



PROGRAM

TRADE MISSION MEXICO - GUATEMALA

12 – 19 November 2018

Event & target group

This horticultural trade mission to Mexico and Guatemala is being organized by Jungle Talks in cooperation with Rabobank. Jungle Talks is a trade name of the Dutch-Costa Rican horticultural consultancy firm Ideavelop, organizer of more than 35 successful horticultural trade mission to 20 countries in the past 15 years.

We organized already 4 successful trade mission to Mexico and we intend to outperform this success with this 5th trip. Also in Guatemala we have gained quite some experience, organizing about 10 trade mission in the past years.

Please note that you can participate in this trade mission in several ways, you are not obliged to participate in the full program. You will find more detailed information, also about the costs, at the end of this document.

In Mexico the program concentrates on company visits to renowned producers of greenhouse vegetables, the Agropark in Queretaro, Koppert-CEICKOR, Rijk Zwaan etc. Participants will also visit the most important agricultural trade fair in Latin America, the Expo Agroalimentaria in Irapuato. Here many local, but also international (and Dutch) exhibitors will be present. We will organize a matchmaking program with carefully selected Mexican companies at the fair.

In Guatemala, visits to Holland Orchids and Ter Laak AmericaS, recently opened Dutch-Guatemalan joint ventures, will be the core of the program. In addition, participants will get ample opportunity to network with local horticultural entrepreneurs.

The visit to Mexico is mostly aimed at (Dutch and international) suppliers of knowledge and technology, producers, trades and all other companies with an interest in the developments in Mexican vegetable production as well as sales and marketing. An important factor in this development is of course the Agropark in Queretaro, still an innovative model of cooperation that will be followed in the next couple of years.

In Guatemala 'foreign investments' are the main theme, also with regards to visits to Ter Laak AmericaS and Holland Orchids (production of Phalaenopsis en Cymbidium). The target group for this visit is again suppliers and producers, but also potential (international) investors.



Program

The trade mission to Mexico takes place from Monday 12 tot Friday 16 November and starts in Guadalajara. Participants interested in the program in Guatemala subsequently fly to Guatemala City from Mexico d.f. on Friday 16 November. The draft program is now as follows:

Sunday, 11 November

Arrival of participants in Guadalajara and transfer to Tlaquepaque, a charming town and famous tequila production centre. The afternoon program and dinner are offered by Jungle Talks.
Hotel in Tlaquepaque, Guadalajara

Monday, 12 November

7.00 Breakfast and check out
8.00 Departure and introduction participants in the bus
10.00 Visit El Corral (Hermanos Gomez, organic tomato, cucumber and sweet pepper)
12.30 Lunch
14.00 Visit El Rosal (sweet pepper and tomato)
16.00 Departure to hotel
18.00 Arrival hotel
Hotel in Silao, opportunity to visit the colonial town of Guanajuato in the evening (optional)

Tuesday, 13 November

6.30 Breakfast and check out
7.30 Departure company visits
8.00 Visit Next Vegetales (a.o. lettuce on hydroponics)
11.00 Visit Agrizar (tomatoes)
12.30 Departure and lunch in the bus
15.00 Visit Rijk Zwaan
18.00 Arrival hotel, followed by dinner offered by Jungle Talks
Hotel in Queretaro (Hacienda Jurica, tbc)

Wednesday, 14 November

7.00 Breakfast
7.30 Departure company visits
8.30 Visit United Farms (tomatoes)
10.00 Visit Freshmex (sweet pepper)
13.00 Visit CEICKOR (trainings centre, co-founded by a.o. Koppert Biological Systems and Priva)
15.00 Visit Koppert Biological Systems
Hotel in Queretaro (Hacienda Jurica, tbc)

Thursday, 15 November

7.30 Breakfast
8.00 Departure trade fair
10.00 Visit Expo Agroalimentaria
15.00 Network seminar at fair
16.00 Matchmake program
18.00 Cocktail Dutch Embassy
21.00 Return hotel
Hotel in Queretaro (Hacienda Jurica, tbc)



Friday, 16 November

In the morning 1 or 2 company visit for the participants who will travel to Guatemala in the afternoon. Participants staying in Mexico can join these visits or visit the Irapuato Show. Participants can also choose to fly home this day already.

Participants travelling to Guatemala leave by bus to Mexico d.f. around 11.00 hrs (lunch in the bus). Flight AV 2619 from Mexico d.f. to Guatemala. Departure 16.05 hrs, arrival 18.05 hrs.

19.00 Check in Hotel Barceló (Zona 9, Guatemala City)

Saturday, 17 November

Visit Ter Laak AmericaS by bus. Return to Antigua by helicopter.

Hotel (tbc) Soleil in Antigua (dinner offered by Jungle Talks)

Sunday, 18 November

Guided tour in the beautiful, colonial town of Antigua (additional excursions are optional). In the afternoon or evening a networking event is organized in the presence of inspiring local horticultural entrepreneurs.

Monday, 19 November

6.30 Departure Holland Orchids – check out hotel for those who leave today

8.30 Visit Holland Orchids

Depending the exact departure time, participants can visit companies like Bejo Zaden and Dümmer Orange today.

Participation costs and options

1. Complete program

Participation to the full program as described above in Mexico and Guatemala will be Euro 2800. Please note that if you are a Dutch company, you may be eligible to receive a so-called mission voucher of RVO NL. This voucher would then cover 50% of your participation costs. Please check terms and conditions via this [LINK](#). There are only 30 vouchers per trade mission available.

Participation includes:

- Company visits (with professional guidance) and networking events
- Entre fee trade fair in Irapuato
- Local transport (except for transfers from and to the airport upon arrival in Mexico and departure from Guatemala)
- Meals as mentioned in the program

2. Mexico

Same terms and conditions as above, but participation costs are Euro 1.900

3. Mexico and Guatemala, excluding Monday and Tuesday in Mexico

Same terms and conditions as above, but participation costs are Euro 2.500

Additional information & contact details

For additional questions on the content of the program, please contact Ed Smit, ed@jungletalks.com and +506 88418125 or Renee Snijders, renee@jungletalks.com +506 84483355.