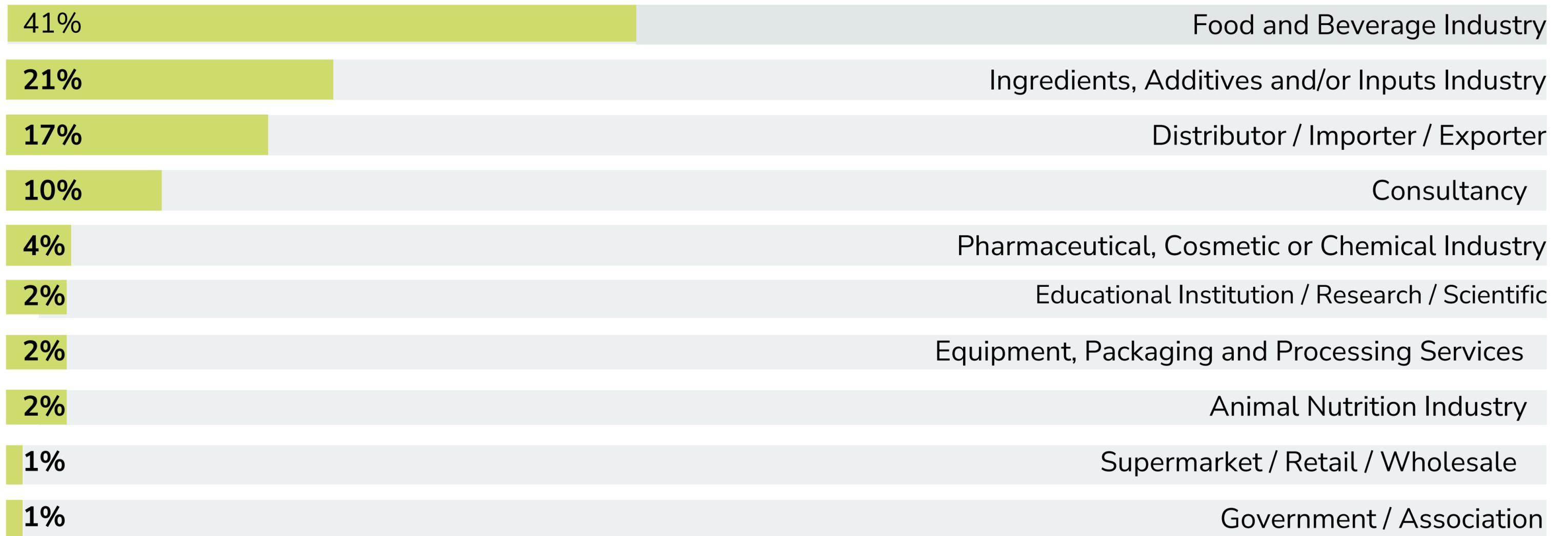


## Exhibition area (in square meters)



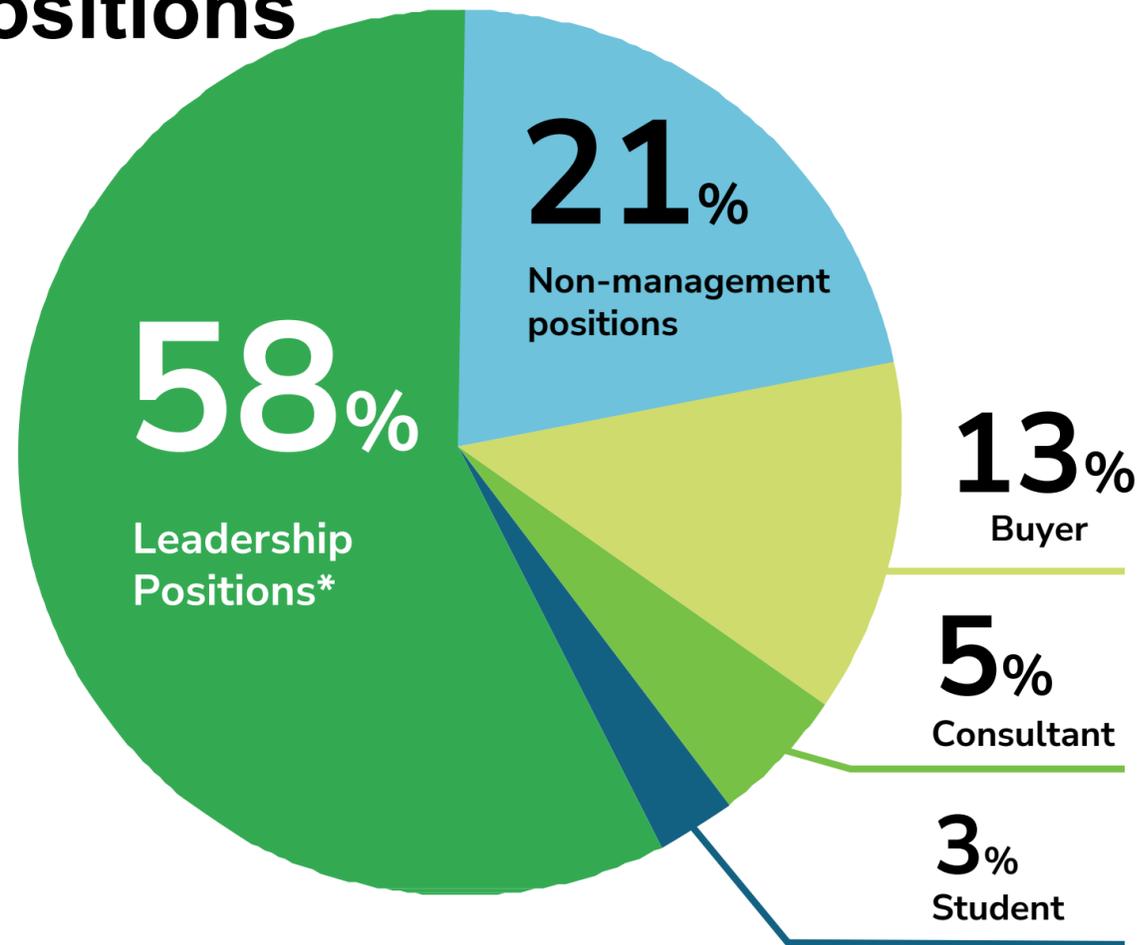
## Attendance from all segments

The premier ingredient innovation gathering for the food and beverage industries in South America!



