



AL-INVEST IV INFORMS

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Special Report: The Agri-food Sector

Letter from the Editor

New insights on European food trends & regulations

Since the financial crisis in 2008, the European food industry has been facing two revolutions. Firstly European consumers are getting back to basics and secondly, the new regulation on health claims has led manufacturers to make profound changes.

Times of crisis exacerbate fears of all kinds. The feeling of being manipulated by powerful lobbies (banking, industry, politics, ...) makes consumers more cautious.

Those fears have led to a deep change in consumer behaviour and expectations. Europeans are looking for real benefits, for them and the planet.

Even though consumers are quite different throughout Europe, three pervading trends can be observed:

- Lifestyle of Health and Sustainability (LOHAS): people are looking for healthier and greener products. They believe that the economic crisis should be the right time to change consumer behaviour. Animal welfare, biodiversity, carbon footprint, recyclable or recycled packaging, organic and Fairtrade products- all these are part of this trend.

- Free from: focusing on what the product doesn't contain in order to reassure consumers. Clean label, allergy-free, fat and trans fat-free, sugar-free, salt-free, GMO-free, palm oil-free... The blame turns regularly on a new guilty ingredient!

- Back to basics: people are looking for simpler, more authentic and local products. Raw and locally produced ingredients, reduction of ingredient lists, more natural ingredients (fruit and vegetables, whole grains, nuts...).

In fact, people want to know more about what they eat and manufacturers have to demonstrate that industrial processes are safer and closer to cooking than to chemistry.

The new food regulation is the other big change in Europe. The aim is to harmonise all national regulations on food labelling in general and on nutrition and health claims in particular.

This new regulation on health claims has led to chaos among the food industry: 4,637 demands for generic health claims have been made, but only 224 have been authorised as yet and more than 1,600 rejected. For example, all the demands concerning antioxidants and probiotics have been rejected. As a consequence, products can no longer claim to be "rich in antioxidant" or "contain probiotics"!

Different strategies have been planned: removing illegal claims, reformulating products in order to maintain the claims made, changing the wording, etc. Manufacturers have to comply by the 14th of December 2012.

In this context, a lot of opportunities still remain in the European food market for South American manufacturers, especially for fruit, vegetables, ancient grains, etc. as they have inherent nutritional benefits and a healthy image. But manufacturers have to pay attention to the changing regulations.

For example, the maqui berry could be the new superfruit in Europe, but first of all, producers have to check that the maqui berry is allowed in Europe or if it has to follow a Novel food procedure just like the baobab fruit. After its admission, producers or manufacturers will have to make claims about its taste, instead of its antioxidant content - as the word "antioxidant" is considered as an illegal claim.

Every market in the world has its specificity, and the European food market is no exception to the rule.

The key to success is a perfect knowledge of the law and of consumers' expectations and awareness.

Sophie de Reynal
Marketing Manager at Nutrimarketing



Support to the SMEs' internationalization in Latin America

AL-INVEST IV program has European Union funds



This publication has been made with the assistance of the European Union. The sole responsibility for its content lies with ALINVEST IV and in no case shall it be deemed to reflect the EU point of view.

SIAL Fair Paris 2012

AL-INVEST IV wanted to accompany the Latin American businesses at the 2012 SIAL Fair in Paris, the largest agri-food fair in the world. Furthermore, this year 135 SMEs from Latin America attended the event, a number worthy of mention and recognition.

Success at the agri-food fair

135 Latin American SMEs in Paris

The AL-INVEST IV Programme participated in the SIAL Fair (21-25 October 2012) in Paris with 135 Latin American companies, the largest registered delegation during this IV phase of the Programme. The most heavily represented sectors were fruits and vegetables; grains and rice; alcoholic beverages and processed foods.



The mission also included business meetings through SIAL Match, which were co-organised by the Chamber of Commerce of Valencia and the AL-INVEST IV Programme, along with the Enterprise Europe Network. These business meetings were held from 22 to 24 October, and in them participated businesses and organisations from Europe (from 16 countries) and Latin America (15 programme partners), which comprised a total of 362 participants with 426 distinct co-operation profiles.



