



Check
out how
incredible it was



**VEG
FEST**

VEGAN
CONGRESS /24

In collaboration with



**ANIMAL & VEGAN
ADVOCACY SUMMIT**

EDITION 2024

ORGANIZATION



SVB is a nonprofit organization promoting vegetarianism and veganism in Brazil. Since its founding in 2003, it has been raising awareness about the health, environmental, and animal welfare benefits of a plant-based diet by developing campaigns, hosting events, forming partnerships, and creating educational materials.

COLLABORATION

The AVA - Animal & Vegan Advocacy Summit is an international event that brings together advocates for veganism and animal rights. Through conferences, panels, and workshops, it fosters the exchange of knowledge and connections among activists, organizations, and professionals dedicated to ethical, environmental, and animal welfare causes.



PROMOTION



The largest 100% Brazilian event promoter, offering a comprehensive ecosystem with a diverse range of products and services. With 15 events in its portfolio, covering 15 economic sectors, it connects 170,000 people through unique experiences and opportunities for exhibitors and sponsors.

IT MOVED THE ENTIRE

VEGAN UNIVERSE

The 11th VEGFEST edition made history, establishing itself as one of the largest vegan events in America: +7K thousand visitors enjoyed a full immersion into the vegan world!

The festival featured the Vegan Congress and a public fair with live cooking demonstrations, an exhibition with +100 brands, and free attractions for the whole family.