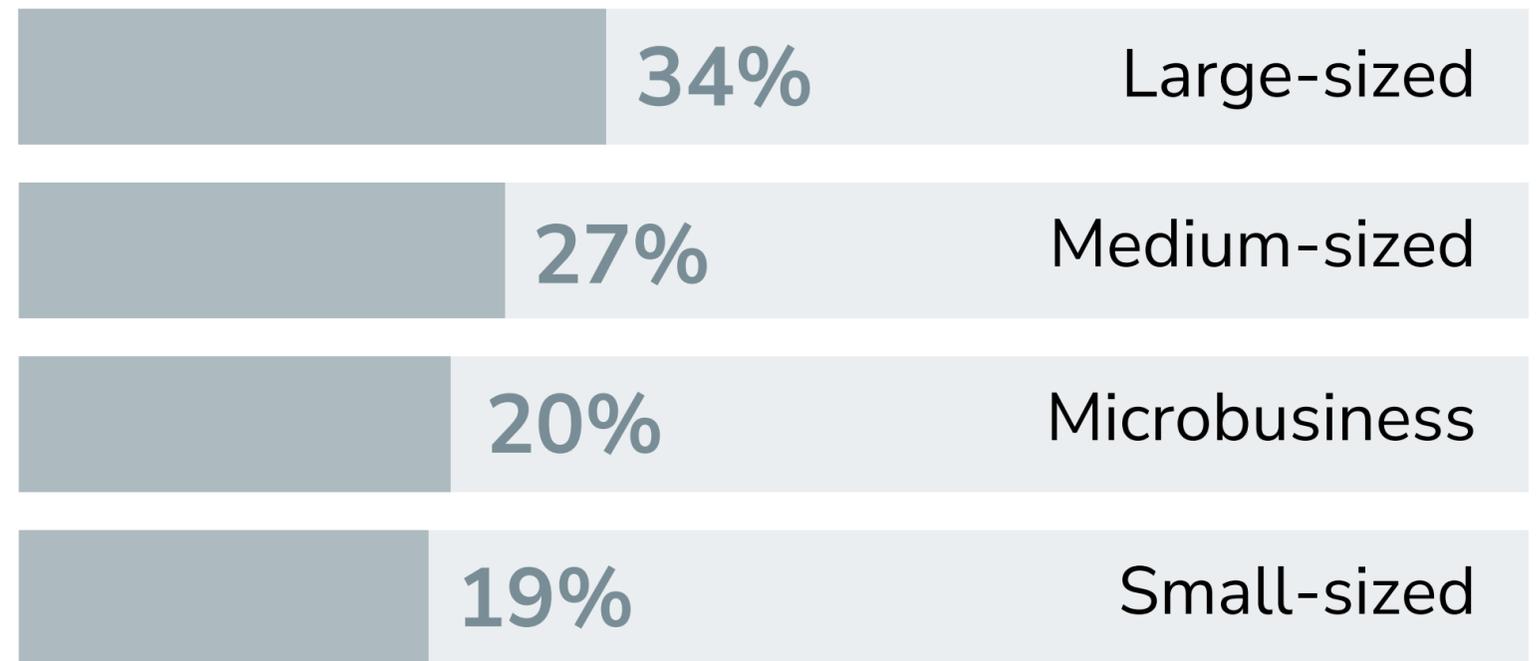
# Qualified visitation

## Positions



\*Partner/Owner | President/VP | C-Level | Director | Coordinator | Manager | Supervisor | Specialist

