

# PRESENTATION



Between November 03 and 06 2009, the second of the international fair TRADEONE will take place, bringing together supply and demand from the most important industries on Chilean and Latin American markets.

TRADE ONE is a multi-industry exhibition providing wide-spread solutions for leading industries nationally and internationally. The fair will have independent stands showcasing products, equipment, services and technologies on:

## Hall 1

Logistics  
Packaging  
Food Processing

## Hall 2

Technology  
Marketing  
Merchandising

## Hall 3

Retail  
Gastronomy  
Hostelry  
Bakery

## Hall 4

Guest Country:  
USA

Worth pointing out is that some one of the fairs exhibited has been held individually 5 times already, one example being the EXPO LOGISTI-KA and EXPO PACKAGING which has now been held 6 times since 1999.

TRADE ONE when first held in 2007, had 12.000 mt<sup>2</sup> of exhibition space and 5.600m<sup>2</sup> of stands, it attracted over 15.200 visitor during all four days and it generated almost US\$150 million in business. The 2009 version will be spread over 15.000 mt<sup>2</sup> of exhibition space and 8.000 mt<sup>2</sup> of stand and it is expected to attract more than 18.000 visitor from businesses in Chile, Latin America and the rest of the world.





EXPOALIMENTOS 2009 will be held at the same time as TRADEONE, within the project "Chile-a potential food powerhouse".

## **EXPOALIMENTOS 2009** FERIA LATINOAMERICANA DE ALIMENTOS Y BEBIDAS

The food industry in Chile is present in all the country's regions and there are more than 4.000 related companies, accounting for 17% of the country's employment and 23% of its exports. In 2007, these amounted to US\$ 10.000 million and it is expected that by 2015, this figure will have reached US\$ 15.000 million, of which US \$25.000 million will be processed food.

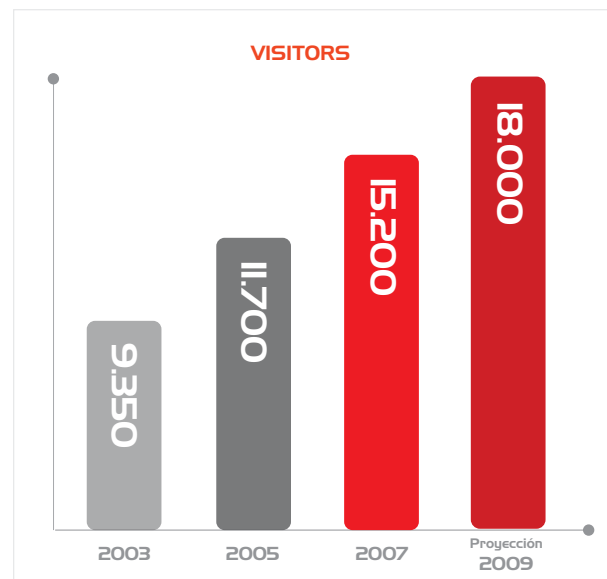
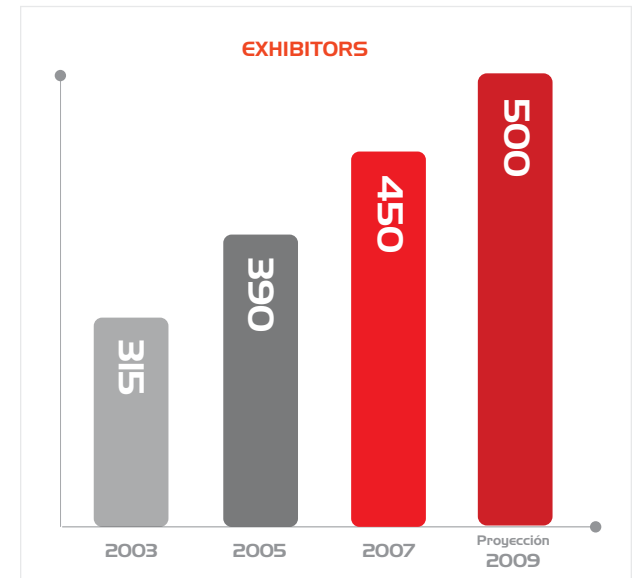
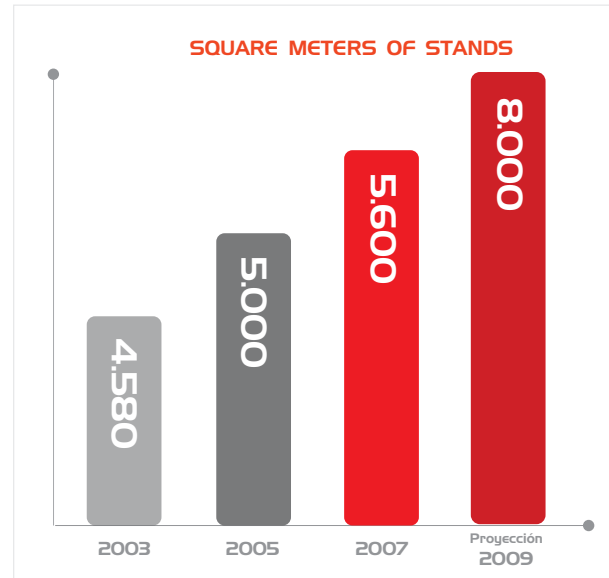
EXPO ALIMENTOS, is a unique opportunity for Chilean and Latin American exporters to exhibit their products to purchasers and importers from South America, North America, Europa and Asia, who will meet in our country whilst the fair lasts.

