

The logo features the word "ANTAD" in a large, bold, grey sans-serif font. Below it, the word "retail" is written in a smaller, red, lowercase sans-serif font. Underneath "retail" is the word "connect@" in a large, bold, grey sans-serif font. A stylized network icon is positioned to the left of the "connect@" text, consisting of three black circles connected by lines, with a small white person icon inside one of the circles.

ANTAD retail connect@

INTERNATIONAL WEEK



Digital Event

Designed to host business meetings between foreign food & beverage companies and Retail and HORECA buyers to promote commercial exchange.

Buyers' profile



Retailers, restaurants and hotels (HORECA), importers and distributors from all over the world meet to promote and strengthen commercial relationships with an outlook on future business opportunities.

Participate presenting your products and services



Connect with the consumers' purchasing agent:

- Contact your desired buyers
- Present your products and/or services you intend to stock in retail outlets or those offered for restaurants and hotels
- Participate in meetings offering real opportunities for new business
- Schedule online meetings based on your own agenda
- Showcase all your products in the online CATALOGUE created to generate the highest interest among buyers

Why participate?

This is the time to:

- Meet with commercial leaders from the retail, restaurants, and hotels sectors
- Present the qualities and benefits of your products to the right person who places them in the right economic sector for your commercial interests
- Save on business trips expenses by meeting digitally
- Participate in safe and on-time meetings
- Manage your agenda and participate in as many meetings as you want



Activities

- *One to one* business meetings
- Presentations and talks to stakeholders from your sector
- Sponsorships and advertising to fit your visitability needs among the different participating sectors
- Tastings to showcase the special taste, smell, and other qualities of your products (samples must be sent in advance)



Online Catalogue

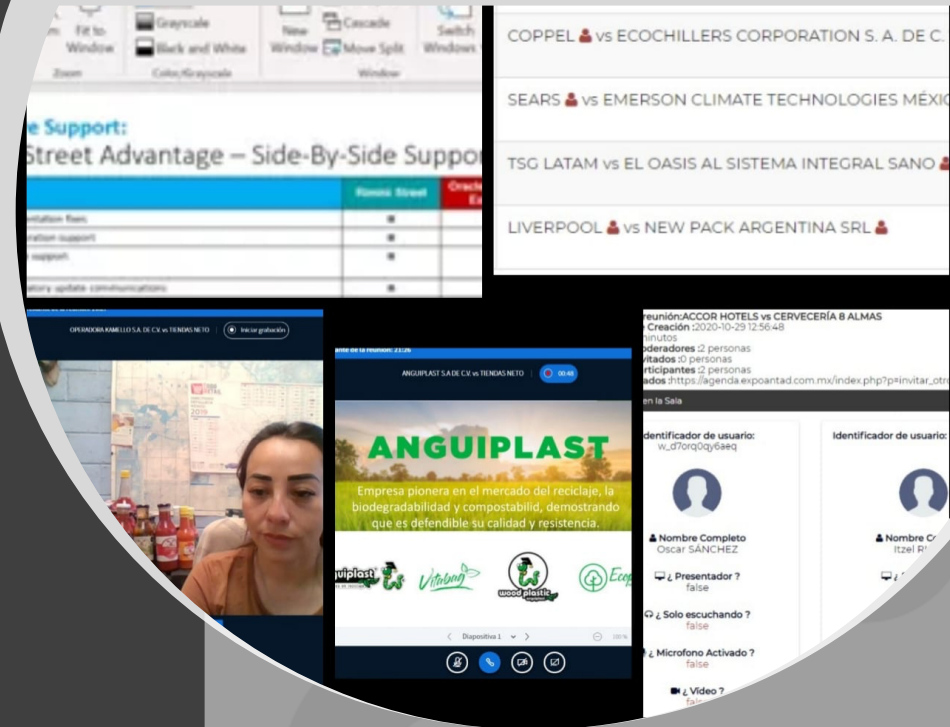


- Showcase your products' qualities and special details that differentiate your company
- Stand out through your products' certifications and value proposition
- Provide details on customers' preferences based on analyzed reviews and tasting information



Results from the most recent edition (October, 2020)

- More than 500 national and international exhibiting companies
- 1,319 professional buyers
- 2,138 business meetings took place
- 96% of the participating buyers are satisfied with the digital edition and consider that the business meetings have been very useful to approach suppliers and increase their company's offer and product diversity
- Exhibitors will participate again in similar editions based on their uniqueness to approach professional buyers
- An estimated 84.2 million Mexican pesos were agreed in contracts during the digital business meetings



February 15th to 19th, 2021



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