



DRAFT PROGRAM
VEGETABLE TRADE MISSION MEXICO
12 – 16 November 2018

Event and target group

This vegetable trade mission to Mexico is being organized by Jungle Talks, part of the Costa Rican horticultural consultancy firm Ideavelop. Ideavelop has organized more than 35 horticultural trade missions to 20 countries in the past 15 years. We organized already 4 successful missions to Mexico and with this first lustrum we hope to celebrate another success!

Company visits to the major producers of greenhouse vegetables, as well as the Agropark in Queretaro and suppliers like Koppert-CEICKOR and Rijk Zwaan will be the central elements of this trade mission. In addition, participants will visit the renowned horticultural trade fair in Latin America, the Expo Alimentaria in Irapuato. At the fair, an individual matchmaking program will be organized so that participants can meet with selected Mexican counterparts.

The draft program of this trade mission is aimed at suppliers of knowledge and technology, trading companies and other parties interested in the development of the Mexican horticultural sector (production, sales, marketing).

Draft program

This trade mission takes place from Monday 12 until Friday 16 November, 2018 and starts in Queretaro. Please find a more detailed schedule below:

Sunday, 11 November

Arrival in Mexico (transport per bus to Queretaro) OR arrival (by air) in Queretaro OR arrival in Leon. All participants are welcomed in the evening where they will give a personal presentation/introduction. As part of the welcome, Jungle Talks will give an update on the current state of affairs in Mexico in general and of the vegetable sector specifically.

Hotel (tbc) in Queretaro

Monday, 12 November

7.00 Breakfast
7.30 Departure company visits
8.00 United Farms
10.00 Freshmex
13.00 CEICKOR
15.00 Koppert Biological Systems

Hotel (tbc) in Queretaro

Tuesday, 13 November

- 6.30 Breakfast and check out
- 7.30 Departure company visits
- 8.00 Rijk Zwaan
- 12.30 Agrizar (lunch in the bus)
- 15.00 Next Vegetales

Hotel Holiday Inn in La Piedad

Wednesday, 14 November

- 6.30 Breakfast and check out
- 7.30 Departure
- 8.00 El Corral (Hermanos Gomez)
- 10.30 El Rosal
- 12.30 Lunch
- 14.00 Possibly an extra company visit in the afternoon
- 17.30 hrs, arrival in Guanajuato, city tour and dinner in historical city centre

Hotel La Mision (tbc) in Guanajuato

Thursday, 15 November

- 7.30 Breakfast
- 8.00 Departure
- 10.00 Visit to Expo Agroalimentaria
- 15.00 Seminar
- 16.00 Matchmake program
- 18.00 Cocktail Dutch Embassy (tbc)
- 21.00 Departure to hotel

Hotel La Mision (tbc) in Guanajuato

Friday, 16 November

Company visits (optional), visit to the Expo Agroalimentaria or departure participants. Additional company visits will be organized with a minimum of 8 companies.

Additional information and contact

In case of additional questions or more information about this draft program or the trade mission, please contact Ed Smit, ideas@idevelop.biz and +506 88418125 or Renee Snijders, develop@idevelop.biz and +506 84483355.