Em colaboração com



SPONSORS 2024

DIAMOND SPONSOR



GOLD SPONSOR





Em colaboração com



SPONSORS 2024

Silver Sponsor



Culinary Show Sponsor

Congress Kit Sponsor





SUPPORTERS

SUPPORT INSTITUTIONAL



plenitudeeducação





**VEG
FEST**
CONGRESSO
VEGANO /24

Em colaboração com



VISITORS
+7,600



4

EVENT
DAYS



70+

HOURS OF
CONTENT



100+

EXHIBITORS



50+

CHEFS, ARTISTS,
AND EDUCATORS



8

OFFICIAL
SUPPORTERS



18

SPONSORS

COUNTRIES THAT

VISITED

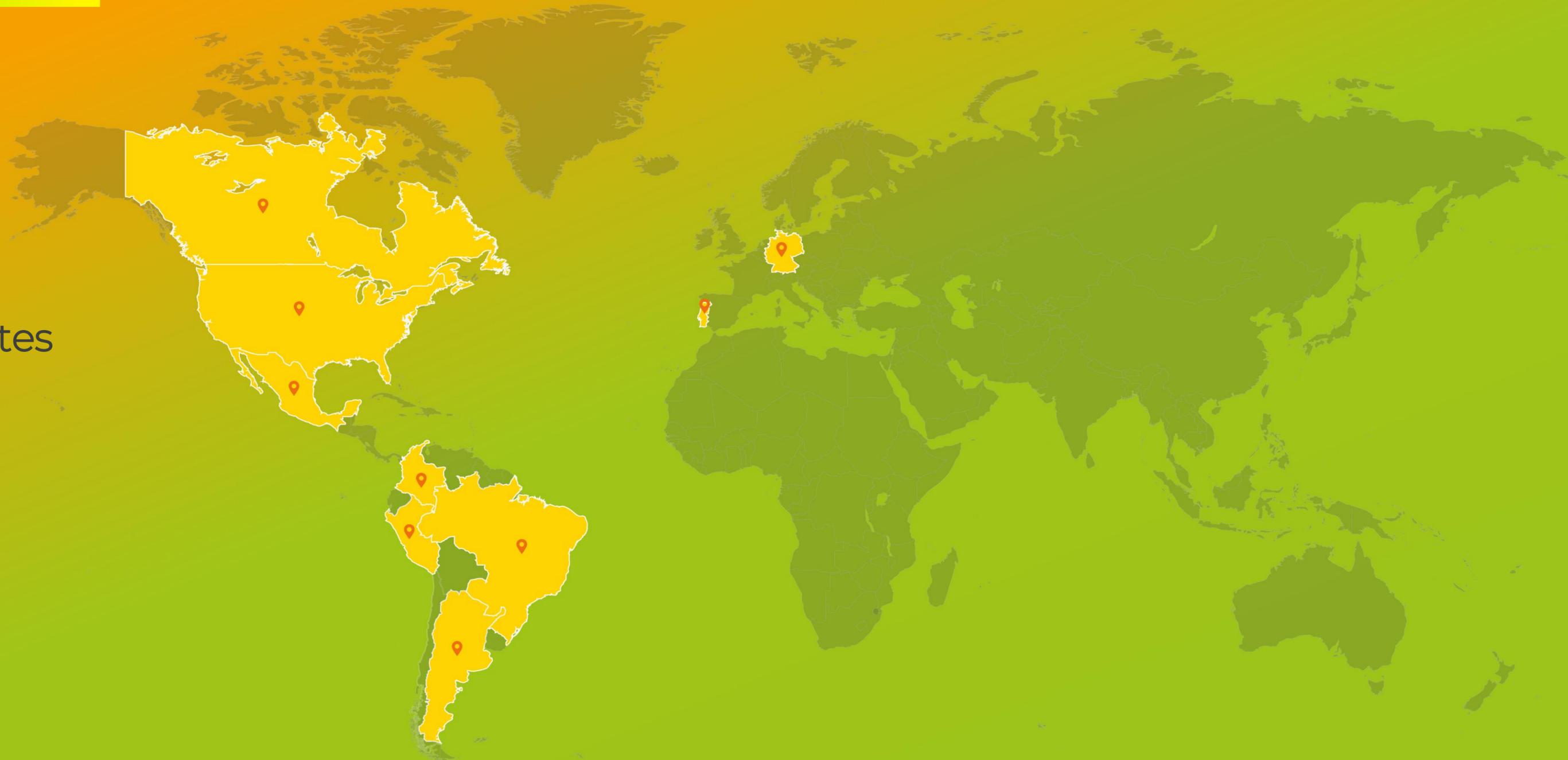


**VEG
FEST**
CONGRESSO
VEGANO /24

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**ANIMAL & VEGAN
ADVOCACY SUMMIT**

