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## Brazilian companies target big business at APLF

A total of 38 Brazilian companies will exhibit at the forthcoming APLF exhibition in Hong Kong (March 29-31).

They will be showing their hides with the support of the Brazilian Leather project, which is led by the Centre for the Brazilian Tanning Industry (CICB). The companies are targeting \$400 million in business from the event.

"It is the largest trade fair in the sector, where Brazilians do the most business. It's only natural that Brazilian Leather participates prominently in the event," said José Fernando Bello, executive president of CICB. During the exhibition, Mr Fernando Bello will also hold meetings with prominent leather entities and representative bodies.

Rogério Cunha from CICB's Commercial Intelligence department expects APLF to guide the leather market for the coming months. "The beginning of this year has not yet brought us certainties about the international state of affairs, so we should have a clearer scenario based on what the fair presents to exhibitors," he says.

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