## Company Size



of visitors are buyers or influence the purchase

# Qualified visitation



27th Edition

South America

## Visitation with international reach



# 40

**countries present**

### Highlights – South America



Argentina



Bolivia



Chile



Colombia



Ecuador



Paraguay



Peru

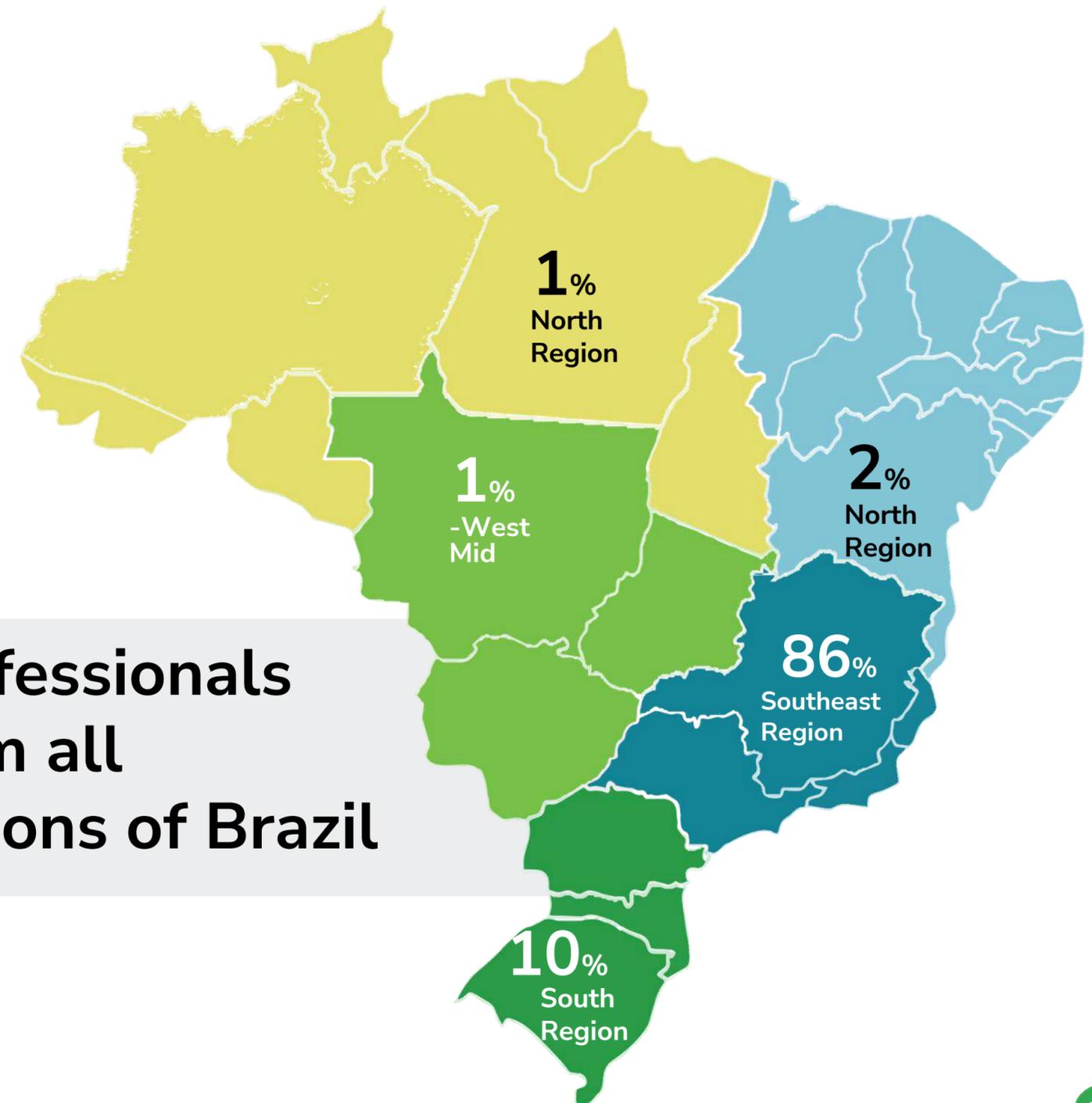


Uruguay



Venezuela

## Professionals from all regions of Brazil



# Qualified visitation



27th Edition

South America

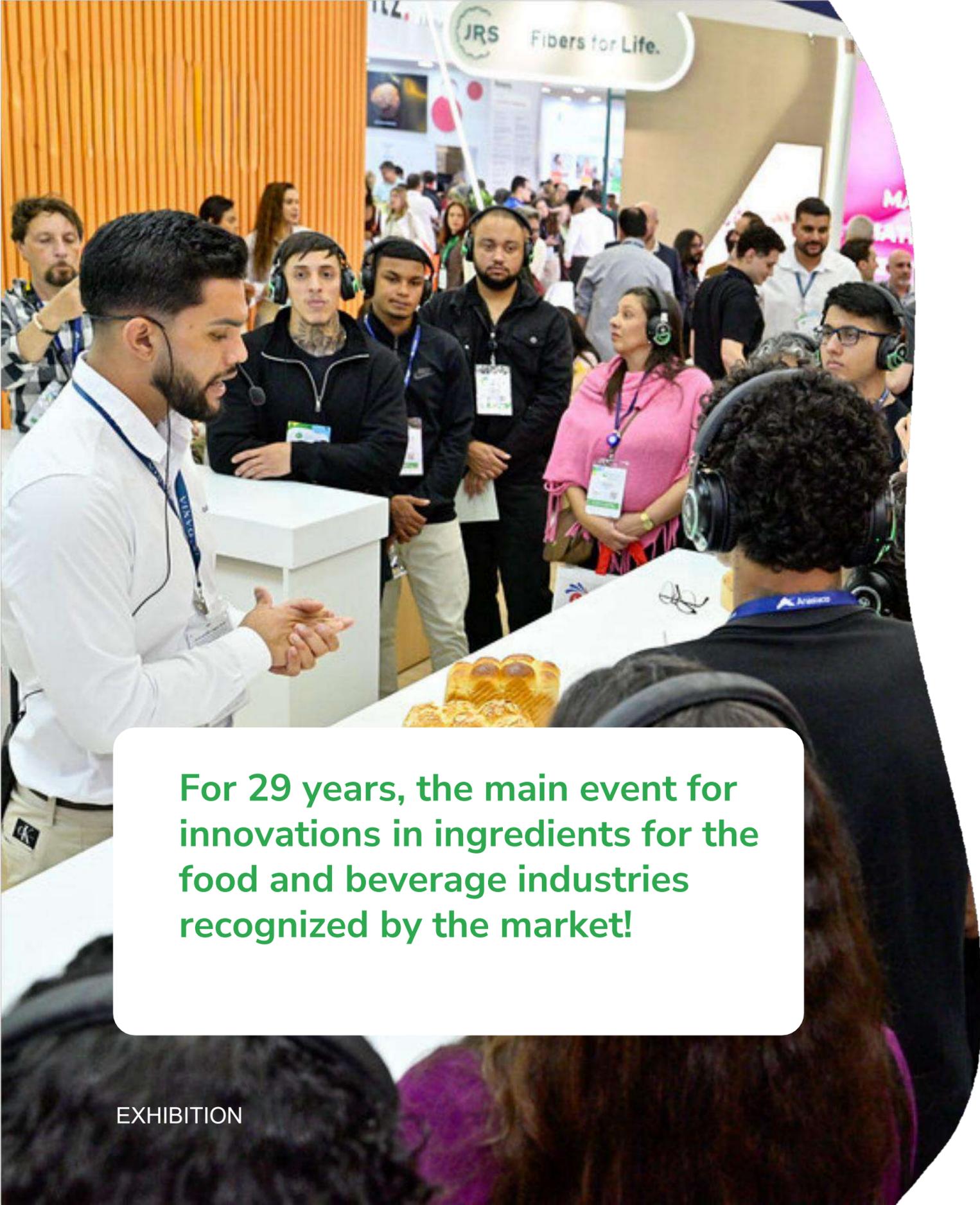
## Department



# Visitor profile

## Top 20 products of interest to visitors

 <b>#1</b> Natural Ingredients / Organic Ingredients/ Fruits and Vegetables / Plant Extract	 <b>#11</b> Starch
 <b>#2</b> Flavors and Spices / Flavorings	 <b>#12</b> Antioxidants
 <b>#3</b> Functional Ingredients / Nutraceuticals	 <b>#13</b> Enzymes
 <b>#4</b> Plant-Based Protein	 <b>#14</b> Acidulants and pH Control Agents
 <b>#5</b> Sugars, Sweeteners, and Syrups	 <b>#15</b> Collagen
 <b>#6</b> Emulsifiers	 <b>#16</b> Stabilizers and Thickeners, Binders and Texturizers
 <b>#7</b> Colorants	 <b>#17</b> Fibers
 <b>#8</b> Preservatives	 <b>#18</b> Fats and Oils
 <b>#9</b> Cocoa and Chocolate	 <b>#19</b> Amino Acids
 <b>#10</b> Vitamins	 <b>#20</b> Labeling



27th Edition

South America

## Visitors

82%

Intend to return in the next edition

83%

Consider participation in FiSA important to their business

73%

attended FiSA to learn about market trends

73%

attended the fair to increase industry knowledge and networking

## Exhibitors

85%

Satisfied with the quality of the visit

94%

Satisfied with the number of attendees at the event

92%

Satisfied with the overall event

For 29 years, the main event for innovations in ingredients for the food and beverage industries recognized by the market!

# Exhibitors



27th Edition

South America



**296**  
exhibiting  
companies



**850**  
national and international  
from 10 countries

## Segments



Food  
Ingredients



Health  
Ingredients



Natural  
Ingredients



Food safety, quality  
and services



Ingredient  
distributor  
industry



# Exhibitor Testimonials



27th Edition

South America

“We had many visits from very important clients in the food sector. From the first day, our stand was very full. We felt this ‘boom’ right away. We weren't empty at any point.”

