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Guatemala

Food Service - Hotel Restaurant Institutional

Annual

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Report Highlights:

In 2010, total U.S. agricultural, fish and forestry exports to Guatemala totaled US\$815 million representing an increase from previous year that totaled US\$700 million. The implementation of Central American-Dominican Republic Free Trade Agreement (CAFTA-DR) had a positive impact on bilateral trade. The Guatemalan Tourism Institute reported that income from the tourism sector in 2010 totaled US\$1,875 million which represents an increase of 6.2 percent from 2009. This sector also contributes to 2.2 percent of the country's GNP and it also increases the total food sales in hotels and restaurants around the country.

Post:

Guatemala City

Commodities:**Executive Summary:**

Guatemala is a net importer in world trade and is the country with the largest population in Central America with around 14 million inhabitants. It is also considered the horticultural hub for Central America. Agriculture contributes almost 13.3 percent of the country's GDP and accounts for 24 percent of its exports. The United States represents Guatemala's largest trading partner receiving 38 percent of Guatemala's exports and accounting for 37 percent of its imports. In 2010, total U.S. agricultural, fish and forestry exports to Guatemala totaled US\$815 million, and that represents an increase from 2009 exports which totaled US\$700 million. Guatemalan agricultural, fish and forestry exports to the United States had an increase of almost 6 percent from 2009, totaling almost US\$1.4 billion in 2010.

In 2006, Guatemala implemented the Central American-Dominican Republic Free Trade Agreement (CAFTA-DR) with the United States. The CAFTA-DR has had a positive impact on bilateral trade and reduces the number of trade barriers. However, during the last quarter of 2009 and into 2010, some of the entities within the Government of Guatemala (GOG) that oversee imports were refusing to grant preferential access to some U.S. products imported under CAFTA-DR.

According to the Guatemalan Restaurant Council (GREGUA), over the past five years there has been an increase of almost 54 percent in sales. In 2006, sales totaled US\$1.3 million and it is expected that in 2011, sales will total approximately US\$2.1 million. The number of restaurants in 2011 is projected to increase to 14,600 units which represent a growth of 6.2 percent from the previous year.

Almost 2,500 hotels operate in Guatemala and this number includes 3 to 5 star hotels located in Guatemala City, as well as the bed and breakfast hotels which are mainly located in the rural areas of the country. From the 2,500 hotels in Guatemala there is a total of 25,000 rooms available; the hotels occupancy is around 50 percent year round and it has been stable at that level for the past years, with the exception of last year when these numbers were lower.

Author Defined:**SECTION I****Hotels**

The Guatemalan Tourism Institute (INGUAT) reported that income from the tourism sector in 2010 totaled US\$1,378 million which represents an increase of 6.2 percent from 2009. This sector also contributes to 2.2 percent of the country's GNP. INGUAT divides the country in eight different tourism areas and Guatemala City is the area where most sales are generated. ?? Guatemala City is the area where most 3 - 5 stars hotels are located.

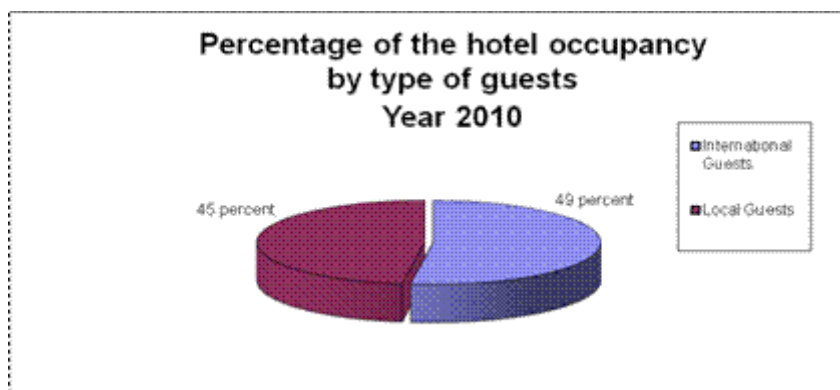
According to a study made by the Association of Research and Social Studies (ASIES), most hotels in Guatemala are small hotels that have twenty or less rooms and only 3 percent of the total hotels have sixty or more rooms. The average rate for a single room in most hotels located in the interior of the country is US\$20 per night. Only 15 percent of total hotels in Guatemala have rates higher than US\$38 per night. Although the hotel sector is considered an important industry for the creation of jobs, last year, 79 percent of the hotels reported that they remained with the same number of rooms; only 5 percent of the hotels increased their number of rooms and hired new employees.

