

Colombia Virtual Shopping Line 2020

VIRTUAL SHOPPING LINE

- Exporters' Catalogue
- Matchmaking
- Individual Programme
- Online B2B Meetings
- Online Seminar
- Price: DKK 2,500



We use digital innovation to combat COVID-19.
Welcome to online business with Colombian companies!

Colombian buyers have a Shopping Line creditcard from EKF.
They select you from the Exporters' Catalogue.
We schedule your B2B meetings. You do the business.

VIRTUAL SHOPPING LINE DELEGATION

Colombia, 5 - 9 October 2020

Registration for Exporters' Catalogue: Monday 10 August 2020

Online B2B meetings with pre-selected high-profile companies within the Colombian pork production industry.

The delegation focuses on the pork production chain. We propose online B2B meetings with Agropecuaria Aliar, Antioqueña de Porcinos, Cerdos del Valle, Colanta and Grupo Nutresa as well as an online seminar with Porkcolombia and 10-12 pork companies.



UDENRIGSMINISTERIET
The Trade Council



Confederation of Danish Industry



Danish Agriculture
& Food Council



Confederation of Danish Industry; Danish Agriculture & Food Council; EKF - Denmark's Export Credit Agency - and the Danish Embassy in Colombia invite you to join the Shopping Line Delegation 2 with the special COVID-19 subsidy by the Danish Ministry of Foreign Affairs.

SCHEDULE

Monday 10 August: Deadline exporters' catalogue.

Tuesday 8 September: Response from Colombian buyers.

Thursday 10 September: Pre-meeting Danish companies.

Friday 11 September: final sign up Danish companies.

Wednesday 16 September: individual programmes.

Monday 5 – Friday 9 October: Virtual Shopping Line.

THE VIRTUAL SHOPPING LINE CONCEPT

This is an initiative focusing on building a bridge between Danish exporters and the most important players in the sector of a chosen market. The objective of this virtual delegation is to match Danish companies, delivering new solutions and technology, with the various parts of the pork production chain in Colombia (primary production, abattoirs, processing, storage, logistics etc.)

WHY JOIN?

The Colombian pork industry is working on technification and improvement of their processes. The COVID-19 pandemic has made the Colombian buyers very keen on getting back to 'normal'. We will meet pre-selected Colombian companies through pre-arranged 1:1 virtual meetings with companies that have already been assessed by EKF and the Embassy of Denmark in Colombia. The virtual shopping line concept will be as close to a normal business meeting as possible.

YOU GET

An updated profile in the exporters' catalogue; exposure to a long list of Colombian buyers; matched interest with Colombian buyers; online B2B meetings with key decision makers; pitch in online seminar with companies from the Colombian pork industry (big buyers and other relevant companies from the industry).

WHO SHOULD JOIN?

Companies within: pork/livestock, breeding and genetics; agro-industry, feed, stables, ventilation; food processing technology & bio security; cooling, storage, quality control & ingredients.

THE SHOPPING LINE PROCESS

1. BACKGROUND

The EKF and the Embassy have had meetings with the largest banks in Colombia. The banks know the selected Colombian companies and are very interested in increasing their operations with these companies. The Shopping Line concept has been presented to the banks, and all the banks have expressed interest in working with the concept. The dialogue with the banks was continued during our first delegation to Colombia on 24 - 29 November 2019.

The Danish Embassy in Colombia and the EKF have identified and established a dialogue with five big Colombian companies within the meat production and processing industry. All five companies have shown great interest in Danish solutions. In addition, during a seminar organized for the delegation in November 2019, the EKF had talks with other important companies in the pork industry, and they have also shown great interest in the Danish technologies presented at the seminar.

In general, the Colombian buyers are expanding within livestock, slaughtering and processing. They need to improve quality to be able to meet the growing demands from customers and authorities and in the long term get access to export markets. We therefore see an interest in genetics, stables, feed, slaughtering, cold storage and processing equipment.

2. EXPORTERS' CATALOGUE

In order to arrange the B2B meetings at the highest and most relevant level, you need to fill in your company profile. The exporters' catalogue is your selling platform and the Colombian companies use the exporters' catalogue to select the companies they wish to meet.

Fill in your company profile using the exporters' catalogue template. If you have a profile already, it will be sent to you for an update.

Please send your company profile including pictures as mentioned in the template to:

Eva (L&F), emo@lf.dk

Susanne (L&F), szt@lf.dk

Emil (DI), emns@di.dk

by **Monday 10 August 2020**.



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PROGRAMME

PRE-MEETING: Monday 5 October 2020

- Teams meeting
- 60 min. agenda
- Welcome and who are present
- Virtual Business Delegation
- Exporters' Catalogue
- Shopping Line buyers
- Schedule and individual programmes
- Colombia COVID-19 status
- Q&A.

