

**THE MOST IMPORTANT
INTERNATIONAL AGRIBUSINESS
TRADE SHOW IN THE REGION**

MARCH • 23-24 • 2017
SANTO DOMINGO DEL CERRO
LA ANTIGUA GUATEMALA



ACTIVITIES • EXHIBITION FLOOR • BUSINESS MEETINGS • NETWORKING • CONFERENCES AND SEMINARS



PARTICIPATING SECTORS • FRUITS • VEGETABLES • ORNAMENTAL PLANTS, FOLIAGES AND FLOWERS • SPECIALTY PRODUCTS • PROCESSED AGRICULTURAL PRODUCTS





agritrade
Growing business together

The most important international agribusiness trade show in Central America, where international buyers, fresh products exporters, and services companies gets together.

XVIII

Edition

Santo Domingo del Cerro

Antigua Guatemala

March

23-24

2017



HIGHLIGHTS AGRITRADE 2015

\$62,000,000
PROJECTED BUSINESS

97 BUSINESS
AGENDAS

127 INTERNATIONAL
BUYERS

1,708 BUSINESS
MEETINGS



BUYER PROFILE



WHOLESALERS

SUPERMARKETS

DISTRIBUTOR

BROKERS

IMPORTER

FOOD SERVICE



MARKETS



El Salvador, Honduras, Nicaragua, Costa Rica, United States, Canada, Mexico, Germany, Belgium, Chile Colombia, Netherlands, Peru, Poland, Russia, United Kingdom, Turkey.



BUYER ATTRACTION

Consulting Firms

PACIT Office

International Trade Shows

Management and Monitoring Business Unit

Consulates

Central America Tours

Paid Database

Embassies

Own Database



PARTICIPATING SECTORS



Vegetables



Processed Agricultural Products



Fruits



PARTICIPATING SECTORS



**Foliages and
flowers**



**Specialty
Products**



**Ornamental
Plants**



AIMED AT:



- Producers and Exporters (Central America).
- Business Services: agro services, transportation, packaging
- Public Sector: MAGA, MINECO, PACIT, FONAGRO, CONCYT.
- International Organizations: FIDA, DANIDA, AID, GTZ, UE, Embassies



GOALS FOR THIS EDITION

\$65 Million
Projected Business

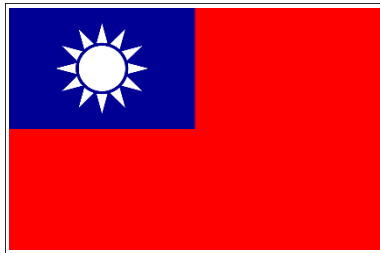
95
Exhibiting
Companies

100
International
Buyers



NEWNESS

- 1. New Product Development
- 2. New Markets





¿WHY PARTICIPATE?