From the 22 departments in Guatemala, there are three departments which have the majority of lodging rooms in the country: Guatemala City, Chiquimula and Quetzaltenango.

In 2011, INGUAT attended several international shows to promote Guatemala not only as a tourism destination but also to present to potential travelers other visiting options that should be considered when selecting Guatemala as a destination. These new options include: religious congresses and conventions, weddings, international shows and conventions, art expositions, music concerts, etc.

Recently, the Exporters Association (AGEXPORT), INGUAT and the City Major's Office presented a new project that will promote Guatemala City as a destination for medical care. They are trying to attract travelers that seek specific medical treatments and require surgery at lower prices than what they would have to pay in their home countries. According to INGUAT, the creation of this new health sector will attract at least 75,000 more visitors by year 2020. Guatemala already has the appropriate conditions in regards to infrastructure and professionals available that can provide these services. It is just a matter of creating promotional campaigns that will attract travelers from other countries.

The graphic below shows the percentage of international guests that stayed in Guatemalan hotels in 2010.



Source: ASIES "X Survey Tourism Sector", Guatemala 2011

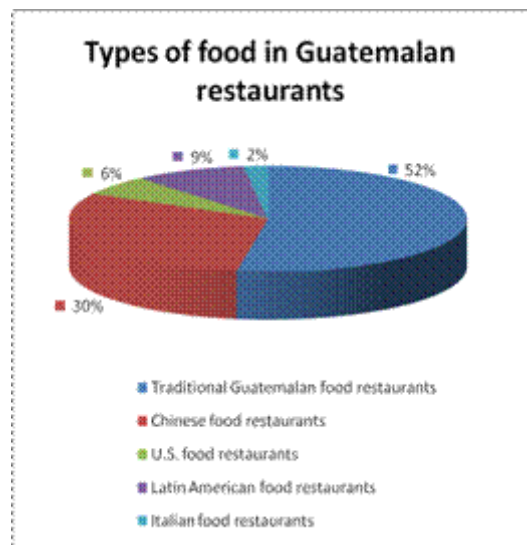
According to the survey made by Association of Research and Social Studies (ASIES), last year the hotels' occupancy rate was lower than previous years regardless of the size of the hotels, prices or the type of guests that traveled to Guatemala. INGUAT reported that in 2010 a total of 1.8 million tourists traveled to Guatemala and the highest number of travelers was from the United States totaling 517,830 followed by El Salvador with 485,888 visitors.

**TOURISTS IN GUATEMALA BY NATIONALITY
PERIOD 2005-2010
NUMBER OF TOURISTS**

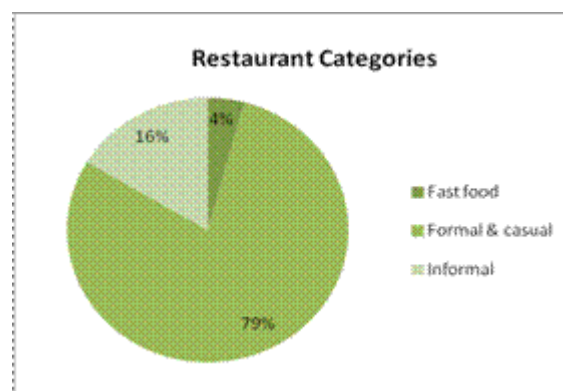
COUNTRY	2005	2006	2007	2008	2009	2010
United States of America	311,689	370,740	409,771	423,000	499,357	517,830
Mexico	72,910	79,731	86,466	92,905	105,456	127,691
El Salvador	497,430	582,676	617,798	647,568	507,802	485,888
Other Central America countries	210,947	231,847	266,495	288,036	384,894	447,929
South America and West Indies	55,342	60,188	63,132	66,031	66,425	65,416
Europe	133,657	141,537	145,188	156,978	173,057	179,824
Other Countries	33,671	35,323	38,702	40,908	39,877	51,199
Total	1,315,646	1,502,069	1,627,552	1,715,426	1,776,868	1,875,777

Restaurants

GRECUA estimates that Guatemala has around 14,600 restaurants from which 79.4 percent are formal restaurants; 4.2 percent are fast-food restaurants and 16.4 are informal restaurants. The majority of restaurants, 52 percent, serve Guatemalan traditional food restaurants, 30 percent are Chinese restaurants, 6 percent are U.S. food restaurants, 9 percent are international food restaurants, and 2 percent are Italian food restaurants. The Guatemalan cuisine is diverse but most local dishes include the main staple of the country: white corn.