TRADE ONE is also an opportunity for companies focusing on the Chilean and Latin American market for: Logistics, Packaging, Food Processing, Retail Equipment, Technology, Marketing, Merchandising, Catering, Hostelry and Bakery.

Be our guest and exhibits during this international encounter .

Expotrade Chile.

# STATISTICS





### FAIR PROFILE

Companies and Suppliers of Logistics, Warehousing, Couriers, Distribution, Equipment, Transport, Ports, Airlines, Shipping, Customs and technology in general.

### EXHIBITOR PROFILE

- Intelligent Warehouses.
- Freight Forwarders.
- Logistics Operators.
- Freight and Assembly Terminals.
- Portable Equipment.
- Logistical Parks.
- Equipment in general:
  - Scaffolding, Shelves, Pallets, Racks.
  - Conveyer Belts.
  - Refrigeration and Air-Conditioning.
- Equipment for moving materials:
  - Stackers.
  - Transportable Vehicles.
  - Fork-lift Trucks.
  - Industrial Elevators.
- Information technology, Software and data retrieval RFID:
  - Conventional and Automated Storage Systems.
  - Data Retrieval Systems.
  - Communications and Radio-frequency Equipment Systems.
  - Point of Sales and Automatic Order Management Systems.
  - Data Transmission Systems.
  - Storage Equipment Systems.

### PERFIL DE VISITANTE

- Importers and exporters.
- Producers and manufacturers.
- Traders.
- Custom Agents.
- Cargo Agents.
- Fiscal deposits.
- Logistic Operators.
- Customs Houses.
- Insurance companies.



6<sup>th</sup> Trade Fair for product and service packaging and wrapping solutions.

3<sup>th</sup> Trade Fair for product and service Food Processing.



### FAIR PROFILE

Machinery, equipment, raw materials and components and services related to the packaging industry.

### EXHIBITOR PROFILE

- Producers and Sellers.
- Packaging and Wrapping Producers and Sellers.
- Process automation.
- Hermeticity Control, Processes and Systems.
- Leakage Control.
- Opening and sowing systems.
- Raw materials suppliers.
- Products and Supplies for the packaging and wrapping industry:
  - Adhesives and Additives.
  - Insulators.
  - Anti-slip.
  - Varnishes - paints.
  - Palletizing Films.
  - Waterproofing materials.
  - Lids and Seals.
  - Components in general.
- Supplies of equipment and Machinery:
  - Traceability equipment..
  - Packaging equipment.
  - Injector printers.
  - Coding Machines.

### VISITOR PROFILE

- Supermarket, Hyper-Markets, Department stores.
- Chemical, Cosmetics and Pharmaceutical Lab.
- Distribution Centers.
- Companies in such businesses as:
  - Food.
  - Mining, Forestry, Petro-chemical and Fishing.
  - Packaging.
  - Fruit and Vegetable Exporters and an infinite number of companies related to production and trade.



### FAIR PROFILE

Leading suppliers in the retail trade.

### EXHIBITOR PROFILE

- Industrial cleaning (components, products, personnel).
- Security personnel and alarms.
- Architects and Designers of commercial interiors.
- Consumer product companies.
- Equipment in general:
  - Linings.
  - Locks, windows and glass.
  - Awnings, blinds and shades.
  - Illumination systems.
  - Refrigeration (cold/hot).
  - Bands, gondolas.
  - Mannequins, hangers.
  - Windows dressing.
  - Price tags, labeling, signs.
  - Cash registers, scales, printers.
  - Bar code readers.
  - Portable terminals.
- Systems Providers:
  - OCR, MIRC, RF ID/DC technology.
  - Payments (software, cards, chips, etc.).
  - Communications (telephony, satellite).
  - Customer management / loyalty.
  - Point of sales management software.
  - Data Recollector.

### VISITOR PROFILE

- Supermarket and Mini Market.
- Bakeries.
- Fast Foods Joints.
- Butcher and Fishmongers.
- Pharmacies.
- Self-services stores.
- Hotels.
- Restaurants.
- Large stores.
- Chain stores.
- Retail stores in general.



#### FAIR PROFILE

Technologies focusing on providing solutions for managing companies in all industries.