SEMINAR: Tuesday 6 October 2020

- Organized with Porkcolombia
- Participants: the five big companies and other relevant companies from the pork industry (integrated companies, slaughter service companies and pork farms)
- The seminar will feature a Danish key note speaker on a topic of interest to the Colombian buyers in order to attract the highest number of companies
- You will have the possibility to pitch your solution to the audience, which may lead to the organization of further meetings
- After the seminar, we will contact you, if additional big buyers or SMEs wish to meet with you.

ONE-TO-ONE B2B MEETINGS:

Wednesday - Friday 7 - 9 October 2020

- You are selected by the Colombian buyers through the Exporters' Catalogue – so they decide if they are interested in meeting
- You can also request meetings with the Colombian counterparts
- You will get 2-4 meetings with the big buyers
- The remaining participants at the seminar will receive the final catalogue with the Danish participants and can also select with whom they wish to meet
- You will get your own company agenda with virtual meetings and information on the Colombia companies and on who will attend the meetings
- Pre-arranged online B2B meetings
- Project leaders: Emil (DI) and Susanne (L&F)
- Hands onsite: Jane Weyers (TC)
- Finance: Lars Smed Jensen (EKF).

3. JOIN THE DELEGATION

The Colombian companies select the Danish companies, with whom they want to discuss investment plans. You will get online B2B meetings of 30-45 minutes and a set agenda (sent to you one week before the B2B meetings). The meetings are, as always, with relevant top-level management.

You can sign up for the catalogue for free and will only be charged if you are selected for the meetings.

4. SMALL GROUP – QUALITY B2B

The delegation will consist of 8-10 Danish companies. Even if we go virtual, we do not want to exploit the Colombian buyers.

But we will expand the delegation to more than 8-10 companies if there is a demand by the Colombian buyers. That is the beauty of a virtual business delegation. We do not depend on flight schedules!

A REGULAR BUSINESS DELEGATION



NOW A VIRTUAL BUSINESS DELEGATION



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COLOMBIAN COMPANIES

The selected Colombian companies are listed below. They are some of the largest and most important companies within the Colombian Food & Agricultural sector. Both Jane at the Embassy and Lars at the EKF have kept the communication going since we visited in November 2019. The companies operate in the areas of the entire meat value chain and in all meats.

- **Agropecuaria Aliar** - with the trademark La Fazenda - is an integrated agro-industrial company, active within farming (corn and soybeans), pork (primary production, slaughtering and deboning/processing), animal feed and transport.
- **Antioqueña de Porcinos** - with the trademark Porcicarnes - has been present on the Colombian market for 30 years. The company is active in pork production: breeding, fattening, slaughtering, cutting/ deboning and processing.
- **Colanta** is a cooperative with approx. 10,000 members and 55 years on the market. The company has five business units: dairy, meat (beef and pork), animal feed, agriculture and services. Their business is split into dairy 70%, animal feed 16% and meat 11%.
- **Cerdos del Valle** was founded in 1998 through the union of pig producers and pork meat retailers. Nowadays, they integrate the whole process from feed production, pork primary production, slaughtering, cutting/ deboning, processing as well as delivery and sales.
- **Grupo Nutresa S.A.** is the leading food processing company in Colombia and one of the most important players in Latin America with direct presence in 14 countries through 46 production plants. The company's cold cuts business represents a market share of 71% in Colombia and 20.6% of the total Grupo Nutresa's turnover

PRICE STRUCTURE

- **2-4 online B2B meetings** with the selected big Colombian buyers: DKK 2,500 excl. VAT
- **Seminar:** 5 hour free service by the Danish Embassy in Bogotá
- In case you are approached by more than 4 Colombian companies, you can make use of another **5 hour free service by the Danish Embassy in Bogotá.**

HOW TO REGISTER

Exporters' Catalogue:

Fill in your company profile using the exporters' catalogue template. If you have a profile already, it will be sent to you for an update.

Please send your company profile including pictures as stated in the template to:

Eva (L&F), emo@lf.dk

Susanne (L&F), szt@lf.dk

Emil (DI), emns@di.dk

Deadline for the exporters' catalogue is **Monday 10 August, 2020.**

Participation in the delegation:

Please register by filling out below registration form. The deadline for a binding registration is **Friday 11 September 2020.**

CONTACT



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Danish Agriculture & Food Council

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Confederation of Danish Industry



Danish Agriculture & Food Council



EKF

BINDING REGISTRATION

Meet Colombian Conglomerates in direct B2B meetings between 5 and 9 October 2020

Participation: **DKK 2,500 excl. VAT** for 2-4 online B2B meetings, exporters' catalogue, seminar and option for free meetings 5+6.

