

AL-INVEST IV facilitates attendance of more than 110 Latin American SMEs in ANUGA

(8th-12th October, Cologne, Germany)

- The company mission organized within the framework of the AL-INVEST IV programme is counting on more than 110 Latin American companies.
- The participating countries are: Argentina, Bolivia, Brazil, Chile, Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Peru and Uruguay.
- ANUGA is one of the largest food and beverage trade fairs in the world with more than 6,500 exhibitors and approximately 150,000 professional visitors.
- AL-INVEST IV co-organizes the bilateral business meetings “ANUGA Matchmaking”, together with the Enterprise Europe Network.

Brussels, 4th October 2011. The Coordination and Services Consortium of the AL-INVEST IV Programme, one of the most important economic cooperation programmes of the European Commission, is organizing a mission for the attendance of more than 110 Latin American small and medium enterprises (SMEs) at the ANUGA fair.

The companies will be able to exhibit their products on the AL-INVEST IV stand, and benefit from a range of activities organized during the fair such as: the technical seminar on “How to export to the European Union”, organized together with the European Commission’s Export Helpdesk service, technical visits to the Real-Future Store, a future business workshop and to Süner Brauerei, the oldest brewery in Cologne. These activities will be complimented by two other technical visits to the Krüger company, leader of the European market in the instant products sector and Zentis, one of the largest companies in Europe in the fruit processing sector.

At the same time, AL-INVEST IV is co-organizing the B2B “ANUGA Matchmaking” event, together with the Enterprise Europe Network. This business and technology exchange platform allows a selection from among 800 participants from 40 different countries with offers and/or bilateral business quests.

For more information: [ANUGA Matchmaking](#)

All information on the AL-INVEST IV mission in ANUGA 2011 is available at:

http://www.al-invest4.eu/al-invest/empresas/index.php?option=com_empresas&view=empresas&cid=141&Itemid=230&lan=es&fid=339

If you have any comments, please contact:

Corinne Saintilan, tel. +32 2 788 4843, corinne.saintilan@al-invest4.eu

Press and communications: Simona Obreja, tel. +32 2 788 4846, simona.obreja@al-invest4.eu

The **AL-INVEST programme** is one of the most important regional economic cooperation programmes of the European Commission, the aim of which is to support the process of internationalization of small and medium Latin American enterprises (SMEs) through a group of instruments and tools which allow them to strengthen their presence in the European market. The fourth Phase of the Programme is carried out by three sub regional consortia belonging to three different areas of Latin America: Central America -Cuba-Mexico (CAMC), Andean Region (RA) and Mercosur Chile and Venezuela (MCV). The three consortia have the support of the horizontal services that the Coordination and Services Consortium (CS) provide, led by EUROCHAMBRES.