

AQUASUR

AQUASUR 2022 CLOSING REPORT

v. 06/04/2022



in @AquaSurChile

www.aqua-sur.cl

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AQUASUR / CLOSING REPORT 2022

THE LARGEST AQUACULTURE EXHIBITION IN THE SOUTHERN HEMISPHERE

Learn about the closing report and the results of the survey of exhibitors and visitors of what was the last face-to-face version.

The 11th AquaSur, held between March 2 and 4, 2022 in Puerto Montt, brought together the aquaculture sector and allowed professionals, decision makers and leading companies in the industry to meet again around the latest technologies and innovations for the industry.

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MAIN FIGURES

14,393

Visits during the
3 days of the
exhibition

138MM

USD in business
projection during
the exhibition

268

Exhibiting companies
(the 2018 version had 235
exhibitors)

2,828

Visits from 42 countries to the
AquaSur Connect platform

22

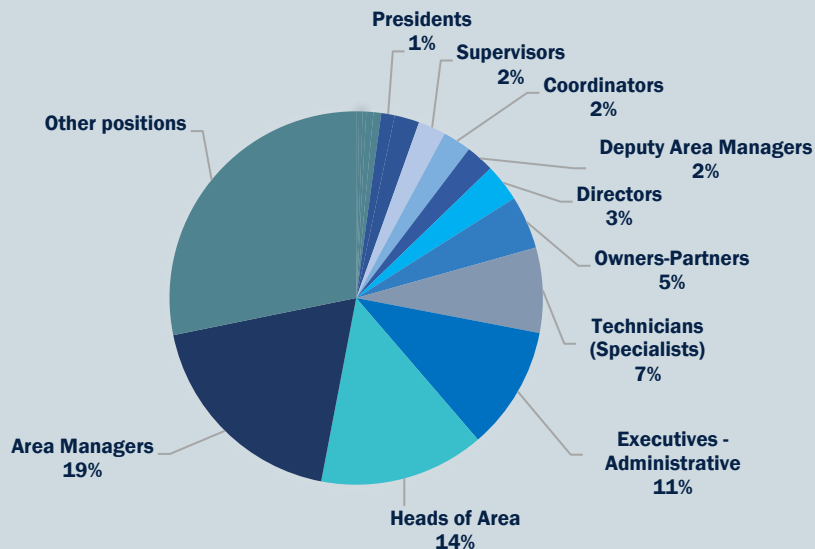
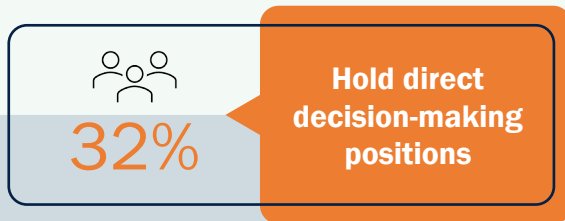
Exhibitors' countries
of origin

20,000 sqm

Total surface area (exhibition
areas and parking lots)

1. OUR EXHIBITORS

> PROFILE



> ORIGIN



> Countries of origin



1. OUR EXHIBITORS

> PARTICIPATION OBJECTIVES

16,47%

To make your company known to the market

14,12%

Maintain current customers

12,94%

To increase sales

11,18%

To promote new products

8,82%

Brand awareness

4,12%

Search new markets

3,53%

Prospect the market

0,59%

Promote the city of Puerto Montt

28,8%

search for new clients

1. OUR EXHIBITORS

> SATISFACTION LEVELS

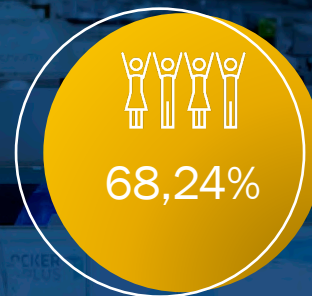
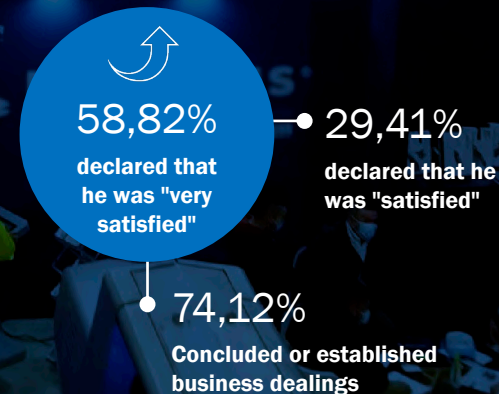
> Of their general participation



