

PRESS RELEASE

## **Expoarroz Tech 2019 It gathers rice production chain from 14 to 16 May in Southern Brazil**

Created to stimulate business and production in the paddy sector of Brazil, Expoarroz Tech 2019 wants to reflect the future of this production chain, mainly addressing the role of technologies. Reaching its 6th edition, the Fair is headquartered in the city of Pelotas, south of Rio Grande do Sul, a Brazilian region where about 60% of the national rice production is concentrated. The city has a strategic position, since most of the rice produced is exported through the port of Rio Grande, a few kilometers from Pelotas. The fair will take place between May 14th and 16th and has the theme "from the field to the table".

From this edition Expoarroz incorporates technology to the central theme thanks to a need observed by the market itself, which increasingly needs to discuss and design the future of Brazilian rice. Just as it happened naturally in the other editions of the fair, in 2019 will be discussed topics such as nutrition, technology and production to promote and strengthen the sector throughout the country.

In addition to the exhibitors area, the event already has important activities confirmed. The Forum Expoarroz Tech 2019, in partnership with Embrapa Clima Temperado and LabGrãos of DCTA-FAEM-UFPel (local public university), will promote lectures and actions to gather important names of both universities and companies so that they can discuss the context and the future of the sector during the event. It is also confirmed the 7th Rice round, a round of business that seeks to opportune the exhibitors to negotiate even with foreign importers.

In its last edition, in 2017, Expoarroz received about 14.000 people and totalled a total turnover of R\$81 million, even in an unfavorable economic context in the country at the time. For this year the organization of the Fair seeks more news to present to the sector and, according to Guilherme Schuch, from the Organizing Committee, the main objective is to keep the production chain of the paddy sector high in Brazil through intelligent debates and the stimulus to new business.

### **SERVICE**

What: Expoarroz Tech 2019 ([www.expoarroz.com.br](http://www.expoarroz.com.br))

When: May, 14th to 16th

Where: Fenadoce Event Center (Pinheiro Machado Avenue, 3390 / BR - 116 – Industrial District)-Pelotas/RS

Inscriptions: [contact@expoarroz.com.br](mailto:contact@expoarroz.com.br) WhastApp: + 55 (53) 99999-5231

### **PHOTOS**

<https://www.dropbox.com/sh/cqbirrpmlnqktek/AACMyv2lqEKg1aud2r5WxOkqa?dl=0>

### **PRESS INFORMATION**

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