

# Colombia Virtual Shopping Line 2020

## VIRTUAL SHOPPING LINE

- Exporters Catalogue
- Matchmaking
- Individual Programme
- Online B2B Meetings
- Online Seminar
- Price: 2,500 DKK



We use digital innovation to combat COVID-19!  
Welcome to doing business with Colombian companies online

Colombian buyers have a Shopping Line creditcard from EKF  
They select you from the Exporters Catalogue  
We schedule your B2B. You do the business!

## VIRTUAL SHOPPING LINE DELEGATION

Colombia, 5<sup>th</sup> – 9<sup>th</sup>, October 2020

**Registration for Exporters Catalogue: Monday 10<sup>th</sup> August 2020**

Online B2B meetings with pre-selected high-profile companies within the Colombian pork production industry.

The delegation focuses on the pork production chain. We propose online B2B meetings with Agropecuaria Aliar, Antioqueña de Porcinos, Cerdos del Valle, Colanta and Grupo Nutresa as well as an online seminar with Porkcolombia and 10-12 pork companies.



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Confederation of Danish Industry



Danish Agriculture  
& Food Council



Danish Agriculture & Food Council, the Confederation of Danish Industry, EKF Denmark's Export Credit Agency and the Danish Embassy in Colombia invite you to join the Shopping Line Delegation 2 with the special COVID-19 subsidy from the Danish Ministry of Foreign Affairs.

### TIMING

**Mon 10<sup>th</sup> Aug – deadline exporters catalogue**  
Tue 8<sup>th</sup> Sept – response from Colombian buyers  
**Thu 10<sup>th</sup> Sept – pre-meeting Danish companies**  
**Fri 11<sup>th</sup> Sept – final sign up Danish companies**  
Wed 16<sup>th</sup> Sept – individuelle programmes  
**Mon 5<sup>th</sup> Oct - 9<sup>th</sup> Oct – Virtuel Shopping Line**

### THE VIRTUAL SHOPPING LINE CONCEPT

is an initiative focusing on building bridges between Danish exporters and the most important players in the sector in a chosen market. The objective of this virtual delegation is to match Danish companies delivering new solutions and technology to the different parts of the pork production chain in Colombia – primary production, abattoirs, processing, storage, logistics etc.

### WHY JOIN?

The Colombian pork industry are working on technification and improvement of their processes. The COVID-19 pandemic has made the Colombian buyers very keen on getting back to 'normal'. We will meet pre-selected Colombian companies through pre-arranged 1:1 virtual meetings with companies that have already been assessed by EKF and the Embassy of Denmark in Colombia. The virtual shopping line concept will be as close to a normal business meeting as possible during these pandemic times.

### YOU GET

An updated profile in the exporters catalogue /  
Exposure to a long list of Colombian buyers /  
matched interest with Colombian buyers / online B2B meetings with key decision makers / pitch in online seminar with companies from the Colombian pork industry (big buyers and other relevant companies from the industry)

### WHO SHOULD JOIN?

Companies within: Pork / livestock, breeding and genetics / agro-industry, feed, stables, ventilation / food processing technology & bio security / cooling, storage, quality control & ingredients.

## THE SHOPPING LINE PROCESS

### 1. BACKGROUND

EKF and the Embassy have had meetings with the largest banks in Colombia. The banks know the selected Colombian companies and are very interested in increasing their operations with these companies. The Shopping Line concept has been presented to the banks, and all the banks expressed interest in working with the concept. The dialogue with the banks was continued during our first delegation to Colombia 24 - 29 November 2019.

The Danish Embassy in Colombia and EKF have identified and established a dialogue with five big Colombian companies within the meat production and processing industry. All five companies have shown great interest in Danish solutions. In addition, during a seminar organized for the delegation in November 2019, EKF has held a dialogue with other important companies in the pork industry, which have also shown great interest in the Danish technologies presented during the seminar.

In general, the Colombian buyers are expanding, both within livestock, slaughtering and processing. They need to improve the quality to be able to meet the growing demands from customers and authorities, and in the long term to get access to export markets. We therefore see interest in genetics, stables, feed, slaughtering, cold storage and processing equipment.

### 2. EXPORTERS CATALOGUE

**In order to arrange the B2B meetings at the highest and most relevant level you need to fill in a company profile. The exporters catalogue is your selling platform and the Colombian companies use the exporters catalogue to select the companies they want to meet.**

Fill in your company profile using the exporters catalogue template. If you already have a profile, it will be sent to you for an update.