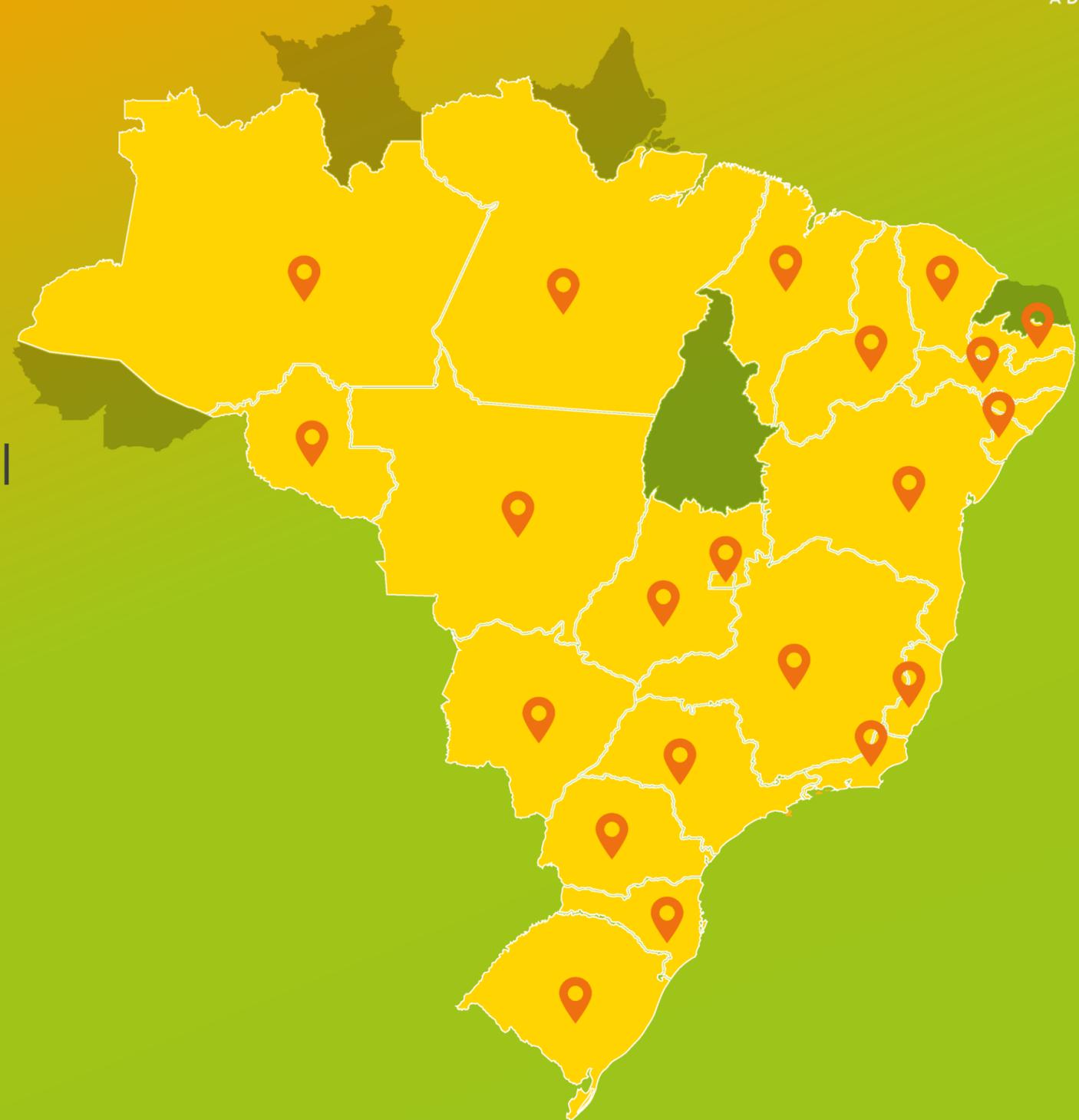
- Brazil
- United States
- Peru
- Argentina
- Germany
- Chile
- Colombia
- Mexico
- Portugal
- Canada



STATES OF BRAZIL THAT

VISITED

- Amazonas
- Pará
- Rondônia
- Mato Grosso
- Goiás
- Distrito Federal
- Mato Grosso do Sul
- São Paulo
- Paraná
- Santa Catarina
- Maranhão
- Rio Grande do Sul
- Rio de Janeiro
- Minas Gerais
- Espírito Santo
- Bahia
- Sergipe
- Paraíba
- Pernambuco
- Ceará
- Piauí



**VEG
FEST**
CONGRESSO
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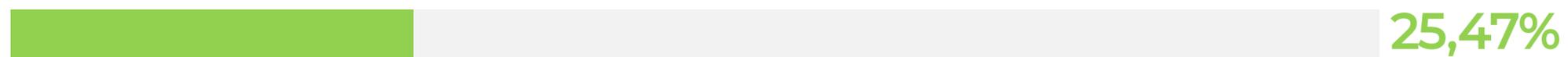
Em colaboração com





VISITOR PROFILE

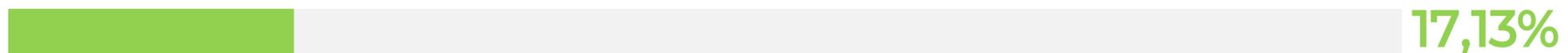
VEGAN:



