



agritrade

Growing business together

EXPO & CONFERENCE 2019

SAVE THE DATE **2019**
MARCH 21-23
SANTO DOMINGO DEL CERRO ANTIGUA GUATEMALA



AGRITRADE EXPO AND
CONFERENCE
IS MORE THAN A TRADE
FAIR



IS THE BIGGEST
AGRICULTURAL EXPORT
PLATFORM OF CENTRAL
AMERICA





GATHERS INTERNATIONAL MARKET BUYERS WITH THE MOST
IMPORTANT FRESH AND PROCESSED PRODUCT EXPORTERS FROM
LATIN AMERICA





IS A PLATFORM THAT PROMOTES AGRICULTURAL
DEVELOPMENT AND THE INCREASE OF EXPORTS
GENERATING BUSINESS, EMPLOYMENT AND
ECONOMIC GROWTH
THROUGH ACCESS TO STRATEGIC MARKETS
AND THE INCREASE OF THE EXPORTABLE OFFER,
COMPLYING WITH INTERNATIONAL STANDARDS



PLATFORM

OUR OBJECTIVES



TO INCREASE AGRICULTURE EXPORTS



TO DIVERSIFY THE EXPORTABLE OFFER



TO FACILITATE THE INCURSION
INTO NEW MARKETS



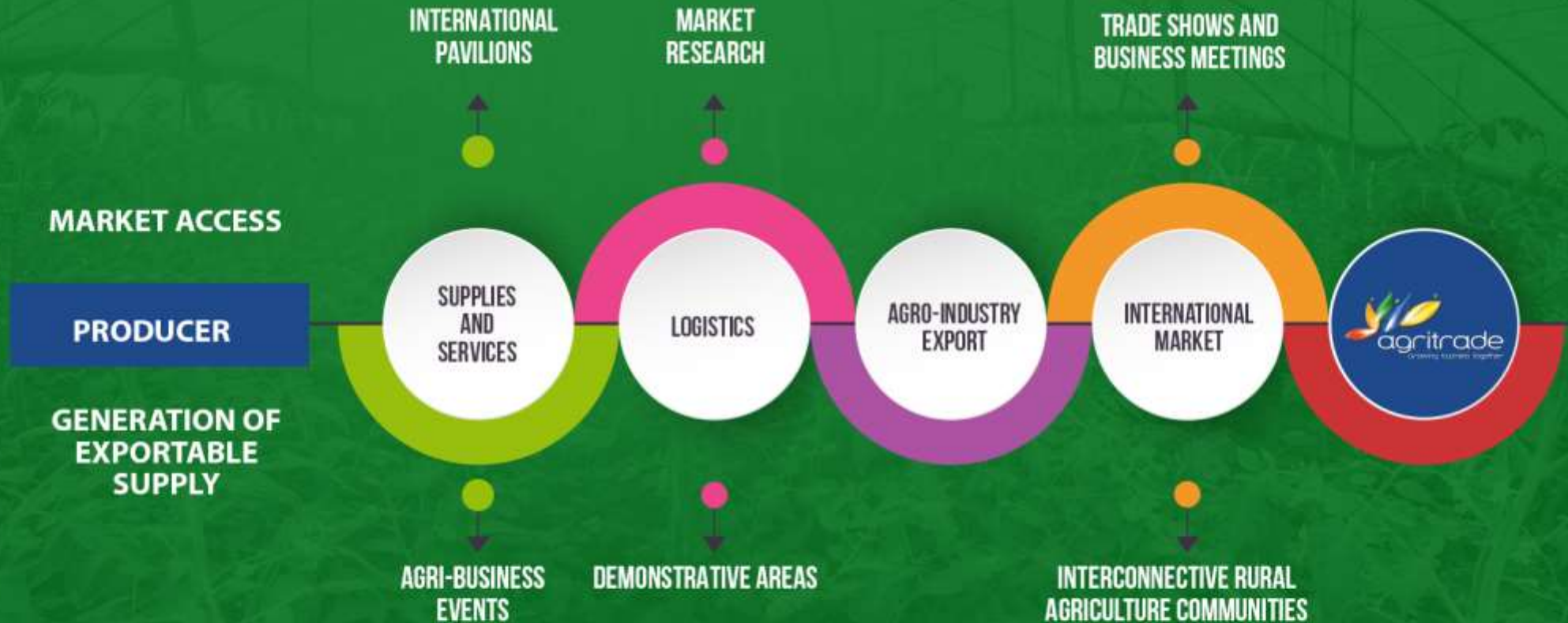
TO STRENGTHEN THE PRODUCTION CHAIN



OUR VALUE PROPOSAL

“Production Chain, Business Generator”

