



SEMINARS

TAPPING INTO THE CENTRAL AMERICAN MARKET



GRAND VALLEY STATE UNIVERSITY
GRAND RAPIDS, MI ■ JUNE 28, 2012 ■ 9:00 A.M. - 3:30 P.M.

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Join Food Export-Midwest and the Michigan Department of Agriculture and Rural Development to discuss exciting opportunities in the Central American market as well as an analysis of the Central America Free Trade Agreement.

In 2011, U.S. agricultural exports to Central America totaled more than \$3.7 billion, up 29% from 2010.

CENTRAL AMERICA OVERVIEW

Speaker Ana Debora Corado Conde, In-Market Representative for Central America (El Salvador and Guatemala) will discuss:

- Overview of the Central American market, including discussions on the economy, geography, and demographics
- Market entry strategies for U.S. food companies

EXPORTING 101

Speaker Dennis Lynch, Food Export Helpline™ Counselor will discuss:

- The CAFTA-DR Multilateral Free Trade Agreement
- Export Pricing, Quoting & Terms of Sale

Ana Debora Corado Conde is the Manager of the ASSIST consulting firm. Her educational background is in business from Universidad Francisco Marroquin. Ms. Corado is also the Latin American Representative for the Global Cold Chain Alliance and its core partners World Food Logistics Organization- organizations dedicated to facilitating the communication, networking and education for the perishable food industry around the world.

Dennis Lynch, M.I.B.A., is a 31-year veteran of international trade who has held a variety of positions in the public and private sectors. As the export counselor behind Food Export-Midwest's and Food Export-Northeast's Food Export Helpline™, Dennis provides customized technical export assistance to a variety of food and agricultural firms.

WHAT CAN FOOD EXPORT-MIDWEST DO FOR ME?

Learn about Food Export-Midwest's programs and services and how you can take advantage of the great opportunities available to you. **Visit foodexport.org to learn more.**

Questions about the seminar?

Contact:

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CUSTOMER SERVICE

Food Export Outreach & Customer Service have answers to your questions. Want more information or to register?

We're here to help.

Visit: www.foodexport.org

Call: (312) 334-9200 or (215) 829-9111

E-mail: info@foodexport.org



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REGISTRATION DEADLINE: **June 21, 2012**

FEE: **\$50 Per Person**

Grand Valley State University
201 Front Ave. SW
Grand Rapids, MI 49504

HURRY! REGISTER FOR THIS SEMINAR TODAY. SPACE IS LIMITED.

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