



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Voluntary Report - public distribution

Date: 5/22/2001

GAIN Report #CO1012

Colombia

Market Development Reports

USDA Caribbean Trade Mission

2001

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Report Highlights:

USDA Caribbean Trade Mission a Big Hit in Cartagena, Colombia.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Bogota [CO1], CO

The USDA Caribbean Trade Mission, recruited by the Miami ATO, swept through Cartagena on April 20 and 21, 2001. The mission made up of six U.S. companies and Cooperators was joined by four Colombia importer/distributors of U.S. products to create an impressive display of U.S. products. The mission spent two full working days in Cartagena where they began the first morning with a detailed briefing on the Colombian market by the Office of Agricultural Affairs staff and the head of Provysor, one of the major importer/distributors in Colombia. The afternoon was devoted to one-on-one meetings with Colombian companies in the food service sector. The participants had an average number of ten meetings each with potential importers. These meetings were followed by a reception hosted by U.S. Ambassador to Colombia Anne Patterson, who traveled to Cartagena from Bogota, specifically to support the trade mission activity.

On the second day, mission members visited the Port of Cartagena, which is the primary container port of Colombia. Inspectors from the Colombian Agricultural Institute (the Colombian equivalent of the U.S. Animal and Plant Health Inspection Service) and from INVIMA (equivalent to the U.S. Food and Drug Administration and USDA's Food Safety Inspection Service) provided a comprehensive briefing on inspection procedures for food and beverage products imported into Colombia. This briefing was well received and greatly appreciated by the mission members, since they received answers to many questions they had about inspection procedures for Colombia directly from the port inspectors who would be inspecting their products. They groups was also given a full tour of the state-of-the-art port facilities at Cartagena.

Mission members departed Cartagena on the morning on Sunday, April 21, and had the opportunity to visit an outlet of SuperLey, one of the most important supermarket chains in Colombia, while in Bogota awaiting their afternoon flight for Aruba. The mission members left Colombia with a greatly expanded knowledge of the Colombian market for food and beverage products and serious contacts with potential importers of their products.