



# COLD CHAIN MOMENTUM

*Shaping the future at the 2026 GCCA Brazil Cold Chain Congress.*

**B**razil's cold chain sector is entering a transformational stage. Rapid growth in food production and exports has elevated the country's strategic importance, not only for domestic food security but also for global supply continuity. Warehouse owners and operators are also navigating an increasingly complex regulatory environment and facing demands to improve efficiency and deliver on their sustainability goals.

These topics are reshaping how Brazil's cold chain industry operates now, and how it plans to operate in the future.

This year's GCCA Brazil Cold Chain Congress, which will be held 27-28 May 2026, in São Paulo, has emerged as a critical program for industry alignment and best practices. The Congress serves as a focal point for decision-

makers across Brazil's cold chain ecosystem — operators, logistics providers, technology partners, and policymakers.

## **General and Educational Sessions**

The Congress brings together industry leaders and subject-matter experts, along with real-world case studies that explore the issues shaping the industry today.

As this year's program takes shape, one theme keeps rising to the top: the changing regulatory landscape. New and evolving policies are already shaping how companies operate day to day, while also affecting compliance costs and influencing longer-term investment decisions.

Breakout educational sessions at the Congress also provide practical, in-depth learning opportunities focused on operational excellence, innovation, regulatory compliance, and emerging technologies.

- Infrastructure and logistics constraints will feature heavily in this year's program. Gaps in transportation networks and cold storage capacity present ongoing hurdles, so addressing these bottlenecks is critical for reducing waste, improving efficiency, and maintaining competitiveness in global markets.

- The country's cold chain industry is making progress on sustainability and technology. GCCA members are exploring energy efficiency, alternative refrigerants, and more sustainable facility design. These efforts tie to both cost management and customer expectations. From facility automation to AI-integration, the cold chain is advancing its data-informed, responsive operations.

### Cold Chain Café

The Cold Chain Café is a dynamic roundtable component of the Congress designed to foster peer-to-peer exchange and interactive discussions. Themes may include:

- Energy efficiency and sustainability strategies
- Regulatory and compliance challenges
- Workforce and operational efficiency
- Technology adoption and automation
- Risk management and food safety




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## Making Connections

Beyond formal discussions, the Congress provides an important opportunity to network and connect. The program includes valuable exchanges between peers, suppliers, and regulators.

Brazil is a key player in feeding a growing world, and a successful path forward depends on sustained collaboration, informed decision-making, and an appetite for long-term investments. GCCA Brazil is a critical partner in the successful future of the cold chain.

To learn more and register for this year's Brazil Congress, visit [www.gcca.org/events/gcca-brazilian-cold-chain-congress](http://www.gcca.org/events/gcca-brazilian-cold-chain-congress) 



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