#### EXHIBITOR PROFILE

- Legal consultancy and registering brands on the internet.
- Authentication.
- IT certification.
- Business Consulting y Business Information Management.
- Media Coaching.
- E- Learning / E-Consultant.
- Management Technologies (administrative, financial, tax, government, health and education, etc.).
- Identity Management.
- Risk Consulting.
- Integrated portals with solutions.
- Data networks and transmission.
- Management systems.
- Process Engineering.
- Data integration, Migration and Consolidation.
- Protecting and Recovering Data.
- Systems Outsourcing.

#### VISITOR PROFILE

- Numerous visitors in search of technology and solutions for managing their companies in all sorts of industries.



### FAIR PROFILE

Solutions aimed at meeting communications and sales objectives in Marketing activities.

### EXHIBITOR PROFILE

- Publicity, communications and marketing agencies.
- Services related to promotions (POP, POS, PLV, Merchandising, etc.).
- Creation, design and Animation.
- Equipment, publications and digital systems (electronics bands).
- Promotion technology.
- Mass media and publicity (TV, radio, cinema, highway, billboards, newspapers and magazines).
- Services graphic arts and graphic design:
  - Printing, digital printing and duplicating.
  - Hot stamping.
  - Monitors.
  - Plotters.
  - Presses.
  - Laser recorders.
  - Router.
  - Scanners.
  - Photography.
  - Finishing systems (binding, assembly, folding, cutting and laminating).

### VISITOR PROFILE

- Companies in general.
- Signage industry in general.
- Publicity and design agencies.
- Producers.



6<sup>th</sup> Internacional Salon of equipment, products and services for the Hospitality and Gastronomy Industry.



### FAIR PROFILE

An exhibition for showcasing cutting-edge equipment and technology for the hospitality and gastronomy industry.

### EXHIBITOR PROFILE

- Kitchen equipment and utensils.
- Design, furniture and decoration.
- Dispenser machines and product displays (drinks, coffee, snacks, etc.).
- Cold equipment, maintenance and freezers.
- Laundry and cleaning equipment.
- Servicing, operating and administering resources (personnel, components, and/or economies).
- Technology and systems for controlling management.
- Risk prevention and first aid.

### VISITOR PROFILE

- Industry professionals related to:
  - Supermarkets and Mini Markets.
  - Hotels, Motels and Guest Houses.
  - Restaurant, Bars and Coffee Shops.
  - Bakeries and Pastries.
  - Fast Foods.
  - Self-services and retail in general.
- Professionals related to the industry such as:
  - Decorators.
  - Architects.
  - Chefs.



1<sup>th</sup> Internacional Salon of equipment, products and services for Bakery and Pastry Industry.



### FAIR PROFILE

Technologies, solutions and equipment oriented toward bakery and pastry.

### EXHIBITOR PROFILE

- Health control and hygiene processes.
- Water treatment.
- Uniforms.
- Refrigeration and distribution vehicles.
- Commercial equipment for stores (illumination, refrigerated displays and furniture in gral.)
- Equipment and accessories in general:
  - Cold and refrigeration.
  - Fermentation.
  - IT for management, production and sales.
  - Temperature abaters.
  - Scales and cash registers.
  - Kneading troughs, benders, ovens, winders, etc..
  - Machines and equipment for repairing, preparing and conserving dough.
- Components in general:
  - Pre-mixers.
  - Preservants and conservants.
  - Frozen dough.
  - Chocolates.
  - Ice-cream.

### VISITOR PROFILE

- Food professionals.
- Dieticians, bromatologists, nutritionists and technicians.
- Acquisition center:
  - Restaurants and event organizers.
  - Specialized stores.
  - Supermarkets and Convenient Stores.
  - Bakeries.



# GUEST COUNTRY



## **GUEST COUNTRY: UNITED STATES OF AMERICA.**

The US is one of the most important powers in the world and it is considered one of the more advanced economies wielding the most influence.

In February 2004, it signed a Free Trade Treaty with Chile, thus facilitating the commercial flow, expansion and integration of the two economies. By 2007, bilateral trade stood at over US\$ 15 million, and the US had become Chile's main trading partner.

This year, the US accepted the invitation to take part in TRADEONE 2009 as Guest Country. This means that it will attract the leading US companies and showcase a wide range of products aimed at stimulating new businesses and commercial contacts in industries such as cars, electronics, A/V, health, safety, industrial, energy, food and others.



## COSTS

### Modular stand (cost per m2)

**9 UF + IVA.**

Modulated with an aluminum and paneled structure trimmings, carpeting, a three-bar spotlight (100 watt each per 9 m2) one 35 watt/m2 plug, insertion in the virtual catalog and 20 invitations per m2.

### Non-modulated stand (cost per m2)

**8.5 UF + IVA.**

35 watts/m2 connection and carpeting, insertion in the virtual catalog and 20 invitation per m2. Not including plugs or panels, unless the latter belong to the next-door stand.

### Furniture

**7 UF + IVA.**

One round table, three chairs, chest of drawers, bin.

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