REDUCING ANIMAL-DERIVED PRODUCTS:



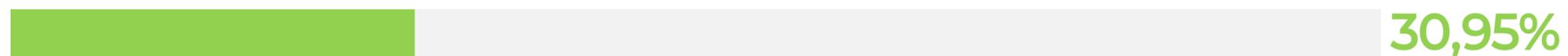
VEGETARIAN:



SYMPATHIZER:



OTHERS:





VISITOR PROFILE



FINAL CONSUMER



NUTRITIONISTS



**HEALTHCARE
PROFESSIONALS**



FOOD SERVICE
(BAR, RESTAURANT, BUFFET,
DARK KITCHEN)



SUPPLIERS



NPS

VISITOR

88%

LEVEL OF EXCELLENCE



Em colaboração com





NPS

EXHIBITOR

88,4%

LEVEL OF EXCELLENCE



Em colaboração com





CONTENT

11th VEGAN CONGRESS

The 11th Vegan Congress stands out as a leading event in the vegan community, fostering important discussions to build a healthier and more sustainable future.

KLjay

Entrepreneur and DJ

AVA SUMMIT

AVA is an international event that brings together advocates of veganism and animal rights through conferences and workshops.

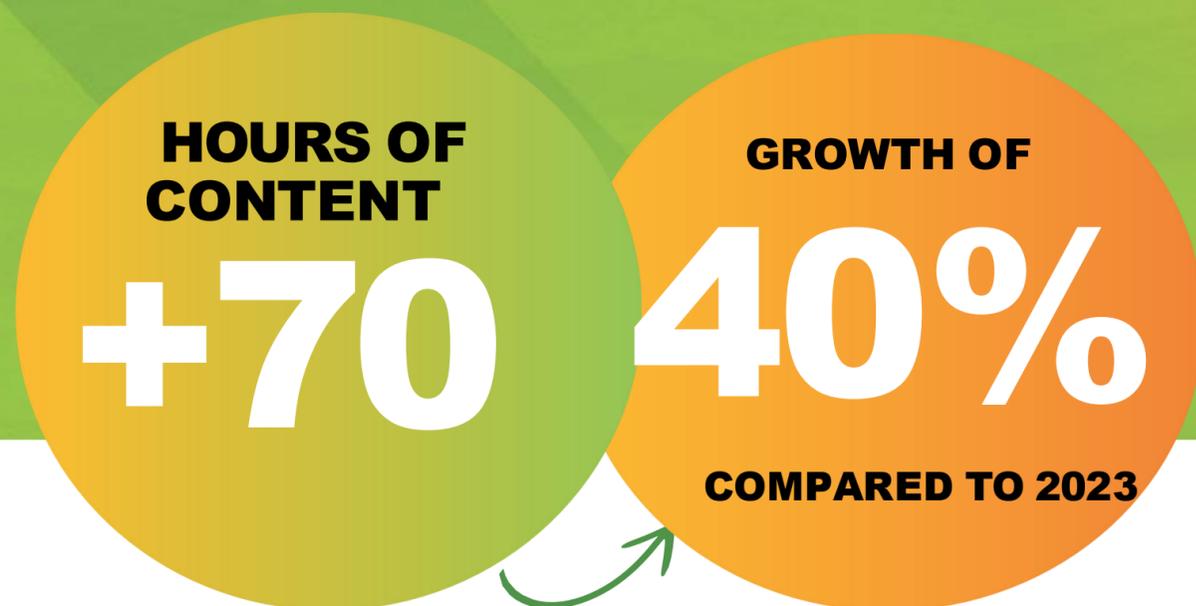
Carolina Galvani

Executive
Director Sinergia
Animal

11TH VEGAN CONGRESS + AVA SUMMIT LATAM



Em colaboração com



WITH THE SUPPORT OF AVA SUMMIT LATAM, WE ACHIEVED A MORE THAN 40% INCREASE IN CONTENT HOURS, ENHANCING THE PROGRAM'S QUALITY.



