



DO BUSINESS WITH THE PIG INDUSTRY IN MEXICO

Join us and the Danish pavilion

23-26 October 2019, Nayarit, Mexico – Registration deadline: 20 August 2019

UNIQUE OPPORTUNITY TO DO BUSINESS WITH MEXICAN PIG PRODUCERS

The Embassy of Denmark in Mexico, Danish Agriculture & Food Council (DAFC), Confederation of Danish Industry (DI) and OPORPA, the largest Mexican Organisation for Pig Producers, are honoured to invite Danish companies to join the annual OPORPA conference and business fair in October in Mexico.

OPORPA represents **80%** of Mexican pig producers and links the sector with relevant industries. The OPORPA conference and business fair is the most important event for the pork sector in Mexico and Latin America with around **1,600** participants.

Many of the important Mexican pig producers have a fully integrated production embracing the entire value chain.

THE DANISH PAVILION

The Danish Embassy and OPORPA have developed a unique and trusted partnership. Denmark is special invited partner country for the conference and business fair. It is the first time ever that OPORPA invites a partner country.

The Danish Pavilion will showcase the Danish companies, technologies and strongholds, and we are proud to have Food Nation on board as a branding partner for the event.

Also, Denmark, Danish solutions, technology and strongholds will be presented by special invited Danish experts and key note speakers on the big stage at the congress area.

The DK organising team and OPORPA will facilitate B2B meetings and exclusive B2B networking events for the participating Danish companies hosted by the Danish Ambassador.

WHY JOIN?

Mexico, with its **130 million people**, is the 11th largest economy in the world and are moving up. The large-scale Mexican pig producers invest heavily in new solutions and technologies to meet the rising demand from their home and export markets, among them Japan and South Korea. This is a unique opportunity to meet, network and do B2B with important key companies and producers.

Denmark, Danish companies, technology and know-how within food and agriculture are a super strong brand in Mexico. And the embassy and its co-organising partners, including OPORPA, are well connected to key players and producers and therefore well positioned to facilitate exclusive B2B meetings and networking events.

Join us and the Danish Pavilion and do business with the important pig industry in Mexico.

YOU WILL GET

- A stand at the Danish Pavilion at the most important pig conference and business fair in Mexico and Latin America.
- An exclusive negotiated price – 40% lower than the standard.
- Exclusive B2B meetings with key selected companies and producers – facilitated by the DK organising team and OPORPA.
- Exclusive networking events for you and your potential customers and partners hosted by the Danish Ambassador.
- Press and VIP business events at the Danish Pavilion.



EMBASSY OF DENMARK
Mexico City



Danish Agriculture
& Food Council



Confederation of Danish Industry



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Join the Danish pavilion at this important business fair and do business with the Mexican pork industry. A strong focus on Denmark, Danish products and solutions within the pork sector.

MEXICAN PIG PRODUCERS

Representing 80% of Mexican pig producers, OPORPA offers incredible opportunities at this year's conference and business fair – **and you are hereby invited**. With around 1.600 participants, the conference is by far the most important event for the pork sector in Mexico and Latin America. Many of the important Mexican pig producers have a fully integrated production embracing the entire value chain so this is your opportunity to meet every step of the production.

The Embassy of Denmark in Mexico, Danish Agriculture & Food Council (DAFC) and the Confederation of Danish Industry (DI), are honoured to organise the Danish visit to this year's annual OPORPA conference and business fair in October in Mexico, where Denmark will have special status as a partner country.

STRONG POSITION AT THE DANISH PAVILLION AND THE CONFERENCE

For the first time ever, OPORPA has invited a partner country for their conference and business fair – and Denmark is honoured to attend with the Danish pavilion and participate with invited Danish experts, key note speakers – and not least Danish companies. We expect a total of 12 Danish companies will join the Danish Pavilion. The organising DK team and OPORPA will facilitate B2B meetings and networking events for the participating Danish companies hosted by the Danish ambassador.

INCLUDED IN THE PARTICIPANT FEE

- A stand at the Danish Pavilion at the most important pig conference and business fair in Mexico and Latin America.
- An exclusive negotiated price – 40% lower than the standard.
- Exclusive B2B meetings with key selected companies and producers - facilitated by the Embassy/DAFC/DI team & OPORPA.
- Exclusive networking events for you and your potential customers and partners hosted by the Danish Ambassador.
- Press and VIP business events at the Danish Pavilion.
- Participation at the conference.

