



Source: Getty Images

ONLINE MEETINGS WITH TOP MEXICAN PORK PRODUCERS & KEY EXPORTERS

The Confederation of Danish Industry (DI), the Danish Agriculture & Food Council (DAFC), Denmark's Export Credit Agency (EKF) and the Danish Embassy in Mexico invite you to join two free of charge high-level round tables with two world leading Mexican pig producers organized with a special COVID-19 subsidy from the Danish Ministry of Foreign Affairs.

THE VIRTUAL DELEGATION focuses on the pig production value chain and the Mexican market leading companies, which are characterized by having activities both within primary production and processing. The activities include two online round tables and exclusive B2B meetings with pre-selected high-profile companies within the Mexican pig production and processing industry. Additional online matchmaking activities with the Mexican companies (exclusive 1-1 B2B meetings) are organized for a small fee.

WHO SHOULD JOIN?

This is a unique business and export opportunity for an important industry in Denmark, not least for the many small and medium sized companies (SMEs), since this virtual concept brings an exclusive but easy opportunity to open doors to a completely new and important market for several Danish companies.

Companies could be operating within: solutions to primary pig production, breeding and genetics, agri-industry, feed, stables, ventilation, food processing technology, bio security, cooling/cold chain, storage, quality control and ingredients.

WHEN AND WHERE?

It takes place online via a series of virtual meetigs from **October 20th until October 21th, 2020**.

SIGN UP

Registration for exporter's catalogue by **Friday 18 September 2020** at the latest.

YOU WILL GET

- An updated company profile in the exporter's catalogue and exposure to the largest Mexican companies within the pig production industry.
- Participation in a high-level roundtable with two of the most important Mexican pig-producers.
- The opportunity to pitch your solutions in online meeting sessions with local companies.
- Your own tailor-made programme with virtual B2B meetings and information on the companies attending the meetings.

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WHY JOIN?

Mexico is an important producer within the Food & Agro Business, not least when it comes to pig production. The big Mexican pig producers have 80-100.000 sows, and their fast-growing production is fully integrated to include both farms and slaughterhouses. The big pig producers invest heavily in new solutions and technologies to meet the rising demand from their home- and export markets and some of the companies are planning to scale-up the production with additional 10.000 sows a year.

The objective of this virtual concept is therefore to match Danish companies delivering new solutions and technology with some of the biggest Mexican pig producers.

THE EXPORTS CATALOGUE

In order to arrange the B2B meetings at the most relevant level you will need to fill in a company profile. The exporters' catalogue will work as your selling platform and the Mexican companies will use it to select the Danish companies they want to meet and decide if they are interested in an online B2B session.

PROGRAMME

20 October 2020- Mexican company 1

Digital round table (free of charge)

Agenda:

- Welcome
- Introduction incl. a professional topic and/or speaker
- Presentation by Mexican company
- Tour de Table (2-3 minutes presentation from each company)
- Q&A
- Exclusive 20. Min. B2B meetings between the Mexican company and selected Danish companies (for a small fee)

21 October 2020- Mexican Company 2:

Digital round table (free of charge)

Agenda:

- Welcome
- Introduction incl. a professional topic and/or speaker
- Presentation by Mexican company
- Tour de Table (2-3 minutes presentation from each company)
- Q&A
- Exclusive 20. Min. B2B meetings between the Mexican company and selected Danish companies (for a small fee)

HOW TO REGISTER?

Step 1: Fill in your company profile using the exporters' catalogue template before September 18th. Please send your company profile including pictures as written in the template to:

Emil Stub (DI), emns@di.dk

If you already have a profile, it will be sent to you for an update.

Step 2: Sign up for the round tables by 18 September. Please register by filling out the online registration form on the web.

Step 3: Join round tables and B2B sessions on 20 - 21 October.

[Register Here](#)

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PRICE STRUCTURE:

- Round tables are free of charge, given the acceptance of the Danish company that its FOCS (free of charge service) through the Danish Embassy of Mexico (5 service hours free of charge covering preparing and facilitating the roundtables, including securing the Mexican participants) is used
- If selected for B2B meetings the price is **750 DKK** for one meeting, and **1.500 DKK** for two meetings. This price is based on a 75% subsidy from the Trade Council of Denmark and registration of 8 Danish companies.
- The Danish Embassy in Mexico will be happy to further assist Danish companies in any kind of continued dialogue with the Mexican companies as well as to a strategic approach to the Food & Agro Business in Mexico in general (in full accordance with the Trade Council rules and payment structure).



Confederation of Danish Industry



EMBASSY OF DENMARK
Mexico City