SIAL Match 2012 proved to be a very efficient platform for companies, technological institutes and universities to meet new business partners, initiate collaborative efforts and share innovative technology. During the days of the event, a total of 600 meetings were held at the AL-INVEST IV and Generalitat Valenciana stands.

Among the organised talks, one stand-out was the session titled, 'Informative overview of the food sector: consumer trends, innovative production processes, safety and industry regulation. In addition, there were guided tours organised by AL-INVEST IV in and around Paris.



At the Rungis international market, the largest wholesale food market in the world, entrepreneurs specialising in meat, vegetables and fruit visited their respective sectors' storehouses and found themselves among importers and dealers who gave them a broad view of distribution and business in France.



Other tours to famed factories were organised, such as Grand Marnier (alcoholic beverages) and Nactis (flavours, fragrances, ingredients) where glimpses of production processes and the business models used by these successful companies on a transnational basis could be seen. One option to break into the European market was offered to the participants who visited the Val de Marne Business Centre.

Mercosur, Chile and Venezuela

Latin American cuisine was present at the innovation hall of the SIAL Fair in Paris 2012, thanks to the collaboration of AL-INVEST IV and the various consortia.

Chilean foodstuffs stand out at the 2012 SIAL Fair

21-25 October, Paris, France



The 2012 SIAL Fair, held in Paris from 21 to 25 October, saw the presence of five Chilean companies at the AL-INVEST stand. The stand gave 135 SMEs from Latin America the chance to display their products, the largest number yet.

Along with these companies, there was also a large Chilean contingency in the form of visitors who toured the largest agri-food innovation hall in the world which held 5,700 presenters from 106 countries.

Representatives from Exportadora Growex, ChileMerken, Deshidratados Natural Chile, Florasem, Comercial Good 4U and Nativ for Life affirmed the importance of the fair and all the companies highlighted the fact that it helped them learn about new possibilities regarding exporting to Europe.

Contact

For more information

Argentinian cuisine lands in Paris

New ties formed with Europe

The Argentinian Industrial Union (UIA by its Spanish acronym) within the framework of the AL-INVEST IV Programme did not miss out on the SIAL fair in Paris. The UIA underlined that being there at the event was of the utmost importance for Argentinian companies because of the opportunity to make business contacts in Europe and to meet players from emerging economies who were very interested in what Argentina had to offer.

With the highly professional products from participating companies and the overall quality of the spread, throughout the entire event good contacts were made and good business was done. From requests for quotes all the way to closed deals, which are very difficult to pull off during first encounters. Aldo Ferrer, Argentinian Ambassador to France, visited the UIA stand and interacted with each of the companies showing genuine interest in their expectations and experiences at the Fair and later invited them to a reception at the Argentinian Embassy in Paris.



Contact

For more information

Central America, Mexico and Cuba

Central America also didn't want to miss the event and four Honduran companies showed off their products in Paris. FIDE [Investment, development and exports foundation of Honduras] supported the companies throughout the entire event.

Honduran viands on French soil

Four companies participated in SIAL 2012



Honduran firms also left their mark at the SIAL Fair in Paris, the largest innovative agri-food fair in the world. These companies were accompanied by FIDE, within the AL-INVEST IV Programme.

'Cultivos Agrícolas Las Sábilas' (CUASA) stood out with their American okra, 'INALMA', with their banana and frozen yucca, and 'Grupo Litoral' with their variety of shrimp. Moreover, thanks to the 'Specialised Business Agenda', 'Industrias Sula' was able to present and promote their banana and tortilla snacks, fruit preserves and sauces.

The participating companies benefitted from counselling from the export promotions department of FIDE regarding logistics, booking meetings, technical talks on preparation, as well as general guidance during the event and on following up with contacts made at the fair.

