



# Colombia Shopping Line - doing business with financing

24 – 29 November 2019

Registration Deadline: 16 October 2019

## SIGN UP TO JOIN THE DELEGATION

**You have participated in the Exporters Catalogue for the Colombian Meat Industry Shopping Line, the Colombian companies are screened by EKF, Denmark's Export Credit Agency, and they are looking forward to meeting you 24 – 28 November 2019. It is time for B2B!**

The Confederation of Danish Industry (DI), The Danish Agriculture and Food Council (L&F), Denmark's Export Credit Agency (EKF) and the Embassy of Denmark in Colombia have the pleasure of inviting your company to take part in this two-tiered initiative consisting of B2B and financing.

## SHOPPING LINE

We have matched your competences (delivering solutions, know-how and technology) with key players of the Colombian meat industry. They wish to build sustainable efficient production throughout the entire value chain.

## COMPANIES SHOULD JOIN, IF ENGAGED IN:

- Pork, poultry, cattle, fish production
- Livestock, breeding and genetics
- Agro-industry grain, feed, stables, ventilation
- Food processing technology & bio security
- Cooling, storage, quality control, ingredients.

The Danish Embassy in Colombia has actively built a trusted and close relationship with key players and companies within the food and agricultural sector in Colombia since 2013.

EKF, Denmark's Export Credit Agency, has paid a visit to the key players preparing to issue a credit card for multiple purchases from Danish suppliers.

The Shopping Line concept is all about attractive financing nudging Colombian buyers to choose a Danish exporter.

NOW we are ready for the final stage: setting up specific B2B meetings for you!

## WHY JOIN?

Colombian companies are expanding. We will meet pre-selected Colombian companies, who are investing in new solutions and technologies.

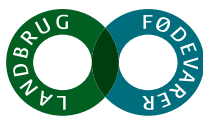
The Shopping Line concept is pure B2B and finance. By signing up for participation you will get qualified 1:1 meetings with companies that have already been assessed by EKF and the Embassy of Denmark in Colombia.

## YOU GET

- Update on your profile in the export catalogue
- Exposure to a long list of Colombian buyers
- Matched interest with Colombian buyers
- B2B meetings with key decision makers.



Confederation of Danish Industry



Danish Agriculture  
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## TENTATIVE PROGRAMME

### 24 November, Sunday

- Arrival in Medellin
- Networking dinner and welcome briefing

### 25 November, Monday - Medellín

- Visit: **Grupo BIOS**
- Santiago Piedrahita Montoya, President, Hernando Mesa, Corporate Engineering, Technical staff (tbc)
- Lunch
- Visit: **Antioqueña de Porcinos**
- Henry Ramírez Gómez, Financial Director, Technical staff (tbc)

### 26 November, Tuesday - Medellín

- Visit: **Grupo Nutresa**
- Luis Santiago Restrepo, Director of Infrastructure Development, Technical staff (tbc)
- Lunch
- Visit: **Colanta**
- Germán Agudelo, Financing Manager, Gustavo Benavides, Plant Manager, Technical staff (tbc)

### 27 November, Wednesday - Medellín

- **Networking event with Porkcolombia**  
Speed dating with relevant Colombian buyers, e.g.:
  - Carnes y Derivados del Occidente, Central Ganadera, Cercafé, Cervalle, Frigorífico Bello, Frigorífico Ble, Frigorífico Guadalupe, Porcicultores APA SAS, Porcigenes, Supercerdo Paisa

### 28 November, Thursday - Bucaramanga

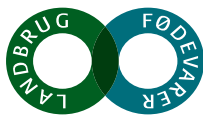
- Visit: **Agropecuaria Aliar**
- Juan Pablo Liévano Ardila, Purchasing and Importing Manager, Technical staff (tbc)
- Lunch
- Visit: **Avícola el Madroño**
- Arminda Rojas Cota, Administrative Director, Technical staff (tbc)

### 29 November, Friday - Bucaramanga

- Visit: **Avidesa MacPollo (tbc)**
- Lunch
- **Flight home**



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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. The companies operate in the areas of the entire meat value chain and in all meats. For more information about the Colombian companies, please see the attached file.

- **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.
- **Avicola el Madroño** was founded 30 years ago and operates as a poultry company. Its business includes primary production, slaughtering and processing. The company is part of Itacol, one of the most important animal feed producers in Colombia.
- **Avidesa MacPollo** has been on the Colombian market for 50 years, employs 7,500 people and is recognized as the number one poultry production company in the country. The business is vertically integrated covering the whole value chain: feed production, breeding farms, hatcheries, fattening farms, slaughtering, processing, distribution and sales of both processed and frozen chicken.
- **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%.
- **Grupo BIOS** is a leading company in the agro-industrial sector in Colombia. They directly or indirectly control seven companies in the area of animal feed, egg production, poultry, pork genetics and pet food. The company has nearly 7,000 employees on a national level and has been on the market for 60 years.
- **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 is 20.6% of the total Grupo Nutresa's turnover.



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## PRACTICAL INFORMATION

### PRICE

Full participation: **DKK 18,500 excl. VAT** per participating company (2 participants per company). Extra company representative 1.500 DKK per person.

Local transportation mentioned in the tentative program is included in the price. Flights and hotels are not included in the price.

### HOTEL AND TRAVEL INFORMATION

Flights and hotels are not included in the price. Upon binding registration, you will receive a travel proposal from BCD Meetings & Events.

### HOW TO REGISTER

Please register by clicking 'REGISTER HERE' to follow the link to the online registration form.

**Deadline for signing up for the delegation  
Wednesday 16 October 2019.**

### THE FINE PRINT

NOTE: The price is based on 9 participating companies and an expected 50% subsidy from the Trade Council of Denmark. The subsidy is obtained only if there is a 25% participation from SME companies. Please fill out the attached "Virksomhedsskema". The subsidy from the Trade Council of Denmark is only given to Danish companies with a Danish CVR number, residing in Denmark, so forms must be filled-in and signed by the Danish company in charge of the activity (local company address is not valid). Invoice will always be issued in DKK to the Danish company address.

We reserve the right to offer you participation at a different price should any of the above criteria's change. Should this result in a higher price than quoted, you have the right to cancel your participation. Other expenses not mentioned above are at own expense including visa, flights, dine & drink and hotel [here](#).

[REGISTER HERE](#)

## CONTACT



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