+1,500

CONGRESS PARTICIPANTS



+170

LECTURES



187

SPEAKERS



DISCOVER SOME 2024 SPEAKERS



Macris Carneiro
Olympic Medalist in
Volleyball



Weena Tikuna
Activist and
Nutritionist



Natália Rosa
Actress



D'Black
Singer



Amanda Schott
Vegan Athlete



Emiliano d'Avila
Actor, Director,
Screenwriter, and
Producer



ATTRACTIONS



ARENA MOVEMENT

The Arena offers a variety of sports and interactive activities like yoga, volleyball, racing, and many other options for all ages and skill levels.



CULINARY SHOW

Experience the full flavor and diversity of vegan cuisine at a special event featuring renowned chefs.



ESCAPE ROOM

The Escape Room is specially designed to encourage thoughts about sustainability, animal rights, and environmental impact.



VEGFEST
CONGRESSO
VEGANO /24

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ANIMAL & VEGAN
ADVOCACY SUMMIT

VEGFEST PARTY

The Vegfest Party was an unforgettable night, buzzing with energy and fun. The SVBand took the lead with an incredibly positive vibe, featuring special guests who wowed the crowd, like D'Black, Leila Moreno, Ricardo Laurino (vice president of SVB), and many more. It was the perfect evening to dance, connect, and enjoy every stylish moment. In 2025, get ready for a one-of-a-kind experience, with music, joy, and good vibes guaranteed!



SUSTAINABLE ACTIONS



Our impact goes far beyond the event when we take responsibility for the environment. With efficient planning and committed partners, we are able to transform all the waste generated into new opportunities for the planet.



46%

OF RECYCLED WASTE

3,417 kg of materials reused and reintroduced into the production chain



54%

OF ORGANIC WASTE
COMPOSTED

4,123 kg transformed into fertilizer to enrich the soil



100%

OF MANAGED
ENVIRONMENTAL IMPACT

From the beginning to the end of the event: total of 7,540 kg

+1000

EXHIBITING BRANDS



This is the fourth time we have participated, and each year the fair grows in innovations and the number of visitors. In addition to significant sales, we made promising contacts with end consumers and companies. The event is a strong indicator of the growing interest in the vegan movement.

LUCIANO NETO
CEO DA COGUMELADO



MARKETING AND COMMUNICATION OF RESULTS



WEB SITE

234,000

SITE VIEWS



SOCIAL MEDIA

+45K

ENGAGED FANS

488,423

USERS REACHED



EMAIL MARKETING

135

CAMPAIGNS SENT TO

+80,000

LEADS



MARKETING AND COMMUNICATION RESULTS

ORGANIC MEDIA

TV GAZETA

**PUBLISHED
ARTICLES**

65

VALUE

R\$ 474,807.96



[CLICK HERE AND SEE](#)

LIVE COVERAGE THROUGHOUT THE 4-DAY EVENT



254 VIDEOS IN STORY AND REEL FORMATS



+760,000 IMPRESSIONS DURING THE FAIR PERIOD



+280 CONTENT CREATED FOR DIGITAL CHANNELS



+22,000 ENGAGEMENTS WITH THE CONTENT
DURING THE EVENT

EXHIBITORS TESTIMONIAL



The fair was extremely rewarding, with direct contact with consumers and partners. We were impressed by the number of people and nearly sold out all our products. It was a success.

ILTON DALTRON
CEO QUEIJOS DA TERRA



Vida Veg has a special connection with VegFest, as the brand was practically born at this event. Each year we participate, we surpass our numbers, strengthen the experience with consumers, and further solidify the brand.

ÁLVARO GAZOLLA
CEO VIDA VEG



From the very first day of the event, we were pleasantly surprised by the constant activity. Our audience is eager to learn about our products and new launches, such as our butter, which received 100% acceptance. For us, coming from the South, participating is an excellent opportunity to connect with new audiences and markets.