Contact

For more information

Nativ for Life

Claudia Guilloff and Isabel Lecaros are food engineers and, since September 2011, the founders of Nativ for Life. This company sells dehydrated fruit powder. They recommend two grams per day to extend the youthfulness of skin and to protect the body. How is it consumed? Very easy: add it to desserts, milk, milkshakes, smoothies or to cereal. To learn more, we have spoken with Isabel Lecaros, Operations Manager, and María de los Ángeles Lecaros, Director of Exports, of Nativ for Life.

What is Nativ for Life committed to?

We develop functional products with a new format that differs from a pill because the market is constantly searching for healthy products with no chemical additives. Our goal is to postpone ageing and avoid non-communicable chronic illness, without giving up all the properties of fruit. For now we work with four fruits: the Maqui berry which is packed with antioxidants, the Murta berry which is an efficient anti-inflammatory, cranberries which prevent urinary infections and blueberries which improve concentration and memory.

What process do you use to attain a product with no chemical additives that can alter its qualities?

Our products are organic, gluten free, kosher, raw and vegan. They are attained with as little processing as possible, and at very low temperatures (-50 degrees). The aim is to keep the nutritional and flavour properties of the fruits intact. By removing the water in the frozen state, there is no nutritional loss nor of the fruits' properties and we end up with the same texture, colour and flavour, but in highly concentrated powder form.



Bags of powdered fruit. Source: 'Nativ for Life'

For you, the Nuremberg healthy food fair was an inflection point. What happened?

Our eyes were opened to the fact that Chile is rich in 'superfruits'. The fair helped us to see that European and North American consumer trends are related to the on-going search for products with high medicinal properties to satisfy the desire to prevent disease. So we were able to see that our products from Chile meet these requirements.

Talk a bit more about 'superfruits'. What exactly are they?

They are fruits with two characteristics. First, they have sufficiently high nutritional content so that, even in small doses, they give you the daily needed amount to prevent certain illnesses. For example, two grams of powdered Maqui provides half the antioxidants needed per day. Second, there must be clinical research to support these effects.

You go to fairs to be seen. Just one month ago, Nativ for Life participated in the SIAL Fair in Paris, what did it mean to be there?

SIAL is a great commercial platform to find contacts in various markets all over the world. We had the opportunity to meet and learn about many international markets, and we realised that our products

are widely accepted for their innovation and their attractive format. Thanks to this fair, some contacts became clients.

At the fair, food and innovation go hand in hand. What are some of the difficulties of introducing innovation into the food sector?

Creating a new mode of use is difficult because it takes time, learning and mouth-to-mouth spreading of the word to change consumer trends. The consumer is largely responsible for the acceptance of a new product and they need to see it as something natural.

Today we can find foods dedicated to improving health or even to fighting chronic illness. What role does technology play in this?

Technology provides the tools to carry out clinical studies, to analyse the reports that certify content and to carry out processes that prevent the erosion of components we want to conserve.

How do Eurochile and AL-INVEST support Latin American firms so they can internationalise their food products?

They are the source of contact for many potential clients. What is more, we are very thankful for having been invited and sponsored to go to SIAL by Eurochile and for their constant support before and during the event.

Some European countries are at the vanguard in regard to food innovation and manipulation. Is Nativ for Life in contact with them? What practices serve as models moving forward?

Our company is in constant contact with Europe, in fact our labs and our certifiers are European. We are in contact with a Finnish company that looks with astonishment at our product because they consider our technique and format to be more advanced than what they have there.



Claudia and Isabel, founders of the company. Source: 'Nativ for Life'

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[For more information](#)

Mexican wines in VINITECH 2012

26-29 November, Bordeaux, France

From the 26th to the 29th of November, Mexican wines were on display at the VINITECH 2012 fair which was held in Bordeaux, France. Eurocentro NAFIN in Mexico has decided to send ten companies to this world-renowned event that showcases equipment, products and services for the wine industry.

