



# uFoodinExpo

European Retail & Hospitality Food Sourcing

## uFoodinExpo 2026: The Game-Changing Food Trade Show Bringing the World to Europe

**Lisbon, Portugal – November 19, 2024**

The **uFoodinExpo 2026**, scheduled for April 15th and 16th at FIL Lisboa (Lisbon International Fair), is set to transform the global food and beverage trade landscape. By combining a traditional in-person trade show with a powerful year-round B2B digital marketplace, **uFoodinExpo** ensures unparalleled opportunities for exhibitors and visitors alike.

### Why uFoodinExpo is a Game-Changer

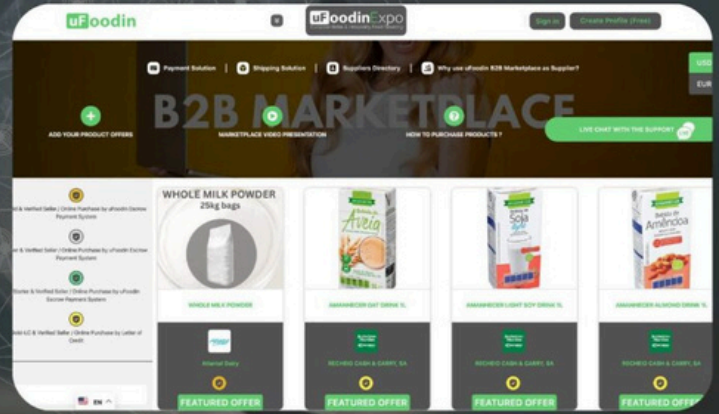
Unlike traditional trade shows that last only a few days, **uFoodinExpo** integrates a Before, During, and After model that extends the value of participation:

- **Before the Event:** Exhibitors gain early access to the uFoodin B2B Marketplace, where their products and services are showcased to thousands of potential buyers worldwide. This pre-event exposure allows exhibitors to pre-schedule meetings and connect with high-potential leads even before stepping foot in Lisbon.
- **During the Event:** The physical expo at FIL Lisboa offers a vibrant space for face-to-face networking, featuring 600 exhibitor booths, live demonstrations, and exclusive buyer-supplier matchmaking sessions. Visitors will include top decision-makers from Europe's largest supermarket chains, hotel groups, food service distributors, and restaurant chains.
- **After the Event:** The uFoodin B2B Marketplace provides continuous visibility, allowing exhibitors and visitors to maintain and grow their networks, ensuring year-round engagement and new business opportunities.

## PHYSICAL EVENT



## DIGITAL PLATFORM



## Key Advantages for Exhibitors

- 1- Global Exposure:** Exhibitors from every corner of the world can present their products to key European buyers, expanding their reach in one of the world's most lucrative markets.
- 2- Year-Round Impact:** Unlike other trade shows, the connection doesn't end when the doors close. Exhibitors can keep their offerings visible on the digital platform, generating continuous leads. Buyers and suppliers can communicate effortlessly through the integrated live chat, call, and video call system, ensuring that business discussions and deals can take place smoothly throughout the year.
- 3- Tailored Networking Opportunities:** With curated matchmaking sessions, exhibitors can connect with visitors who are specifically looking for their type of product or service.
- 4- Enhanced Brand Credibility:** Being part of a cutting-edge event enhances an exhibitor's reputation and provides a platform to stand out in a competitive global market.

## Why Visitors Should Attend

**uFoodinExpo** is Europe's ultimate destination for sourcing innovative food and beverage products and forging business partnerships. Visitors, including supermarket buyers, hotel chain procurement teams, food service distributors, and restaurant owners, will benefit from:

- 1- Direct Access to Global Suppliers:** Explore a curated selection of producers from around the world, offering everything from artisanal goods to large-scale food manufacturing solutions.
- 2- Discover Innovative Solutions:** Gain insights into the latest trends and innovations in the global food and beverage industry, helping businesses stay ahead of the curve.
- 3- Convenient Hybrid Model:** The uFoodin B2B Marketplace ensures ongoing access to exhibitor offerings, making it easy to follow up after the event.





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European Retail  
& Hospitality  
Food Sourcing

Welcome to Lisbon

[ufoodin.com](https://ufoodin.com)

**April 15th &  
16th, 2026**

## A Strategic Location for a Global Event

Lisbon, the vibrant capital of Portugal, is the ideal gateway for connecting European buyers with international suppliers. Its strategic position, paired with **uFoodinExpo's** innovative hybrid model, creates a seamless experience for participants from all over the world.

Hosted by **uFoodin Group** and **uFoodin Lda.**, a French & Portugal-based leader in fostering international trade for the food and beverage sector, **uFoodinExpo 2026** builds on uFoodin's established reputation as a pioneer in digital B2B Food platforms. With its cutting-edge marketplace connecting producers and buyers in over 210 countries, uFoodin has redefined how global trade operates in the food and beverage industry.

This event is a must-attend for anyone looking to expand their footprint in Europe or source exceptional products globally.

For more information or to book your participation, visit [uFoodinExpo.com](https://uFoodinExpo.com)