The price is calculated on the basis of 8 participating companies with 2-4 meetings each and an approved 75% subsidy by The Danish Trade Council. Virtual meetings 5 and 6 free of charge.

NOTICE: Please fill out the attached "Virksomhedsskema". The subsidy form must be filled out with information on the Danish company in charge of the activity (a local company address is not valid). We reserve the right to offer participation at another price should any of the above criteria change. Should this result in a higher price than originally quoted, you have the right to cancel your participation.

I agree on using the 5 hour free service (FOCS) by the Danish Embassy in Bogotá for the seminar participation.

Company _____

Address _____

Postal Code _____ City _____

Danish CVR number _____

Contact person _____

Participating person _____

Title _____

Mobile phone & e-mail _____

Date, signature
& company stamp _____

Please return the completed **registration form** and "**Virksomhedsskema**" to the Danish Agriculture & Food Council to Eva Friis Mortensen, emo@lf.dk or Susanne Z. Teilmann, szt@lf.dk
No later than Friday 11 September 2020

Registration is made in accordance with DAFC's terms of participation (attached)



Bilag 10 - Virksomhedsskema

Dette erhvervsfremstød modtager tilskud fra The Trade Council (TC) i Udenrigsministeriet under programmet "Fælles erhvervsfremstød". Skemaet **skal** udfyldes af alle deltagende virksomheder.

Det skal understreges, at virksomheder, som ikke har udfyldt skemaet, eller som har udfyldt skemaet mangelfuldt, ikke vil være tilskudsberettiget. Du kan læse nærmere om programmet på [Udenrigsministeriets hjemmeside](#).

Identifikation af fremstødet (udfyldes af koordinator):

Projektets titel	Erhvervsfremstød i Colombia "Shopping Line 2 Virtual Delegation"
Projektansvarlig	Susanne Zwergius Teilmann
Projektets reference	

Virksomheden forpligter sig i henhold til retningslinjerne for programmet "fælles erhvervsfremstød" til at deltage i fremstødet, dvs. være til stede og deltage i præsentationer, kontaktmøder mv. Det er dog muligt, at virksomheden kan lade sig repræsentere af et datterselskab eller en lokal agent, som virksomheden har en samarbejdsaftale med.

Oplysninger om virksomheden (udfyldes af deltagende virksomhed)

Navn på støttemodtagende virksomhed (hovedkontor i Danmark):		CVR-nummer:
Adresse:		
Postnummer:	By:	
Virksomhedsform:	Hovedtelefonnummer:	
Omsætning seneste regnskabsår (mio. DKK):*	Antal ansatte:*	
Modtaget "de minimis"-støtte fra dags dato, dvs. det indeværende og de to forudgående regnskabsår, ekskl. det aktuelle projekt: ** Sæt kryds i én af følgende: <input type="checkbox"/> Ja <input type="checkbox"/> Nej		Hvis "ja", angiv beløb i DKK:
Navn på person som deltager i fremstødet:		
Direkte mailadresse:		

Undertegnede, der er ansat i og bemyndiget af ovenstående virksomhed til at ansøge om deltagelse i fælles erhvervsfremstød og delegationsbesøg til Danmark, erklærer på tro og love, at ovenstående oplysninger er korrekte***, og at virksomheden er bekendt med EU's "de-minimis"-regler.

Dato:	Navn på tegningsberettiget underskriver:
Underskrift:	

*En virksomhed betegnes som SMV, når virksomheden har under 250 ansatte samt en årlig omsætning på maks. 375 mio. kr. i seneste regnskabsår.
Støtte i form af tilskud til "Fælles erhvervsfremstød" i henhold til EU-reglerne for "de minimis"-støtte, jf. Kommissionens forordning (EU) nr. 1407/2013 af 18. december 2013 om anvendelse af artikel 107 og 108 i traktaten om Den Europæiske Unions funktionsmåde på "de minimis"-støtte. Virksomheder må ikke modtage "de minimis"-støtte, der overstiger grænsen, som "de minimis"-forordningen fastsætter, dvs. EUR 200.000 over 3 regnskabsår. **Såfremt der ikke er modtaget støtte, skal dette angives ved at sætte kryds i nej-feltet.

*** Ifølge lov nr. 53 af 31. januar 2001 om visse aspekter af Danmarks Eksportråds virke, § 7, stk. 1, gælder: "Med mindre højere straf er forskyldt efter anden lovgivning, straffes med bøde den, der i forbindelse med en ansøgning om tilskud afgiver urigtige eller vildledende oplysninger eller fortier oplysninger af betydning for en sags afgørelse."