Today in Mexico there are more than 90 wineries and grape producers that offer over 350 labels. The majority of the vineyards are in Baja California, Coahuila, Zacatecas, Guanajuato and Aguascalientes.

According to Nafin, the Mexican wine industry has seen a recent boom despite annual per capita consumption of only half a litre and that only 17% of the population drink wine. Furthermore, the Mexican people tend to prefer imported wine from Chile, France or Spain.

Contact For more information



Matchmaking event CELAC-EU

24 January, Santiago, Chile



RONDA EMPRESARIAL CELAC-UE
MATCHMAKING EVENT CELAC-UE

Santiago de Chile - 24 de enero de 2013

The AL-INVEST IV Programme led by EUROCHAMBRES, CNI [National Confederation of Industries of Brazil], CAINCO [Chamber of Industry, Commerce, Services and Tourism in Santa Cruz, Bolivia], and NAFIN [Nacional Financiera, Mexico], in collaboration with Eurochile, member of the Enterprise Europe Network (EEN), is organising a round of bilateral meetings between companies and business organisations from the European Union, Latin America and the Caribbean for 24 January 2013.

The rounds will open the IV CELAC-EU Business Summit organised within the framework of the Summit of Heads of State and Government in Santiago, Chile.

Participating in the event, besides the companies, will be private sector support organisations like chambers of commerce and industry, industrial associations, trade and investment promotion agencies, financial institutions and professional associations.

The organisation of this event seeks to facilitate the co-operation between companies and business organisations from both continents and to offer them a platform through which to make business contacts, undertake co-operative projects and exchange best practices.



Contact For more information

Education to combat the crisis

CADEXCO looks to create value added to their products

In Costa Rica, the agri-food sector continues to be a driving force in the economy, and technology is opening opportunities to improve production and increase value added to their products. Though, this sector is being heavily hit by the crisis since the USA and the European Union are the largest importers of these products.

The Chamber of Costa Rican Exporters (CADEXCO by its Spanish acronym) is combatting the crisis through training thanks to the AL-INVEST IV programme. Among the upcoming activities, one in particular is exceptionally interesting: "Understanding the Polish market: overview, challenges, opportunities and business culture". Furthermore, CADEXCO is coordinating the participation of companies in some of the largest international fairs in the agri-food sector, for example IPM, Fruit Logística and Anuga.

To do so, CADEXCO is focusing its efforts on raising awareness and supporting the sector in complying with international quality standards, creating value added in its products and differentiating themselves from the rest of the world.



Contact For more information

Annual Meeting AL-INVEST IV

27-30 November, Salvador, Brazil

This year the AL-INVEST IV Programme is holding its annual meeting in Salvador, Brazil from 27th to 30th November.

Topics will include discussions on the current state of economic trade relations between the European Union and Latin America, advances and achievements of AL-INVEST IV, and future prospects of co-operation and public-private dialogue.

On the last day of the meeting, participants are scheduled to attend the presentation of the AL-INVEST NEXO platform, which is slated to be used after the AL-INVEST IV Programme.



Contact

For more information

Training as a 'qualified beekeeper'

COEXPORT offers this training thanks to AL-INVEST IV

The Corporation of Exporters of El Salvador (COEXPORT by its Spanish acronym), through the AL-INVEST IV Programme, is developing a training and technical assistance programme of 'qualified beekeepers',

along with the International Regional Body of Agricultural Health (OIRSA by its Spanish acronym) and the Honey Chain of El Salvador.

The goal is to heighten beekeeping

knowledge of those who are interested in a way that allows the trained to have growing bee colonies and honey production that are of the quality demanded by trading partners, specifically in Europe.

Initial training began on 11 October and was directed at SMEs so they could be introduced to and learn about exporting; this started with an evaluation of the chief factors that must be taken into consideration to be successful in international trade. The SMEs were also trained on the importance of knowing and taking advantage of support and aid that the European Union offers to successfully export goods.

