

# EXPO RUEDA

Internacional de Negocios  
Paraguay 2024

**WE CONNECT YOU  
TO THE WORLD**



# WE ARE

The largest multisectoral business event of its kind in Paraguay, which registered in 2023 a participation of:

**946 EXECUTIVES**

**680 COMPANIES**

**56 INDUSTRIES**

**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", the largest exhibition of the Paraguayan productive sector and one of the most significant in Latin America.



**July 16, 17 & 18**

# WE CONNECT YOU TO THE WORLD

Paraguay is a country with an attractive tax system, with a package of fiscal incentive laws that encourage local and foreign investment, allowing an interesting business profitability.

Expo Rueda is a must for those seeking to do business in our country, from where they can support themselves as a business platform for the region and the world.

Our slogan "We connect you to the world", embodies the identity of this event that is positioned as one of the most prestigious in the region.



# EVENT FORMAT

The event will be held in a hybrid mode. The participants will schedule their meetings through the Expo Rueda Platform, an advanced b2b matchmaking software.



# WHEN



On **Tuesday, July 16 and Wednesday, July 17, 2024**, businessmen from all over the world will be able to hold face-to-face business meetings at the Social Lounge "Dr. Germán Ruiz Aveiro" of the Paraguayan Rural Association (ARP – for its acronym in Spanish), located in Mariano Roque Alonso.

On **July 18**, those who cannot attend the event will have the possibility of meeting virtually through the Expo Rueda platform.

# PARTICIPANTS

Expo Rueda is a multi-sectorial, multi-profile and multi-country event.

All types of companies, entities and organizations, national and international can participate, whether to buy, sell, invest, develop strategic alliances, among other interests, can participate.

## MOSTLY PARTICIPATE:



**Commercial agents**



**Foreign trade promotion agencies and investments**



**Distributors**



**National and international government entities**



**Manufacturing business**



**Investors**



**Importers and Exporters**



**Suppliers of raw materials and inputs. 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.**

# WHAT'S NEW IN THIS EDITION !



- Participation of micro, small and medium-sized enterprises.



- Preparatory workshops/Training workshops/Preparation workshops will be held during the months of June and July, and talks with public and private sector representatives/ references on business and investment opportunities in Paraguay during the event.



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



- Free access to the fair on Expo Rueda days.



- Discounts in gastronomic establishments at the fairground.

# RESULTS 2023

Business intentions  
**>US\$ 714 MM**



**1.039**  
participants  
597 nationals  
442 foreigners



**749**  
companies



**60**  
sectors



**5.000**  
meetings



**24**  
countries

# **PARTICIPANTS' ORIGIN 2023**

- |   |                      |   |                             |
|---|----------------------|---|-----------------------------|
|   | <b>1. Argentina</b>  |   | <b>Mexico</b>               |
|  | <b>3. Bolivia</b>    |  | <b>Netherlands</b>          |
|  | <b>4. Brazil</b>     |  | <b>Paraguay</b>             |
|  | <b>5. Canada</b>     |  | <b>Peru</b>                 |
|  | <b>6. Chile</b>      |  | <b>Poland</b>               |
|  | <b>7. China</b>      |  | <b>Slovenia</b>             |
|  | <b>8. Colombia</b>   |  | <b>Spain</b>                |
|  | <b>9. Costa Rica</b> |  | <b>Taiwan</b>               |
|  | <b>10. Ecuador</b>   |  | <b>Turkey</b>               |
|  | <b>11. Germany</b>   |  | <b>United Arab Emirates</b> |
|  | <b>12. Guatemala</b> |  | <b>United States</b>        |
|  | <b>13. Kuwait</b>    |  | <b>Uruguay</b>              |

# REGISTRATION

Those interested can find the registration link on the website:

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

from **Thursday 09/05/2024**  
until **Sunday 14/07/2024**.

# PARTICIPATION SCHEDULE

Platform authorization:  
**09/05/2024**

Meeting requests:  
**18/06/2024**

Closing date for registration of international participants:  
**12/07/2024**

Closing date for meeting requests:  
**15/07/2024**

Availability of digital agenda:  
**As of 15/07/2024**

On-site event:  
**Tuesday, July 16 and Wednesday, July 17, 2024**

Virtual event:  
**Thursday, July 18, 2024**



Participation is

**FREE OF  
CHARGE**

# CONTACTS

General inquiries:

**[exporueda@exporuedapy.com](mailto:exporueda@exporuedapy.com)**

International participants and  
foreign delegations:

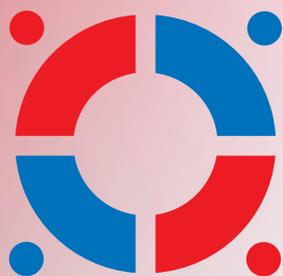
**[internacionales@exporuedapy.com](mailto:internacionales@exporuedapy.com)**

Attention in Spanish and English:

  **+595 976 228 705**

International delegations:

**+595 972 190 281**



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