2019 AGRITRADE PLATFORM STRUCTURE



STRENGTHENING THE PRODUCTION CHAIN



PRODUCER



SUPPLIES AND SERVICES



LOGISTICS AND TRANSPORTATION



AGRO-INDUSTRY EXPORT

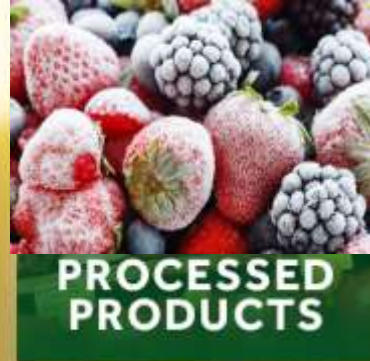


INTERNATIONAL BUYERS





PARTICIPATING SECTORS



2017 STATISTICS



3,045
VISITORS



19
COUNTRIES FROM
3 CONTINENTS



116
INTERNATIONAL
BUYERS



2,000
BUSINESS MEETINGS



\$55
MILLIONS
IN PROJECTED BUSINESS DEALS



+ THAN 50
PRODUCTS IN THE
EXHIBITION FLOOR



7
CONFERENCES
WITH NATIONAL AND
INTERNATIONAL SPEAKERS

2019 EXPECTATIONS



3,500
VISITORS



23
COUNTRIES FROM
3 CONTINENTS



150
INTERNATIONAL
BUYERS

80% OF NEW
BUYERS



3,000
BUSINESS MEETINGS



\$56
MILLIONS
IN PROJECTED BUSINESS DEALS



AGROINDUSTRIAL
PRODUCTS
IN THE EXHIBITION FLOOR



18
CONFERENCES
WITH NATIONAL AND
INTERNATIONAL SPEAKERS

BOOTHS IN THE EXHIBITION FLOOR

36%
INCREASE

NATIONAL AND INTERNATIONAL VISITORS

29%
INCREASE



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WHY SHOULD YOU ATTEND?

CONSOLIDATE
YOUR IMAGE WITH
CURRENT AND
POTENTIAL
CUSTOMERS



PARTICIPATE IN A
SPECIALIZED
EVENT



DIRECT CONTACT
WITH HIGH
POTENTIAL BUYERS



**GENERATION
OF BUSINESS
OPPORTUNITIES**



CANADA

UNITED STATES

MEXICO

EL SALVADOR

HONDURAS

COSTA RICA

PANAMA

CHILE

DOMINICAN REP.

PUERTO RICO

SPAIN

ENGLAND

GERMANY

IRELAND

NETHERLANDS

BELGIUM

ISRAEL

JAPAN

TAIWAN

BUSINESS MEETINGS



INTERNATIONAL
BUSINESS MEETINGS



TRADE HOUSES
BUSINESS MEETINGS



NATIONAL AGRI-BUSINESS
MEETINGS





80%
OF NEW
INTERNATIONAL
MARKET BUYERS

PROGRAM

THURSDAY
21



CONFERENCE
PROGRAM

THURSDAY
21



OPENING
COCKTAIL

FRIDAY 22
SATURDAY 23



BUSINESS
MEETINGS AND
EXHIBITION
FLOOR

FRIDAY 22



VIP BUYERS
DINNER

**INNOVATION
AWARD**



INNOVATIONS



**AGRICULTURE
TECHNOLOGY
CONFERENCES**

**20% GROWTH IN
THE EXHIBITION
FLOOR**



**INTERNATIONAL
PAVILIONS**

**AGROINDUSTRY
EVOLUTION**



**JAPAN AND ISRAEL
INVITED
COUNTRIES**



**MANGO
BOARD
ANNUAL
MEETING**



**MANGO
AND
AVOCADO
FESTIVALS**



**COFFEE
TRADE**

PROCESSED FRUITS AND VEGETABLES

A NEW FOCUS ON AGROINDUSTRY AND PROCESSED PRODUCTS THAT ELEVATES THE SHELF LIFE OF THESE PRODUCTS, FACILITATING SHIPMENTS TO FARAWAY DESTINATIONS.

- FROZEN FRUITS AND VEGETABLES
- PULP
- READY TO EAT
- PRE-CUT
- PRE-PACKED





TRAVEL TOURS FOR INTERNATIONAL VISITORS



- TRADE MISSION WITH JAPANESE BUYERS
- BUSINESS MEETINGS WITH COMPANIES THAT COMPLY WITH THE JAPANESE MARKET REGULATIONS
- FIELD AND FACTORY VISITS TO THE PARTICIPATING COMPANIES
- WORKSHOPS ABOUT REGULATIONS AND THE JAPANESE CONSUMER



**INVITATION TO
ENTREPRENEURS FROM
ISRAEL TO LEAD SEMINARS
ON AGRICULTURAL
TECHNOLOGY AND THEIR
BEST PRACTICES IN THE
AGRICULTURE SECTOR.**





INFORMATION



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MAKING GUATEMALA AN EXPORTING COUNTRY

