
Brazilian Amazon Showcases Its Goods at Amazontech

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Bio jewels, mashed fruit, scented oils and raw and processed guaraná, all products of the Brazilian Amazon, should be part, in coming months, of the product portfolio of large companies in Europe, South America and the Southeast of Brazil.

This is the perspective for businessmen from the Amazon who participated in the business roundtables promoted at Amazontech 2008, open to the public up to Saturday, November 29 in São Luís, in the northeastern state of Maranhão.

Large buyers negotiated with micro and small companies to establish immediate and future commercial agreements. "We had four meetings with businessmen from the Amazon and, in all of them, we were greatly interested in the products presented. We are certainly going to close deals and take these products to Chile and other Latin American countries," guaranteed Julio Tello Fernández, who represents T&T Global Chile Ltda.

The Chilean company works with the import and export of food, medication, herbal medicine and sanitary products. The articles that generated the greatest interest of the Chilean company were guaraná, vegetable oil, fruit pulp and handicraft.

The business roundtables included 19 companies that import products to Germany, Portugal, Canada, Uruguay and Chile. The objective was to meet suppliers of Amazon products. The fair included 150 companies, most small, from all states in the Legal Amazon.

According to the Sebrae consultant in Maranhão, Jader de Oliveira Júnior, 300 meetings took place among the anchor companies. According to him, the estimated business to be generated in coming months is approximately 1.5 million Brazilian reais (US\$ 646,000).

"We know that the roundtables are just a first contact. However, it is common for business to be concluded around six months after the roundtables," he explained.

The partner of Guaranamazon Agro Industrial, Sílvio Proença da Silva, said that he closed a deal with company Fruto Amarelo, from São Paulo, which sells natural products. He also added that representatives of companies in Portugal and Chile should also buy Guaranamazon products. "I am going to start supplying raw Guaraná to Fruto Amarelo. I am also going to send samples of guaraná to Chile and Portugal," he declared.

Guaranamazon works with the production of raw and processed guaraná in capsules and is developing a new product

called Gpower, a sparkling energy drink that has six minerals and caffeine from Amazon guaraná.

The company is located in Manaus, in the Amazon, and receives the support of the Sebrae, of the Manaus Free Zone Superintendence (Suframa) and of the Biotechnology Center of the Amazon (CBA). The company is one of the participants of the Center for Incubation and Business Development (CIDE).

Sebrae