**Evelyn Padilha - Marketing at Denver**

Marketing at USDEC: “This year was very good. Especially on the second day of the fair, there was a large flow of people and we made important contacts. I also saw many people from other countries besides Brazil: Uruguay, Peru, Colombia, and Chile as well.”

**Clarice Nagata - Marketing at USDE**

“This is our fifth year at FISA. The stand is very busy; I believe this is our best year, both in terms of product innovations and the movement of the public and clients.”

**Julia Andrade – Marketing at Aplinova**

“I felt there was a lot of activity at the fair and at our booth. Being able to participate in the Tasting Experience space was also great, as it gave us the opportunity to showcase our product to many people who came by. So, it was a very beneficial experience and we hope to return in 2026.”

**Vitoria Merigue - Marketing at Yosen**

“The event was packed. People are praising it a lot, we are seeing a lot of business activity, a lot of interest in our portfolio. The booth is very busy, it's an important fair for us. It's an important event for us at this moment, we need to be there every year.”

**Tamiris Monteiro - Marketing at Caldic**

“We had a much larger audience this year. This was very positive. It's the third year we've participated in FiSA. So, I think this is yielding results; we have an audience that we know is loyal, but the new clients who are arriving have growth potential.”

**Isabel de Gennaro - Key Account at McCormick**

“Being at FISA is very important; it's a good opportunity to showcase our brand. We also had good customer visits; it's very important that they know we're here to serve them. Public attendance was also good.”

**Maria Londono - Marketing at Vantage**

“This edition of FISA is very good; we also participated in the congress with lectures. The first two days were very busy; my perception is that we had many more clients at our booth. It's a qualified audience, and the participation of people in the congress has also been very good.”

**Danilo Kiyoshi – Business Manager at Naigasi**

# Attractions And Experiences



27th Edition

South America

Fi South America offered visitors a three-day event with a wide range of attractions. There, they could access more content, enjoy incredible experiences, and strengthen their connection with the food and beverage industry.



**2528**  
participants



**12**  
side attractions



**Over 70**  
Hours of content



**Over 110**  
Speakers



# Content attractions



27th Edition  
South America

Summit  
**Future** of  
**Nutrition**

Supplier  
**Solutions**

Theme: **Scientific and technological innovation in ingredients: balancing health, sustainability and food safety**

The 2025 edition brought together professionals and experts for research presentations and discussions on ingredient innovations, with a focus on solutions that address the growing demand for healthier, more sustainable foods while considering regulatory challenges.



The topic was discussed from three market perspectives:

**Ni** Natural  
Ingredients

26/Aug  
Organic, Natural,  
and Vegan

**Hi** Health  
Ingredients

27/Aug  
Trends and New  
Technologies

**Fi** Food  
Ingredients

28/Aug  
Functional and  
Nutraceuticals

Sponsors



# Content attractions



**700**  
congress  
attendees



ATTRACTIONS AND  
EXPERIENCES

## Attendance of congress attendees:

- 60%** hold leadership positions
- 50%** are in the area of Research and Development / Innovation and Marketing
- 21%** are from the Regulatory and Legal Affairs area / Quality Control
- 88%** are buyers or influence the purchase
  - Food and Beverages
  - Ingredients, Additives, and/or Inputs
  - Animal Nutrition Industry
  - Pharmaceutical, Cosmetics, or
  - Chemical Industry
- 64%** are buyers or influence the purchase

# Content attractions



27th Edition

South America

## SPOT REGULATÓRIO BY REGULARIUM

100  
participants

Event featuring the latest developments in food and dietary supplement regulation and requirements for the approval of new ingredients for innovation.

### Audience:

53% hold leadership positions;

63% are from the Regulatory and Legal Affairs and Services/Quality Control area;

27% are in the Research and Development / Innovation area.

### Sponsorship:



## Women's Networking Meeting

82  
participants

An exclusive event for women professionals in the ingredients, food, and beverage industry, with the mission of promoting gender equality and discussing important issues related to sustainability in the industry, through presentations and debates with women in leadership and prominent positions in the sector, the latest developments in the regulation of food and dietary supplements, and the requirements for the approval of new ingredients for innovation.

