

Agro-Industry**Latin America, Caribbean Joint Venture Projects**

Deloitte & Touche Management Consultants and the International Institute for Cooperation on Agriculture (IIAC) are conducting a project to develop joint venture opportunities for Latin American agro-industrial firms in North America.

With Canadian International Development Agency and Agriculture Canada financial backing, this pilot program will focus primarily on development of joint ventures

among export firms from Ecuador, Costa Rica, Jamaica, Trinidad and Tobago, Uruguay and Canada.

The project has identified approximately 50 Latin American and Caribbean (LAC) agro-industrial firms interested in developing long-term associations with potential North American partners.

In Canada, the potential partners could include firms beyond the agro-industrial sector. Any firm that can

identify a benefit from working in the long term with a LAC firm may be a possibility for inclusion.

Examples include agro-industrial firms, manufacturers using agricultural products as an input, distributors of agro-industrial products to the end user, and firms able to supply required inputs such as machinery, technology, management skills, and financing.

Products and Types of Long-Term Joint Venture Partners

Most identified Latin American firms are exporters of value-added agro-industrial products:

- Frozen purees and pulps of tropical fruit exporter (banana, papaya, pineapple, guava) — Looking for a partner with financial and technical capability to expand processing capacity.
- Cocoa powder and coconut producer — Looking for a partner with interest in sharing investment in a turnkey operation for industrial coconuts.
- Pre-cooked wheat and rice pastas producer — Looking for a distribution and technology joint venture.
- Sauces and pasta producer — Interested in a distribution partner that can provide established market and brand name for sales in North America and Latin America.
- Dry tropical fruits producer — Interested in an investor partner that can provide technology and market expertise for expanding exports to the U.S. and Europe.
- Tropical fruit juices, jellies and marmalades — Looking for a distribution partner that can also provide assistance to export to Europe and Japan.
- Baby foods from tropical fruits and vegetables producer — Looking for a partner that can provide

Continued on page 8 — Agro

Mexico Shows Have Food, Consumer Goods on Menu

Guadalajara — Canadian suppliers of processed food, beverages, store equipment, leisure goods, housewares and giftware have an opportunity to penetrate these markets in Mexico.

They could open the door to this potentially lucrative market by participating in **ANTAD'93**, being held here March 27-30.

This will be the second time that External Affairs and International Trade Canada (EAITC) has participated in this event.

The 29 Canadian companies that participated in 1992 found the show so successful that they recommended a return engagement.

And little wonder.

ANTAD attracts some 10,000 managers/buyers that represent supermarkets, department and specialty stores that serve the fast-growing Mexican food and consumer goods market.

Indications are that consumer imports into Mexico are growing constantly — because of consumer curiosity to try new products and because imports of this kind are viewed as a status symbol.

Indeed, imports are expected to

grow 10 per cent per year between now and 1994. In the last three years imports of processed foods alone have doubled to reach over \$650 million annually.

Companies (up to 30 can be accommodated on a first-come, first-serve basis) that can schedule a stop-over in Mexico City have the added bonus of being able to attend a **Canada Food Show**, being held April 1 at the Canadian Embassy.

The fee is \$950.00 for companies wishing to participate in the Canadian pavilion at **ANTAD**; \$1,200.00, if also attending the **Mexico City Canada Food Show**.

Companies wanting to participate in or seeking more information on these events may contact Ms. Sony Marques, Trade Fairs and Missions, Latin America and Caribbean Trade Division (LGT), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6142. Fax: (613) 952-3904.

Specific commercial information and/or assistance can be obtained directly from the Commercial Section, Canadian Embassy, Mexico City. Tel.: 011-52-5-254-3288. Fax: 011-52-5-545-1769.