MARILI SCHISCHOFF
DIRETORA COMERCIAL

PARTNER TESTIMONIAL



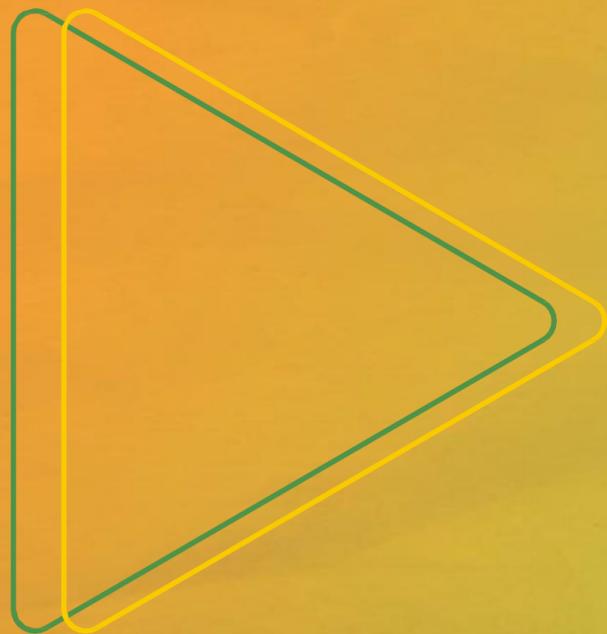
FRANCAL

ECOSSISTEMA PARA EVENTOS

The 2024 edition, in partnership with SVB, highlights the growth of the vegan market and attracts an increasingly diverse audience, including non-vegans. VegFest plays an educational and inclusive role, supporting small and medium-sized entrepreneurs. It is rewarding to see companies achieving success, with products selling out. Despite the great responsibility, the fair delivers positive results and improves year after year.

VALESKA CIRÉ
HEAD DE PRODUTOS FRANCAL

FIND OUT WHAT HAPPENED OVER THE 4 DAYS



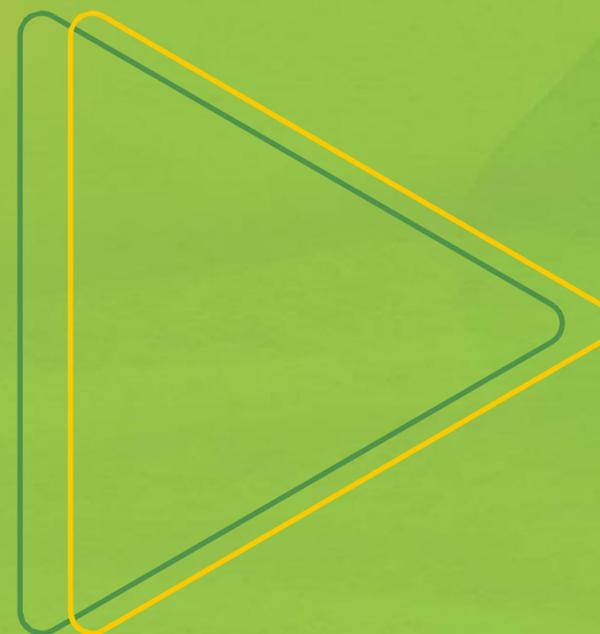
DAY 05

[CLICK HERE AND SEE](#)



DAY 06

[CLICK HERE AND SEE](#)



DAY 07

[CLICK HERE AND SEE](#)



DAY 08

[CLICK HERE AND SEE](#)



SEE YOU IN 2025!

DECEMBER 4-7

BOOK YOUR SPACE
FOR THE 2025 EDITION,
CONTACT OUR SALES
TEAM

SAMARA FERNANDES

samara.fernandes@francal.com.br

Contact: (11)99848-0571

EXECUTION



ORGANIZATION



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