### Audience:

79% hold leadership positions;

59% operate in the food and beverage industry.

### Sponsorship:



# Innovation Hub Attractions



27th Edition  
South America



**103**  
participants

## Innovation Tour



An exclusive experience for industry professionals, offering insights into market trends and ingredient innovations, including content sessions and tours of exhibitor booths.



**Pet Food Experience** **340**  
participants

An exclusive attraction dedicated to innovations in pet food, featuring the latest trends, sustainable solutions, and high-quality ingredients.



**1290**  
participants

## New Product Zone



A traditional feature of other editions of Fi around the world, the **New Product Zone** is an exclusive space with traditional showcases displaying innovations from exhibitors and entrants in the **Fi Innovation Awards and Startup Innovation Challenge**.

### Audience:

**52%** hold leadership positions

**41%** are from the Regulatory and Legal Affairs and Services/Quality Control area;

**13%** are in the Research and Development / Innovation area.

# Innovation Hub Attractions



27th Edition

South America



## Tasting Experience

Tasting area open to visitors during the event, where they could sample trending products, new releases, and market innovations.



## Sustainability Experience



Space exclusively dedicated to sustainable and upcycled companies and products.

**340** participants

### Audience:

**58%** hold leadership positions;

**37%** are from the Regulatory and Legal Affairs and Services/Quality Control area;

**16 %** are in the Research and Development / Innovation area.



## Plant-Based Experience

Content and experiences related to the new trends of plant-based foods, including also vegan and vegetarian concepts.

# Ambassadors



27th Edition  
South America



**Augusto  
Ichisato**



**Aline de  
Assis**



**Aline  
Bortoletto**



**Amanda  
Martins**



**Ana Rosa**



**Dafné  
Didier**



**Eloisa  
Espinosa**



**Fran  
d'Carlos**



**Gabriela  
de Moraes**



**Janaina  
Mainardi**



**Luciana  
Sousa**



**Luiza  
Zanatta**



**Maira  
Figueiredo**



**Sara  
Araújo**



**Tatiane  
Ribeiro**

# Supporters



# Media Partners



# Sustainability



27th Edition

South America

**Food ingredients South America** is committed to sustainability and has promoted initiatives aimed at inspiring the food and beverage supply chain to rethink and build a future with a positive impact and contribute to achieving the goals set by the **UN Sustainable Development Goals (SDGs)**.

<b>2</b> ZERO HUNGER AND SUSTAINABLE AGRICULTURE 	<b>4</b> QUALITY EDUCATION 	<b>5</b> GENDER EQUALITY 	<b>7</b> AFFORDABLE AND CLEAN ENERGY 
<b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE 	<b>10</b> REDUCING INEQUALITIES 	<b>11</b> SUSTAINABLE CITIES AND COMMUNITIES 	<b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION 



# Sustentabilidade



## Tiãozinho Bakery School

The donated food was destined for the Tiãozinho Bakery School social project, run by Safrater, which offers professional training to people from underprivileged communities to help them enter the job market.



## Sustainable Mobility

FiSA offered free transfers for visitors and exhibitors, encouraging carpooling to reduce the emission of polluting gases. Electric carts were made available for people with reduced mobility.



## Better Stands

A program that encourages the construction of more sustainable stands to eliminate waste generation.



## Solidarity Carpet

Part of the cost that would have been spent on carpet will be converted into food donations for the Tiãozinho Bakery School project.



## Women's Networking Breakfast

A meeting with women who inspire the industry, with the goal of promoting gender equality, inclusion, and diversity. We provided a breastfeeding support room and a prayer room at the event.



## Summit Future of Nutrition

The congress addressed topics on innovation associated with the formation of sustainable food chains, with an emphasis on the balance between health, sustainability, and food safety.



## Interactive Map

Replacing the printed pocket map with a digital map, contributing to the reduction of paper use and encouraging the use of sustainable technologies.