Please send your company profile including pictures as written in the template to  
Eva (L&F), [emo@lf.dk](mailto:emo@lf.dk)  
Susanne (L&F), [szt@lf.dk](mailto:szt@lf.dk)  
Emil (DI), [emns@di.dk](mailto:emns@di.dk)  
by **Monday 10 August 2020**



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## PROGRAM

### PRE-MEETING Monday 5 October 2020

- Teams meeting
- 60 min. agenda
- Welcome and who is present
- Virtual Business Delegation
- Exporters Catalogue
- Shopping Line buyers
- Timing and individual programmes
- Colombia COVID-19 status
- Q&A

### SEMINAR Tuesday 6 October 2020

- Organized with Porkcolombia
- Participants: the five big companies and other relevant companies from the pork industry (integrated companies, slaughter service companies and pork farms)
- The seminar will feature a Danish key note speaker on a topic of interest to the Colombian buyers in order to attract the highest number of companies
- You will have the possibility to pitch your solution to the audience, which might lead to the organization of further meetings
- After the seminar, we will contact you if additional big buyers or SMEs would like to meet with you

### ONE-TO-ONE B2B MEETINGS

#### Wednesday 7 - 9 October 2020

- You are selected by the Colombian buyers through the Exporters Catalogue – so they decide if they are interested in meeting you.
- You can also request meetings with the Colombian counterparts.
- You will receive 2-4 meetings with the big buyers.
- The remaining participants at the seminar will receive the final catalogue with the Danish participants and can also select with whom they would like to meet.
- You will get your own company agenda with virtual meetings and information on the Colombia companies and who will attend the meetings.
- Pre-arranged online B2B meetings
- Project leaders: Emil (DI) and Susanne (L&F)
- Hands on onsite: Jane Weyers (TC)
- Finance: Lars Smed Jensen (EKF)

## 3. JOIN THE DELEGATION

The Colombian companies select the Danish companies, with whom they want to discuss investment plans. You will get online B2B meetings of 30-45 minutes and a set agenda (to be sent to you one week before the B2B meetings). The meetings are as always with relevant top level management.

You can sign up for the catalogue for free and will only be charged if you are selected for the meetings.

## 4. SMALL GROUP – QUALITY B2B

The delegation will consist of 8-10 Danish companies. Even if we go virtual we do not want to exploit the Colombian buyers.

But we will expand the delegation to more than 8-10 companies, if there is a demand from the Colombian buyers. That is the beauty of a virtual business delegation. We do not depend on flight schedules!

## REGULAR BUSINESS DELEGATION



## NOW VIRTUAL BUSINESS DELEGATION



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## COLOMBIAN COMPANIES

The selected Colombian companies are listed below. They are some of the largest and most important companies within the Colombian Food & Agricultural sector. Both Jane from the Embassy and Lars from EKF have kept the communication warm since we visited November 2019. The companies operate in the areas of the entire meat value chain and in all meats.

- **Agropecuaria Aliar** - with the trademark La Fazenda - is an integrated agro-industrial company, active within farming (corn and soybeans), pork (primary production, slaughtering and deboning/processing), animal feed and transport.
- **Antioqueña de Porcinos** - with the trademark Porcicarnes - has been present on the Colombian market for 30 years. The company is active in pork production: Breeding, fattening, slaughtering, cutting/deboning and processing.
- **Colanta** is a cooperative with approx. 10,000 members and 55 years on the market. The company has five business units: dairy, meat (beef and pork), animal feed, agriculture and services. Their business is split into dairy 70%, animal feed 16% and meat 11%.
- **Cerdos del Valle** was founded in 1998 through the union of pig producers and pork meat retailers. Nowadays, they integrate the whole process from feed production, pork primary production, slaughtering, cutting/deboning, processing as well as delivery and sales.
- **Grupo Nutresa S.A.** is the leading food processing company in Colombia and one of the most important players in Latin America with direct presence in 14 countries through 46 production plants. The company's cold cuts business represents a market share of 71% in Colombia and is 20.6% of the total Grupo Nutresa's turnover

## PRICE STRUCTURE

- **2-4 online B2B meetings** with the selected big Colombian buyers: DKK 2,500 excl. VAT
- **Seminar:** 5 hours free of charge service from the Danish Embassy in Bogotá
- In case you receive interest from more than 4 Colombian companies, you can make use of a **second 5 hours free of charge service from the Danish Embassy in Bogotá.**

## HOW TO REGISTER

### Exporters Catalogue:

Fill in your company profile using the exporters catalogue template. If you already have a profile, it will be sent to you for an update.

Please send your company profile including pictures as written in the template to

Eva (L&F), [emo@lf.dk](mailto:emo@lf.dk)

Susanne (L&F), [szt@lf.dk](mailto:szt@lf.dk)

Emil (DI), [emns@di.dk](mailto:emns@di.dk)

Deadline for the exporters catalogue is **Monday 10 August, 2020**

### Participation in the delegation:

Please register by filling out below registration form. Deadline for binding registration is **Friday 11 September 2020.**

## CONTACT



Confederation of Danish Industry  
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& Food Council

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# BINDING REGISTRATION

## Meet Colombian Conglomerates in direct B2B meetings between 5 and 9 October 2020

Participation: **DKK 2,500 excl. VAT** for 2-4 online B2B meetings, exporters catalogue, seminar and option for free meeting 5+6.