> Quality of visitors



> Opportunities to generate new business



Indicate out that face-to-face is **IRREPLACEABLE**

AQUASUR 2022

> Main Sponsor



> Invite sponsor



> Social sponsor



AQUASUR 2022

> Supported by



Embajada de Noruega



> Partner



> Official Radio

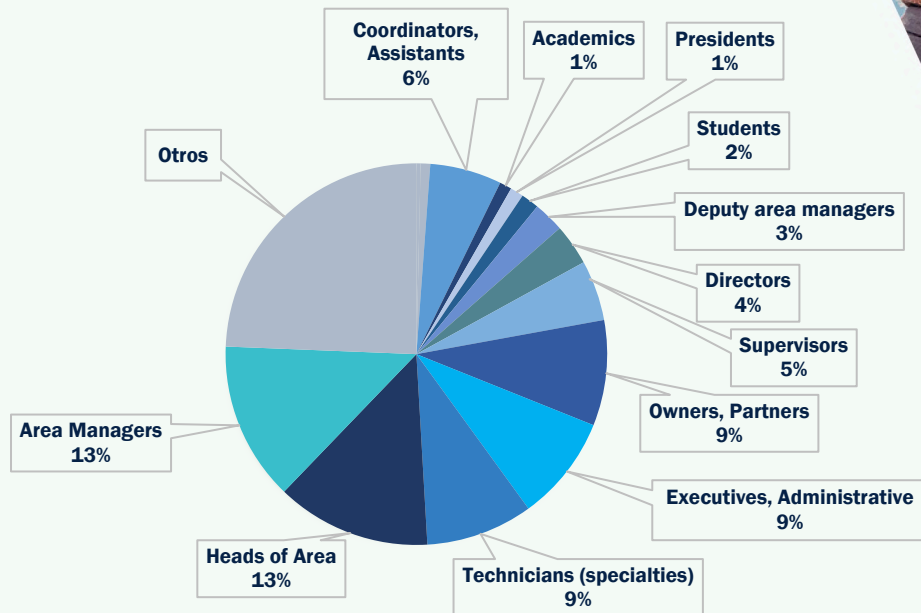


> Official Magazine



2. OUR VISITORS

> PROFILE



Hold direct
decision-making
positions



30%

2. OUR VISITORS

> OBJECTIVES OF ATTENDING



76,64%

Search for new suppliers
and business
opportunities

10,95%

Offer new
products and
services

8,58%

Labout the fair
in order to
participate in
the next
version

3,83%

Others

> Chile, regions of origin



80,08%

It comes from the
Los Lagos Region

11,69%

From the
Metropolitan Region

Coquimbo • Atacama • Tarapacá • Arica y Parinacota •
Antofagasta • O'Higgins • Maule • Gral. Carlos Ibáñez del
Campo • Magallanes y Antártica • Valparaíso • Araucanía •
Biobío • Los Ríos

> Countries of origin

TOP 6



Chile



Norway



Colombia



Venezuela



USA



Brazil

Spain • UK • Argentina • Denmark • Peru • Mexico •
Canada • France • China • Ecuador • Holland • Israel •
Italy • Panama • Germany • Australia • Belgium • Costa
Rica • Austria • Egypt • Finland • Greece • India •
Indonesia • Malaysia • South Africa

2. OUR VISITORS

> SATISFACTION LEVELS

42,34%

indicated that he was
"satisfied" with the
present offer

48,17%

Indicated that
he was "very
satisfied" with
the present
offer

84%

Considers the
duration of the
fair to be
adequate



91%

Indicates that
face-to-face is
IRREPLACEABLE

93%

Would
recommend
the fair to
someone else

97%

The fair
contributes to
the
development
of the region

95%

The fair
contributes to
Chile's
commercial
image

3. INTERNATIONAL CONGRESS

> The XI AquaSur Congress was held on Thursday, March 3, 2022, in an on-site and broadcasted worldwide through the AquaSur Connect platform and with the participation of prominent national and international speakers.



7

Panels



30

Speakers



1.050

Attendees

620 On-site

430
Virtuals

> Blue Trilogy: Ocean, Aquaculture and Society. Feeding the Future.

General program:

- Opening Ceremony FAO and Fisa: Inauguration of the International Year of Artisanal Fisheries and Aquaculture (IYAFa 2022)
- Opening remarks: Bill & Melinda Gates Foundation
- Module 1: Sustainability and innovation
- Module 2: Technology and human capital. The future is coming
- Module 3: Welfare and wellness a One Health perspective

INTERNATIONAL CONGRESS

> Official sponsor



> Plenary Hall sponsor

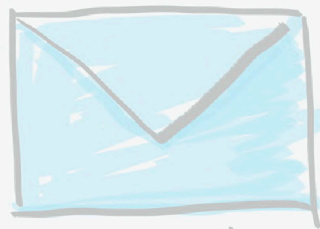


> Thematic Block sponsors



> Coffee sponsor





- E-Mail

4. MEDIA PLAN



- VDO

- social networks

Communications

Marketing

Media
appearances
and advertising

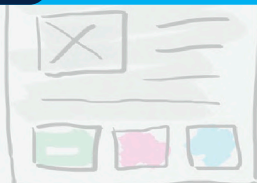
\$149.011.576

(Chilean pesos)

- ✓ TV (local)
- ✓ Public street ads
- ✓ Radio
- ✓ Press
- ✓ Digital



Website / AD



- Press

- TV

- Radio



SEO

CLOSING
REPORT
2022

AQUASUR

¡We are waiting for you at...!

AQUASUR

March 2024

Puerto Montt, Chile



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