



**EXPO  
RUEDA**

# **INTERNATIONAL BUSINESS ROUNDS**

**THE LARGEST IN PARAGUAY**

**July 17, 18 & 19**

**25th Edition | We connect you to the world**





# ● WE ARE ●

The largest multi-sector business event of its kind in Paraguay, which registered in 2022 a participation of 946 executives, 680 companies, 56 categories and 29 countries.

It will be held during the International Fair of Livestock, Industry, Agriculture, Commerce and Services of Mariano Roque Alonso "Expo Mariano Roque Alonso" (08 as of July 23), the largest sample of the Paraguayan productive sector and one of the most significant in Latin America.

# **WE CONNECT YOU TO THE WORLD..**

The Expo Rueda seeks to embody the openness of Paraguay to do business with the world, pretending to be a business platform between Paraguayan and international business executives.

In line with that spirit, "We connect you to the world", seeks to enhance the identity of this event that has become one of the most prestigious in the region



## ● **FORMAT** ●

The event will be held in a hybrid mode, participants can schedule their meetings through an exclusive platform for this purpose and face-to-face meetings to be held in the Social Hall "Dr. Germán Ruiz Aveiro" of the Rural Association of Paraguay, during the Mariano Roque Alonso's Expo.



# ● **WHEN** ●

During Monday, July 17 and Tuesday, July 18, 2023, businessmen from all over the world will be able to hold face-to-face business meetings.

On July 19, those who cannot attend the event will have the opportunity to meet virtually through the platform.

# WHO PARTICIPATE

The Expo Rueda is multisectoral, multi-profile and multi-country. All types of companies, entities and organizations, national and international, both to buy, sell, invest, develop alliances strategic, among other interests, can participate.

## Mostly participate:

- Commercial agents
- Foreign trade promotion agencies and investments
  - Distributors
  - Industrial business
- Importers and Exporters
  - Investors
- National and international government entities
  - Suppliers of raw materials, inputs and various services



## **PARTICIPANTS’ PROFILE**

Managers and/or heads of departments usually attend, assistant managers or managers of large companies and in the case of MSMEs, owners and/or general managers.



## **NOVELTIES FOR THIS EDITION**

The participation of micro, small and medium enterprises  
Training workshops, during the months June and July and talks  
with references from the public and private sector  
about business opportunities and investment in  
Paraguay during its development.

The presence of buyers and distributors  
for the retail sector, in addition to entities  
that provide advice on financing issues,  
foreign trade and investment.

Free access to the fair on the days of Expo Rueda  
Discounts in gastronomic venues of the fair



# 2022 RESULTS

## REFERENCE INDICATORS

Business intentions  
**>US\$ 667 MM**  
**(83% to foreign trade)**

**5000 meetings**



**946** participants  
535 nationals  
411 foreigners



**680**  
companies



**56**  
sectors



**29**  
countries

### Participants' origin, 2022

Argentina, Belgium, Bolivia, Brazil, Bulgaria, Czech Republic, Chile, China, Colombia, Dominican Republic, France, Guatemala, Honduras, Hong Kong, India, Mexico, Pakistan, Panama, Philippines, Peru, Portugal, Reunion, Serbia, Slovenia, Spain; United States, Taiwan, Turkiye, Uruguay.

# WHERE DO I REGISTER?

Those interested can find the  
Registration link on the website:  
[www.exporuedapy.com](http://www.exporuedapy.com) from Tuesday 05/09/2023  
until Saturday 07/15/2023, 12:00 p.m. from Paraguay.

# PARTICIPATION SCHEDULE

Pre-registration of international participants: From 05/09/2023

Platform authorization: 06/01/2023

Meetings request 06/21/2023

Closing registration for international participants: 07/15/2023

Closing request for meetings:

- 07/15/2023 to 07/17/2023

- 07/17/2023 to 07/18/2023

- 07/18/2023 to 07/19/2023

Digital agenda availability: From 07/15/2023

Face-to-face event: Monday 17 and Tuesday 18 July 2023

Virtual event: Wednesday, July 19, 2023

Availability of the digital catalog

(for those who participated in the event): 07/28/2023

**We are waiting for you!**

Participation at the  
**EXPO RUEDA 2023**  
**IS FREE**



# CONTACTS

General inquiries:

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International participants  
and business missions:

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Attention in Spanish and English:

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Business missions:

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[www.exporuedapy.com](http://www.exporuedapy.com)



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