PRACTICAL INFORMATION

PRICE

Total price for the above mentioned: **DKK 27.995**

Deadline for registration: 20 August 2019

HOTEL AND TRAVEL INFORMATION

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

CONTACT FOR FURTHER INFORMATION:

Commercial relations:



Danish Agriculture
& Food Council

Kenneth Lindharth Madsen, klm@lf.dk,
+45 3339 4257

HOW TO REGISTER

Please submit attached registration form" by e-mail to Eva Friis Mortensen, emo@lf.dk no later than 20 August 2019.



EMBASSY OF DENMARK
Mexico City



Danish Agriculture
& Food Council



Confederation of Danish Industry



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BINDING REGISTRATION

Participate in "Do business with the pig industry in Mexico"

We hereby register for participation in the event as described in the invitation:

The total price for participation is **DKK 27.995 excl. flight, hotel and VAT** per company

NOTE: The price is based on 12 participating companies

We reserve the right to offer you participation at a different price should any of the above criteria's change. Should this result in a higher price than quoted, you have the right to cancel your participation. Other expenses not mentioned above are at own expense including visa, flights, dine & drink and hotel.

HOTEL & TRAVEL INFORMATION:

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

Company _____

Address _____

Postal Code _____ City _____

Danish CVR number _____

Contact person _____

Participating person _____

Title _____

Mobile & e-mail _____

Date, signature
& company stamp _____

Please return the completed **registration form** to the Danish Agriculture & Food Council to Eva Friis Mortensen, emo@lf.dk – **no later than 20 August 2019**

Registration is made in accordance with DAFC's terms of participation (attached)

Conditions for participation in export promotion events under the auspices of the Danish Agriculture & Food Council – DAFC, 25 November 2013

1. Basis of the agreement/contract

The contractual basis for participation in a collective export promotion event under the auspices of DAFC is comprised by:

- 1) a binding registration form filled in and signed by a duly authorised representative of the company, and
- 2) these present general conditions for participation.

2. Conditions for participation

The extent and conditions of participation as well as the services to be provided by DAFC are laid out in the presentation material sent, which includes a description of the practical implementation of the export promotion event. By signing the binding registration form, participating companies give their approval of the presentation material sent and of the prices, conditions and provisions described therein.

DAFC is under obligation to supply the services described in the presentation material. The participating companies are obligated to comply with the conditions for planning and implementing the export promotion event described in the material, including meeting the deadlines given for sending in material etc. to DAFC.

DAFC's handling of services is conditional on not being delayed or prevented by *force majeure*, including but not limited to war, lockout, strikes, civil commotion, natural disasters or other circumstances beyond the control of DAFC. If an export promotion event is cancelled on one or more of the above grounds, the companies registered are under an obligation to pay their share of costs already defrayed during preparation, insofar as these costs cannot be covered by co-financing via export promotion funds.

3. Financial conditions

By returning the binding registration form, the company commits itself to paying the cost indicated for participating in the export promotion event. DAFC' cost calculations (see material sent) are based on a minimum number of participants. Should this minimum number of participants not register, DAFC reserves the right to cancel the event or send out revised material containing new prices, which will form the basis for the possible implementation of the promotion with a reduced number of participants. DAFC reserves the right to adjust the prices given to follow changes in exchange rates, in the event of increases in rental for the premises, and in the event of higher prices due to common decisions about changing and expanding the event relative to the original material sent out.

4. Invoicing

Unless otherwise agreed, invoices will be issued as follows: 1) 100% on account with binding registration, 2) final invoice when the event is over and after all costs, such as any extra services agreed upon, are included. In the event that DAFC' terms of payment are not met, DAFC reserves the right to consider the agreement repudiated in accordance with section 6. If the invoices issued are not paid by the deadlines set, DAFC is entitled to add interest to the amounts due at the prevailing rate for overdraft facilities as of the expiration of the deadline for payment.

5. Co-financing

In the event that co-financing can be expected via general export promotion funds, the representation material sent will indicate that co-financing will be applied for by DAFC. Participating companies are obligated to provide the necessary documentation and other information relevant to co-financing of the export promotion event.

6. Cancelling the agreement

Registering for an export promotion event is binding once the registration form has been filled in and sent to DAFC. Thus DAFC has a claim on the price agreed regardless of whether the company subsequently cancels or reduces its participation. In cases of co-financed promotion, the company's registration is conditional on whether co-financing is granted.

7. Transport and insurance

Unless otherwise agreed with DAFC, participating companies are charged with buying their own necessary insurance for their own employees and own goods, exhibition and information materials, covering damage incurred in transit or while the event is being held.

8. Venue

In the event of any dispute or controversy between the parties regarding the interpretation or construction of the conditions for participation or an alleged breach of contract by either party to this Agreement, such dispute or controversy shall be settled by arbitration.