Despite the fact that Guatemala does not have a single national dish, most traditional foods are stews that include meats and vegetables. Seafood is also included in some dishes which are commonly found at the Northeastern part of the country. Guatemala's restaurant sector is divided in three different categories: a) formal full-service restaurants: some are high-end which prices range from US\$30 to US\$40 per person; and others are casual restaurants that have more affordable prices (US\$8 - US\$25). Some of these casual restaurants are family oriented and usually have an area for kid's entertainment; b) fast food restaurants and c) informal restaurants that are family-owned businesses.



The majority of formal and casual restaurants are located in Guatemala City and Antigua Guatemala which is a city 45 minutes away from Guatemala City and attracts a lot of local and international tourism. These restaurants represent a great opportunity for U.S. products because chefs require high quality products that are not locally produced and depend on imports for their menus. The rest of the tourism areas in the interior of the country have more casual and informal restaurants which offer more traditional dishes.

Guatemala has a Franchise Association called Asociación Guatemalteca de Franquicias –AGF and is a member of the Federación Iberoamericana de Franquicias. It is estimated that in 2010, Guatemala had around 275 franchises which includes local companies that represent 24 percent and the rest are foreign companies. This sector generates more than 25,000 jobs and in 2010 this sector generated US\$300 million in sales. From the 275 franchises existing in the country the main food related franchises are within the following categories: fast food restaurants, ice cream parlors, bakeries, coffee shops and formal restaurants. This is a sector that has grown rapidly not only on their sales at their restaurants; and in the case of fast-food restaurants, sales increased also because of their home delivery services. It is expected that in 2012 at least 7 new franchises will begin operations in the country. The most popular types of fast-food in Guatemala are: hamburgers, pizzas, tacos and fried chicken.

Fast-food restaurants are also an option for business people in Guatemala that now had to change their eating habits of eating breakfast and lunch at home to eat in restaurants nearby their work places and this opened the opportunity for this sector. The informal restaurants also increased their sales as they provide menus at lower prices that are commonly served during business hours. They represent an option to the employees that don't have office cafeterias available and have to look for places to eat out.

Coffee shops are also very popular in Guatemala. This is a sector has found a niche market in Guatemala and for the past six years, more than 100 coffee shops local and international, are present throughout the country. Although Guatemala is a large exporter of coffee to the world, local consumption is low in comparison to other countries; however, there are still ample opportunities for coffee shops to increase in number. U.S. companies such as McDonalds that have separate coffee shops inside their restaurants presently account for 31 coffee shops. Starbucks began operations in Guatemala last year and to date has two units and plans to expand in the near future. Coffee shops also offer a wide variety of other food options that include sandwiches, hamburgers, bakery products, and other beverages which open the opportunity for U.S. ingredients, meats, french fries and pastries.

The foodservice companies that sell to formal and casual restaurants, coffee shops and fast food restaurants supply restaurants in Guatemala City and also in the interior of the country.

The Institutional Market

The following sectors are considered important within the institutional market in Guatemala and depend on the Government of Guatemala (GOG) for acquisition of food products:

- Government social programs
- Public hospitals
- Penitentiary system
- Public schools for their lunch feeding programs (when budgeted and approved.)

Guatemalan law stipulates that the GOG must use an electronic system called Information System for Contracting and Acquisitions for the Government also known as GUATECOMPRAS for purchases

and contracts when goods and contract services are higher than USD 161,000. The main objective of GUATECOMPRAS is to provide 1) transparency for the purchasing or contracting of services and goods; 2) efficiency by reducing costs and number of declines to potential suppliers during the bidding process; 3) protection against monopoly as it is an open process that is accessible to small and medium companies or foreign suppliers.

The GOG requires that foreign suppliers who want to bid for goods or services available through GUATECOMPRAS, must have a local representative that places the bid and that company or person must fulfill all pre-qualification requirements. However, it is important to mention that the GOG gives preference to the goods and services offered by local companies. For more information please refer to the GUATECOMPRAS website www.guatecompras.gob.gt

There are some exceptions when the GOG doesn't require bidding goods or services when those are considered acquisitions of national emergency.

Following are some of the social programs carried out by the GOG:

Bolsa Solidaria (Solidary Grant): The GOG through the Social Cohesion Program began with this program in 2007 and provides a monthly bag of food products to families that live in poverty or extreme poverty, the elderly, handicapped people and pregnant women that live in the marginal areas of Guatemala City. The bag contains: 10 pounds of rice, 10 pounds of black beans, 5 pounds of corn flour, 5 pounds of a nutritional powdered beverage, ½ gallon of cooking oil.