## Fi Awards e Startup Innovation Challenge

The traditional awards promoted by FiSA highlighted the Innovation in Sustainability category, reflecting the growing investments in ESG made by the food and beverage industry.



## Sustainability Experience

An innovative project at FiSA, exploring the participation of exhibitors from the sustainable ingredients sector.

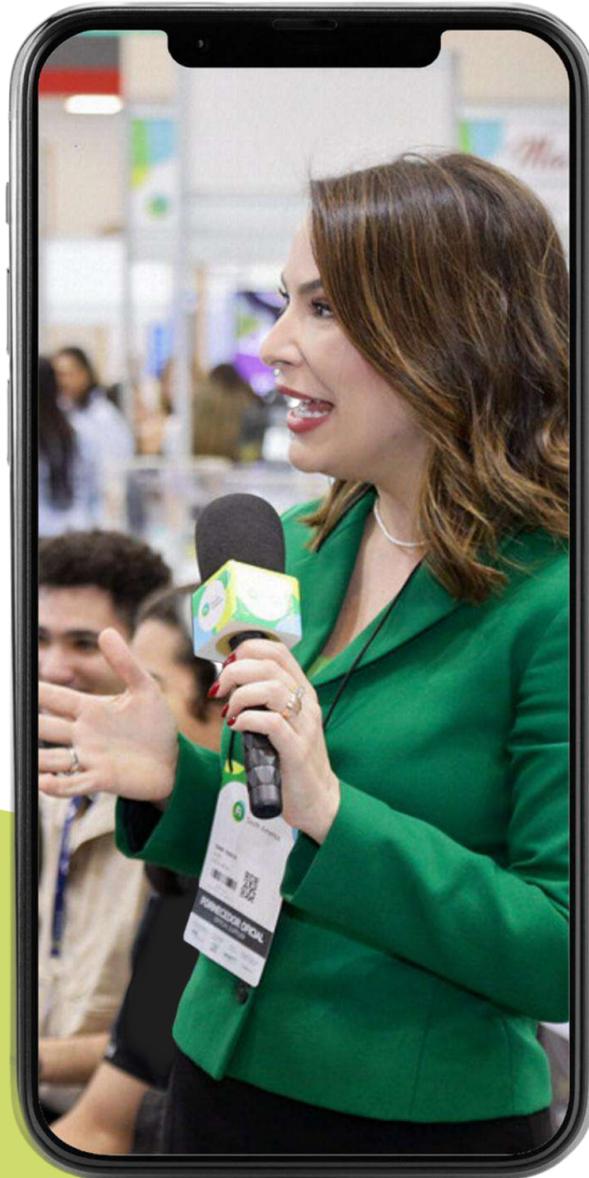


## Tradução de palestras

At our congress, we had traditional audio content translated with headphones.

**Check out all the sustainability actions at the website: [fi-events.com.br](https://fi-events.com.br)**

# Media Coverage



**283** publications in the media



**Visibility in vehicles in the food and beverage, business, events, technology, and innovation sectors:** Companies and Businesses, Food Innovation, Additives and Ingredients, Radar Portal, Brazilian Fairs



Over **1.560.000** people impacted



**The audience won through** the publications would mean an investment of **BRL 1.877.569** in the media

# Digital results

Check out our audience figures 365 days a year\*



Food Connection is the official channel of **Fi South America**, featuring exclusive, original content focused on trends and insights for the entire food chain.

**Over 160**  
publications

**Over 62,500**  
website visits

## Social Media



**12627**  
followers



**6341**  
followers



**4224**  
followers



**120**  
subscribers

## Website



**224,985** website visits



**331,689** page views



# Check out the 2025 edition



[Click here to access the gallery](#)

# Check out the 2025 edition



27th Edition  
South America

Watch the video  
of the edition  
**2025**





# See you on

# 2026



August 4-6, 2026 São Paulo Expo, SP - Brazil

Access our social media



Official content channel



Strategic Partner



Affiliated to



Promotion and Organization