**Consolidate its image
with actual and
potential customers**

+

**Begin or
increase
exports**

+

**Direct contact with
high potential buyers**

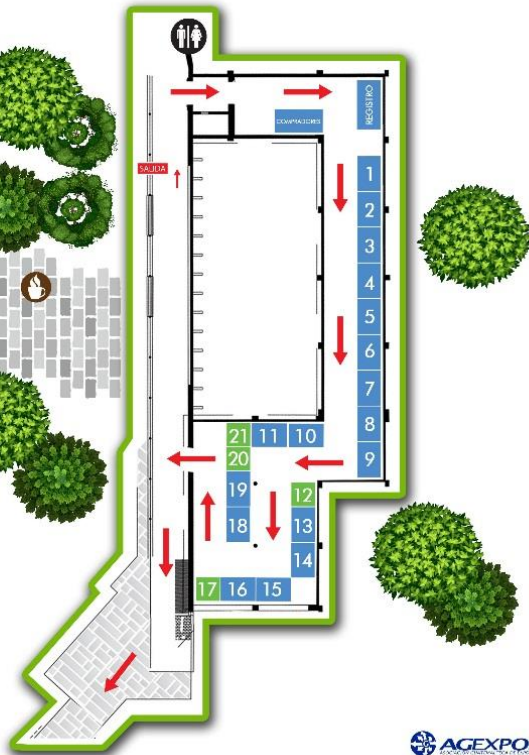
**Participate in a
specialized event**

=

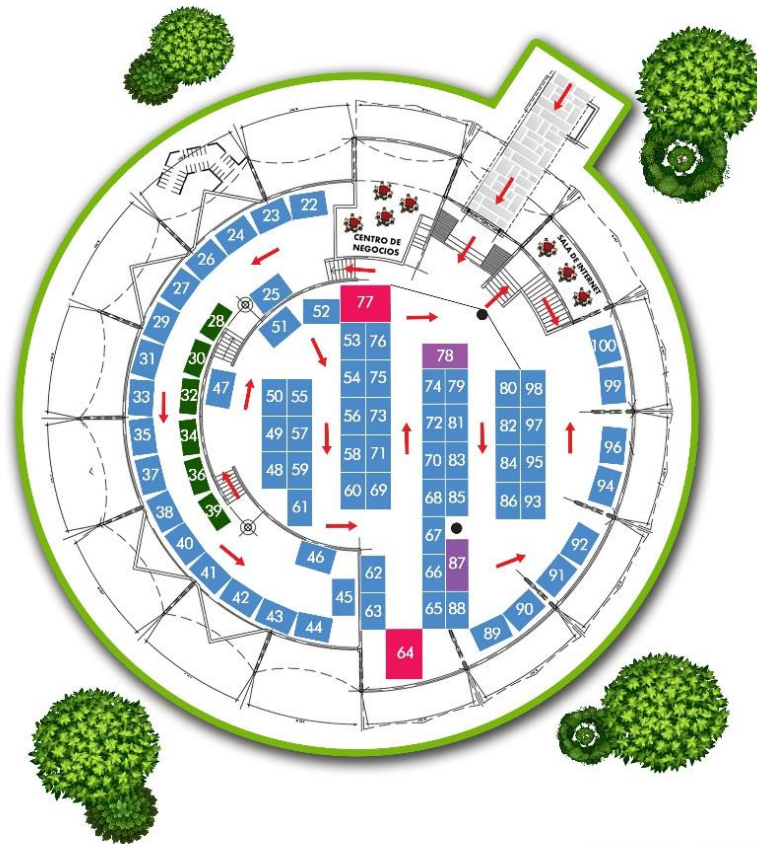
**Generating
Business**

Reserve your Booth

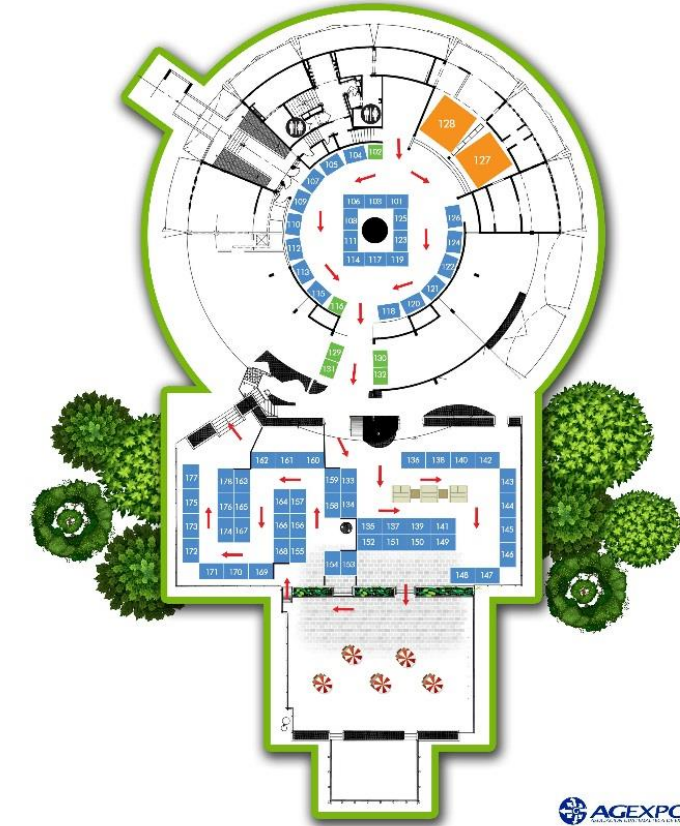
LA GALERÍA



CENTRO DE CONVENCIONES



CENTRO DE CONVENCIONES 2 / LA PLAZA



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2015 IMAGES





2015 IMAGES





2015 IMAGES