Comedores Solidarios (Subsidized Cafeterias): This is also part of the Social Cohesion Program and provides nutritional balanced breakfast for a minimum fee of US\$0.12 and lunch for US\$0.37. The program has 8 different cafeterias and only three of them are located in the interior of the country. Meals include meat, beans, rice, eggs, vegetables, tortillas or bread and a beverage.

Due to the change of the GOG in 2012, these two programs may or may not continue functioning. There will be a new Ministry that will monitor social programs but this is still under discussion by the Congress.

Social and Sport Clubs

In Guatemala there are more than twenty social and sport clubs; most of them are located within Guatemala City. These clubs buy food and beverages from local importers/distributors, open air markets and wholesale markets. Many of the clubs rent their facilities for social activities like weddings, baby showers, etc. and are available not just for their members but also for non-members.

Catering services

Many hotels, high-end and casual restaurants also offer catering services. In addition to the food, they offer services of bar tenders, waiters, decorations, furniture and silverware. Hotels and restaurants are constantly looking for quality products and prefer imported meats, desserts, seafood, beverages, liquors and ingredients. Even though they usually work with their same distributors, they make their purchasing decisions based on competitive prices in order to compete with other vendors and this is sometimes a reason to change to a new distributor.

Advantages and Challenges of Exporting to Guatemala's HRI Sector

ADVANTAGES	CHALLENGES
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The United States is Guatemala's main trading partner and U.S. products are considered of high quality.	Guatemala has several Free Trade Agreements with other countries and is negotiating new agreements with European Union and Canada which are strong competitors of U.S. products.
As Guatemalan consumers become more sophisticated, opportunities for higher quality products increase.	Guatemala is a price sensitive market and this could affect loyalty to brands in times of economic difficulty.
Fast-food restaurants require specific quality on the ingredients used for their menus; this requires importing more value added products to meet international standards.	The Government of Guatemala (GOG) requires that food imports are accompanied by a Certificate of Origin to grant preferential access. However, errors, mistakes, or omissions of any kind on the certificate could result in the denial of preferential access for U.S. imports of food products.
The increase on the tourism sector opens the HR sector the opportunity to increase sales.	The tourism sector in Guatemala is large but high crime is a concern for visitors and the local authorities have much to do to improve their security programs.
Business people eat out at least two meals a day due to long working hours, distances and traffic.	Business people eat more often at informal restaurants rather than formal or fast-food restaurants where more U.S. ingredients are used for the preparation of menus.
Changes in weather conditions are causing local crop loses and this creates an opportunity for U.S. products to satisfy the demand.	There is limited infrastructure, maintaining the cold chain on perishable products is a challenge when transporting products to different regions of the country.
Health concerns are opening the market for healthy and organic products.	Lack of knowledge about organic products limits consumption of these products to a niche market.
The growing food processing industry is looking for new and better food ingredients for bakery, deli meats, beverages and snacks.	Nearby countries such as El Salvador and Mexico can supply the local demand of raw materials for the processing industry.

SECTION II: ROAD MAP FOR MARKET ENTRY

A. Market Entry Strategy

The Guatemalan Government (GOG) welcomes foreign investment and generally few legal or regulatory restrictions are placed for foreign investors. Guatemala represents a growing market for U.S. companies and is a country with relative stability, has a strategic geographic access to the region on both the Atlantic and Pacific Oceans and is also very close to the United States. With the implementation of CAFTA-DR, one of the major benefits for U.S. exporters has been the legal changes that improve Guatemala's transparency in customs dealings, anti-corruption measures in government contracting and procurement, and legal protection for U.S. investors.

With the exception of fast-food restaurants, most hotels and restaurants buy products from different distribution channels. Since Guatemala is a net vegetable and fruit grower and exporter, the HRI sector prefers to buy local products. However, there are many other products which are not produced in Guatemala and the HRI sector relies on the imported products to satisfy the demand. A few examples of these products are: fine meat cuts, liquors, wines, specialty products,

seafood, frozen potatoes, etc. The key to success in entering the Guatemalan market is to try to match local prices with higher quality U.S. products as this is a price-conscious market. U.S. products are well known for their quality and safety.

