



Meet the Mexican meat industry

Based on the huge potential within Mexico's agriculture and food producing companies, EKF, DI, L&F and the Danish Embassy in Mexico is establishing Shopping Lines to selected Mexican companies.

Project based delegations to Mexico: Jan 28. - Feb 1. & Feb 25. - Mar 1. 2019

A new initiative is bridging relations between Danish exporters and some of Mexico's largest companies within the agriculture and food producing sector. Join the delegations and meet Mexican companies that each year invest millions in new products, technology and solutions.

The Confederation of Danish Industry, the Danish Agriculture & Food Council, EKF Denmark's Export Credit Agency and the Danish Embassy in Mexico have the honour of inviting you to join this initiative consisting of an export catalogue and a delegation visit to Mexico. The Shopping Line concept matches you with a number of relevant and important Mexican companies.

THE SHOPPING LINE CONCEPT is a new initiative focusing on bridging relations between Danish exporters and larger companies around the world. The objective of the delegation is to match Danish companies delivering new solutions, know-how and technology to the different parts of the meat sector in Mexico engaged in primary production, abattoirs, processing, storage, logistics etc.

Denmark has a strategic partnership with Mexico and therefore a close cooperation within Food & Agriculture. Danish companies are famous for innovative technology, know how and products in Mexico.

The Danish Embassy in Mexico has built a trusted and close relationship with the largest key players and companies within food and agriculture in Mexico. Furthermore, Denmark's Export Credit Agency is making credit lines to the targeted Mexican companies that can be utilized when buying technology and equipment from Danish companies. They simply get a creditcard for multiple shopping from Danish suppliers.

WHY JOIN?

The Mexican companies invest heavily in solutions and new technology. Joining a project-based delegation will give you targeted B2B meetings with 5-6 companies already visited and screened by EKF, the local international banks and the Danish Embassy.

You will get:

- A profile in the export catalogue that will be presented to several Mexican companies.
- Matched interest with the Mexican customers.
- B2B Meetings with decision makers from key Mexican companies.



Confederation of Danish Industry



EMBASSY OF DENMARK
Mexico City

THE PROCESS

1. CONDITIONS FOR PARTICIPATION

Registering for this business delegation does not ensure your participation. To make sure that the meetings are relevant for both you and the Mexican companies there will be a screening process after your registration. You need to fill in a company profile using the attached template.

When you register, please send your company profile and up to three high resolution product pictures to Susanne, L&F, szt@lf.dk and Emil, DI, emns@di.dk

2. BACKGROUND

The Danish Embassy in Mexico, EKF and the Mexican banks have identified and established a dialogue with 11 large Mexican companies within meat production and processing (chicken and pork) in Sonora and Nuevo León. All 11 companies have shown great interest in innovative Danish solutions. Initial negotiations and presentations were made in August 2018. The next step is to introduce the companies to Danish companies.

3. EXPORT CATALOGUE

In order to arrange meetings with the most relevant Mexican companies you need to fill in a company profile. The catalogue forms the basis for the Mexican companies' selection process. See further comments under conditions for participation. It is free of cost to have a profile in the catalogue.

4. JOIN THE DELEGATION VISIT

The Mexican companies will – before the visit - select the Danish companies they wish to discuss investment plans with. Therefore, the company profile in the Export Catalogue is of great importance. The delegation will be divided into smaller groups of 7-9 companies. The Mexican companies are interested in smaller groups to allow them to be detailed and to give you time to make a proper presentation. Each visit (week 5 and week 9) will include visits with 5-6 Mexican companies.

TENTATIVE PROGRAM

For each of the two visits (week 5 and 9):

Sunday

- Arrival Mexico City / Departure for Sonora
- Dinner

Monday

- Introduction to the business and investment plans and B2B meetings
- Site visit 1
- Reception with stakeholders from Mexican Pork, OPORPA, Sonora Government and Ambassador Lars Steen Nielsen
- Dinner

Tuesday

- Site visit 2
- Transportation to next company
- Site visit 3
- Departure for Monterrey

Wednesday

- Site visit 4
- Dinner

Thursday

- Site visit 5 in Nuevo León.
- Dinner

Friday

- Site visit 6 in Nuevo León.
- Departure to Mexico City
- Arrival Mexico City / Departure for Denmark

The above mentioned dinners will be at own expense.

MARKET INFORMATION

The Mexican economy is among the 15 largest in the world in nominal terms and the 11 largest by purchasing power parity. In 2017, Mexico had a Gross Domestic Product growth at 2.3 % and exported products and services for USD 373 billions making Mexico the **10th largest export economy** in the world. Mexico has close to **130 million people**, a **stable economy**, a strong and **growing homemarket** and is a perfect gateway to the US and Latin America.

Mexico is among the largest pig markets in the world. In 2017, total volume sales of meat increased by 3%, reaching 6.1 million tonnes. Within pork the **total volume growth was 6%** in 2017.

The consumption of processed meat in Mexico is growing. The key trend has been that companies are offering more natural products, by reducing preservatives and sodium, in order to stimulate consumption. The idea is to retain the freshness and flavour of the products using fewer substances and chemicals.

For instance, poultry consumption reached 32 kg per capita per in 2017, while consumption of pig meat per capita reached 19 kg per capita per year, a **98% increase** from 1996 to recent years.

Livestock accounts for 30% of Mexico's agricultural output, producing milk, poultry, eggs and beef. Dairy consumption in Mexico was predicted to increase by 8% in 2017. Poultry remains the preferred animal protein, a preference based mainly on price, which also explains the increased pork demand. Mexico is the third largest manufacturer of food in America, following USA and Brazil. The US remains Mexico's principal agricultural trading partner receiving almost 80% of Mexico's total exports.

The Mexican pig meat exports have increased by 55% within the past 10 years and have diversified towards North America and other Asian markets. Japan is the leading destination for Mexican pork exports, followed by the US, South Korea and China, and at a lower volume Canada, Hong Kong and Singapore.

MEXICAN COMPANIES

The selected Mexican companies are listed below. These are some of the largest and most important companies in Mexico within Food & Agriculture (for further information about the companies please see the attached file):

1. Norson
2. Frigorifica Contreras/JC Carnes
3. La Exquisita
4. Soles
5. Yoreme
6. Alco
7. Xignux/Qualtia Alimentos
8. La Cacharamba
9. Ojai
10. Sukarne
11. Kowi



PRACTICAL INFORMATION

PRICE

Full participation: **DKK 16,900 excl. VAT per participating company** (2 participants per company)

The price is calculated on a basis of 18 participating companies, 9 companies per project delegation and an approved 50% subsidy by The Danish Trade Council. Local transportation mentioned in the tentative program is included in the price. Flights and hotels are not included in the price.

PLEASE NOTE: In order to maximise the business potential please rank the cooperatives according to your business interests and equally rank the delegation weeks (week 5 and 9, 2019).

HOTEL AND TRAVEL INFORMATION

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

HOW TO REGISTER

Please register by filling out the online registration form. Deadline for binding registration is:
18 January 2019.

[REGISTER HERE](#)

CONTACT



Confederation of Danish Industry
Emil Stub
emns@di.dk
+45 3117 0898



Danish Agriculture and Food Council
Susanne Zwergius Teilmann
szt@lf.dk
+45 2045 7626



EKF
Marek Lyngbye Zandberg
mlz@ekf.dk
+45 2019 4517



Embassy of Denmark in Mexico
Mariana Garay / Jacob Green
margar@um.dk / jacgre@um.dk
M: +52 1 (55) 80182029
J: +52 1 (55) 3222 2104