

Popular Art Gets Its Fair in Brazilian Northeast

Contributed by Isaura Daniel
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Brazil's Fenearte (National Handicraft Business Fair), which will open its ninth edition this weekend in Olinda, capital of the northeastern Brazilian state of Pernambuco, is expected to receive 220,000 visitors. In addition to the showcasing of products for sale, there should be business roundtables and live shows, among other cultural attractions.

Organizers are expecting Fenearte to generate 20 million reais (US\$ 12.5 million). The amount should represent growth of 20% over the business volume recorded last year. The exhibitors will occupy an area of 25,000 square meters (269,098 square feet) in the Pernambuco Convention center.

The area will also represent expansion compared with the 2007 edition, when 20,000 square meters (215,278 square feet) were made available. There should be 770 stands and 3,200 exhibitors.

This year, Fenearte is being organized by the Agency for the Economic Development of the State of Pernambuco (AD Diper), along with the state secretariats for Economic Development, Tourism, Science, Technology and Environment, and Education.

Also helping to promote the event are the Pernambuco Tourism Company (Empetur) and the Foundation for the Historical and Artistic Heritage of Pernambuco (Fundarpe).

At the fair, handicraft products made in Brazil and abroad will be on display. Visitors include importers and Brazilian storeowners. Last year, Fenearte received 218,000 visitors.

The business roundtables are going to be coordinated by the Brazilian Micro and Small Business Support Service in the State of Pernambuco (Sebrae-PE). A total of 25 large-sized Brazilian storeowners were invited to attend the roundtables.

The meetings between suppliers and potential buyers, which resulted in revenues of 3 million reais (US\$ 1.8 million) last year, should generate revenues 10% higher in this edition, according to estimates by the organizers of Fenearte.

According to information disclosed by the press advisory for the event, exhibitors from 20 different countries are going to showcase their art during the fair, from July 4th to 13th. Among them artisans from Dubai, in the United Arab Emirates.

Service

Fenearte

Site: www.fenearte.com.br

Date: July 4 to 13

Time: 2 pm to 10 pm

Place: Pernambuco Convention center - Olinda

Tickets: 4 reais (US\$ 2.5 - full price) 2 reais (US\$ 1.25 - students, children and senior citizens)

Anba