In addition, on 23 and 24 October there was a training session on the technical requirements needed in order to export to the European Union. Finally, on 30 November, they worked on preparing offers to buyers in order to train the SMEs on the necessary elements to attract potential clients.

Contact

For more information

Success Stories

Agro Royal triumphs at SIAL Paris 2012

Closes deal to export 11 containers of chickpeas

Agro Royal is an Argentinian company that produces and exports stripped sunflower seeds, black oil sunflower seeds, peas and chickpeas. Besides production and exportation, the company also processes their products to ensure solutions for all of their clients.

Their goal? Produce quality products. The hard work put in since 2010 has guided the company toward success and has led to great results. And of course they were in attendance at the SIAL Fair in Paris from 21 to 25 October. There, they were able to present their products and explain to potential clients their craft.

Thanks to this, they closed deals to export 11 containers of chickpeas. Carlos Elías Levinguer, president of Agro Royal, underlined that thanks to their participation in SIAL, he now realises the potential his company has and the possibilities that lie outside Latin America. Moreover, he has stressed the benefits of being in contact with other companies in the same sector abroad for future business connections.



Levinguer and his company. Source: Agro Royal

Contact

For more information

Piñera urges EU integration with Latin America

The President met with leaders of the European Council and Commission



Piñera, with van Rompuy and Barroso. Source: EC

Sebastián Piñera, President of Chile, exchanged views with the Commission of Foreign Affairs of the European Parliament and urged the 27 to “accelerate the integration process” between Europe and Latin America and to deepen relations with his country. He met with the President of the Parliament, Martin Schulz, the President of the European Council, Herman van Rompuy and the President of the European Commission, José Manuel Barroso.

Piñera maintains that his goal for Chile is to be a country that is “developed and without poverty” before the end of this decade. To achieve these goals, he explained that he is implementing a bundle of measures such as an educational overhaul, increased investments in science and technology, boosting innovation and entrepreneurship and the fostering of social equality.

He also spoke of the economic crisis. “Before, Latin America suffered through global crises, and now it is the continent that is the most invulnerable to them”. What is more, he highlighted that, instead of weakening, Latin American countries have shown their “ability to grow and create jobs”.

José Ignacio Salafranca, Co-President of the Euro-Latin American Parliamentary Assembly, highlighted the “spectacular increase in trade relations, political dialogue and co-operation” with Chile as a result of the collaboration pact they signed a decade ago. Salafranca also underlined that the pact with Chile was “the most ambitious ever undertaken by the EU with an outside country”.

Upcoming Events and Publications

Events

AL-INVEST IV, Annual Meeting

27-30 November 2012, Salvador de Bahía, Brazil

On-site course: ‘Corporate Social Responsibility’

4-7 December 2012, Buenos Aires, Argentina (CS)

On-site course: ‘Innovation and SMEs’

10-14 December 2012, Mexico City, Mexico

Specialised agendas gift items

To be determined (CAMC)

Matchmaking Event CELAC-EU

24 January 2013, Santiago, Chile

More events: <http://www.al-invest4.eu/calendario/656>

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Contact:

info@al-invest4.eu

Share your comments!

Leading editors:

Paolo Baldan, Director of the Coordination team

Simona Obreja, Communication Expert.

AL-INVEST IV - EUROCHAMBRES- Avenue des Arts, 19 A/D - B-1000 Brussels -

info@al-invest4.eu

“The AL-INVEST IV Program is one of the most relevant regional economic cooperation programs of the European Commission in Latin America. The main goal of the IVth phase of the Program is to promote social cohesion by supporting Latin American SMEs in their consolidation and internationalization, sharing innovation and knowledge and creating economic relations with their European counterparts”.

Publications

Guide to exportation of services

http://www.al-invest4.eu/attachments/AL%20INVEST%20IV_Guia%20Exportación%20Servicios_Octubre%202012.pdf

AL-INVEST IV Annual Report 2011

<https://asp-es.secure-zone.net/v2/index.jsp?id=1871/7093/14100&lng=es>