The price is calculated on a basis of 8 participating companies with 2-4 meetings each and an approved 75% subsidy by The Danish Trade Council. Virtual meeting 5 and 6 free of charge.

NOTICE: Please fill out the attached "Virksomhedsskema". The subsidy form must be filled out with information on the Danish company in charge of the activity (local company address is not valid). 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.

I agree on using the 5 hours free of charge service (FOCS) from the Danish Embassy in Bogotá for the seminar participation.

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** and "**Virksomhedsskema**" to the Danish Agriculture & Food Council to Eva Friis Mortensen, [emo@lf.dk](mailto:emo@lf.dk) or Susanne Z. Teilmann, [szt@lf.dk](mailto:szt@lf.dk)  
**No later than Friday 11 September 2020**

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



## Bilag 10 - Virksomhedsskema

Dette erhvervsfremstød modtager tilskud fra The Trade Council (TC) i Udenrigsministeriet under programmet "Fælles erhvervsfremstød". Skemaet **skal** udfyldes af alle deltagende virksomheder.

Det skal understreges, at virksomheder, som ikke har udfyldt skemaet, eller som har udfyldt skemaet mangelfuldt, ikke vil være tilskudsberettiget. Du kan læse nærmere om programmet på [Udenrigsministeriets hjemmeside](#).

### Identifikation af fremstødet (udfyldes af koordinator):

Projektets titel	Erhvervsfremstød i Colombia "Shopping Line 2 Virtual delegation"
Projektansvarlig	Susanne Zwergius Teilmann
Projektets reference	

Virksomheden forpligter sig i henhold til retningslinjerne for programmet "Fælles erhvervsfremstød" til at deltage i fremstødet, dvs. være til stede og deltage i præsentationer, kontaktmøder mv. Det er dog muligt, at virksomheden kan lade sig repræsentere af et datterselskab eller en lokal agent, som virksomheden har en samarbejdsaftale med.

### Oplysninger om virksomheden (udfyldes af deltagende virksomhed)

Navn på støttemodtagende virksomhed (hovedkontor i Danmark):		CVR-nummer:
Adresse:		
Postnummer:	By:	
Virksomhedsform:	Hovedtelefonnummer:	
Omsætning seneste regnskabsår (mio. DKK):*	Antal ansatte:*	
Modtaget "de minimis"-støtte fra dags dato, dvs. det indeværende og de to forudgående regnskabsår, ekskl. det aktuelle projekt: ** <b>Sæt kryds i én af følgende:</b> <input type="checkbox"/> Ja <input type="checkbox"/> Nej		Hvis "ja", angiv beløb i DKK:
Navn på person som deltager i fremstødet:		
Direkte mailadresse:		

Undertegnede, der er ansat i og bemyndiget af ovenstående virksomhed til at ansøge om deltagelse i Fælles erhvervsfremstød og Delegationsbesøg til Danmark, erklærer på tro og love, at ovenstående oplysninger er korrekte\*\*\*, og at virksomheden er bekendt med EU's "de-minimis"-regler.

Dato:	Navn på tegningsberettiget underskriver:
Underskrift:	

\*En virksomhed betegnes som SMV, når virksomheden har under 250 ansatte samt en årlig omsætning på max. 375 mio. kr. i seneste regnskabsår.  
\*\*Støtte i form af tilskud til "Fælles erhvervsfremstød" i henhold til EU-reglerne for "de minimis"-støtte, jf. Kommissionens forordning (EU) nr. 1407/2013 af 18. december 2013 om anvendelse af artikel 107 og 108 i traktaten om Den Europæiske Unions funktionsmåde på "de minimis"-støtte. Virksomheder må ikke modtage "de minimis"-støtte, der overstiger grænsen, som "de minimis"-forordningen fastsætter, dvs. EUR 200.000 over 3 regnskabsår. **Såfremt der ikke er modtaget støtte, skal dette angives ved at sætte kryds i nej-feltet.**  
\*\*\* Ifølge lov nr. 53 af 31. januar 2001 om visse aspekter af Danmarks Eksportråds virke, § 7, stk. 1, gælder: "Med mindre højere straf er forskyldt efter anden lovgivning, straffes med bøde den, der i forbindelse med en ansøgning om tilskud afgiver urigtige eller vildledende oplysninger eller fortier oplysninger af betydning for en sags afgørelse."

### 1. Basis of the agreement/contract

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

- 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 pay the cost indicated for participating in the export promotion event. DAFC's 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.

If DAFC's terms of payment are not met, DAFC reserves the right to consider the agreement repudiated under 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. If a company, for any reason, cancels its participation, the company must pay the full participation fee, including any subsidy, if the subsidizing partner decides to withdraw its subsidy to the company's participation as a consequence of the company's cancellation.

### 7. Transport and insurance

Unless otherwise agreed with DAFC, participating companies are charged with buying their necessary insurance for their employees and 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.