

Brazil's Expomilk Brings Businessmen from US and Canada

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The 14th edition of the Brazilian Dairy Cattle Exhibition and International Dairy Industry Expo (Expomilk 2005), which is taking place in São Paulo, includes the participation of 100 foreign businessmen, coming mainly from the United States and Canada.

According to a spokesperson for the event, the main interest of the foreigners is to know the market and the technology used in the Brazilian livestock farming, mainly with regard to genetics.

The organizers of Expomilk estimate that the fair is going to have a turnover of US\$ 8.2 million in business, against US\$ 6.5 million in the previous edition.

This year there has been growth of 20% in the number of exhibitors and animals participating, which include over 1,000 breeds of Fresian, Girolando, Milk Gir, Jersey, Brown Swiss and Simmental. The fair hopes to attract over 20,000 visitors.

Expomilk is the largest sector fair to take place in a closed area in Latin America. The event, which began on Tuesday (26), ends today at the Imigrantes Exhibition Center.

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