

An opportunity to...



Raise awareness
of the importance and
potential of the industry



Encourage local consumption
through its internationally
recognised quality



Promote Catalan products
and cuisine throughout
the world

Rounding up over 150 actions. Among them:

Benvinguts
a Pagès

Plan for the Procurement of
food in public sector services

Fruit in Schools
programme

Young Artisan Award,
Technology Innovation Prize...

A competition
for young chefs

Gastronomy Plan
and Symposium

Support and promotion
of the Mediterranean diet

The Catalan food and agriculture industry as an international benchmark



Industry exports

	2012	2014	2015
EXPORTS	7,818,978	8,287,025	9,111,734
IMPORTS	8,881,398	9,122,234	9,653,680
INTERNATIONAL COVERAGE	88.04 %	90.84 %	94.39 %


It is Catalonia's leading
industry with 18% of the
market share (2014)

Revenue:
€ 25.1 billion

+75,000
jobs

Catalonia's weight in the
Spanish food and agriculture
industry (2014)

Job market share:
 21.2 %

Market revenue share:
 23.7 %

Alimentaria
promotes innovation
and internationalisation,
two core elements for
the Government
of Catalonia

Barcelona hosts the Alimentaria International
Food and Drinks Exhibition

Alimentaria 2016 | 40 years



40,000
businesses

200 more
than in 2015

143 through
PRODECA



140,000
visitors

from 70 countries

35% international
visitors



economic
impact
+€ 170 M

90,000
m²

In this year's edition, the Ministry
of Education presents its professional
training courses in the food and restaurant
industries to businesses and visitors

6 education centres
at the Ministry's stand

6,833 Catalan students
currently studying in one of the training
courses associated with the exhibition