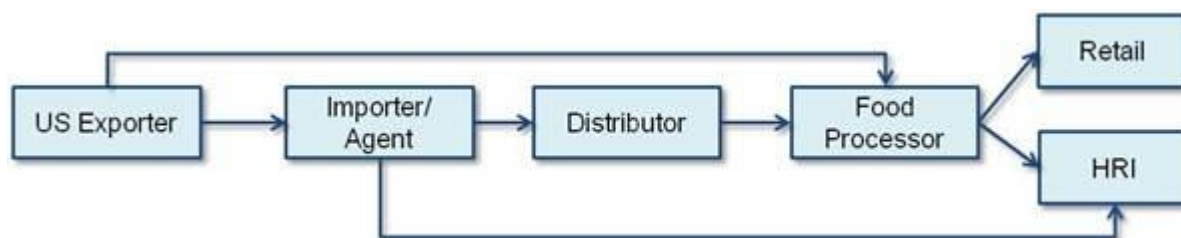
U.S. food exporters that want to enter the Guatemalan market may contact directly the local food importers/agents/distributors depending on the type of product. Most of the foodservice importers supply hotels and restaurants in Guatemala City and the interior of the country. Hiring a distributor is sometimes the easiest and fastest way to enter the market, particularly if the distributor is already supplying other imported products throughout the country. The Foreign Agricultural Service (FAS) office in Guatemala City maintains a list of companies that represent or distribute U.S. products in Guatemala. The office also has ongoing activities that provide opportunities to meet the Guatemalan trade.

U.S. suppliers that want to enter the country must comply with local regulations for imported products to avoid problems when importing products. For further information on these regulations, please refer to FAIRS Report 2011: www.fas.usda.gov/scripts/attacherep/default.asp

It is recommended that U.S. suppliers meet the local importers and learn more about the Guatemalan market. Trade missions or local trade food shows are also other ways to find importers or distributors. Most of the business people that participate in these types of events are usually looking for new products to supply to the local market.

B. MARKET STRUCTURE

The following is an overview of the distribution channel for imported products to the HRI:



Food processors also play an important part on the imports of U.S. raw materials/ingredients, since they also supply the HRI and many imports these products directly. The local food processing companies usually have their own distribution channels to wholesalers, retailers and the hotel, restaurant and institutional industries. There is a small portion of companies that also have the ability to distribute their products to the interior of the country.

C. COMPANY PROFILES

International Hotel Chains in Guatemala

Name	Number of Hotels	Location
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Barceló	1	Guatemala City
Real Intercontinental Hotel	1	Guatemala City
Westin Hotels & Resorts	3	Guatemala City, Antigua Guatemala and Petén
Holiday Inn	1	Guatemala City
Biltmore Express	1	Guatemala City
Best Western	1	Guatemala City
Radisson	1	Guatemala City
Quinta Real	2	Guatemala City and Antigua
Clarion Suites	1	Guatemala City
Hotel Melia	1	Guatemala City
Ramada International Hotels & Resorts	1	Guatemala City
Howard Johnson	1	Guatemala City
Sterling Hotel (Princess)	1	Guatemala City

These international hotels have at least one restaurant and some have two at the most. International travelers that stay in Guatemala City for business purposes usually stay from two to four nights. Most of the international hotels include the breakfast in their lodging rates and therefore, most travelers eat breakfast at the hotel and have lunch and dinner in nearby restaurants. The other tourists that travel to Guatemala on vacations go directly to the interior of the country and stay in smaller 1 - 2 star hotels.

There are a few exceptions like Antigua Guatemala, Izabal and Peten where there are 3 - 5 star hotels. According to INGUAT, these travelers stay at least 7 nights and spend up to US\$104 per day. The hotels in Guatemala City and other places, purchase products through wholesalers, retailers, and informal markets; for imported food products they buy through local distributors.

The following are the U.S. franchises operating in Guatemala:

U.S. Franchises	Type	Number of Outlets in Guatemala City	Outlets outside Guatemala City
Taco Bell	Fast-food	19	5
McDonalds	Fast-food	61 (est.)	7
Burger King	Fast-food	36	7
Wendys	Fast-food	10	2
Chilli's	Formal restaurant	2	
Friday's	Formal restaurant	3	
Domino's	Fast-food	25	33
Pizza Hut	Fast-food	21	4
Little Caesars	Fast-food	11	4
Chuckee Cheese	Formal restaurant	2	
Applebees	Formal restaurant	2	1
Quiznos	Fast-food	10	

Skilletts	Formal restaurant	3	
IHOP	Formal restaurant	2	
Subway	Fast-food	29	11
Starbucks	Formal restaurant	2	
Cinnabon	Fast-food	3	
Tony Romas	Formal restaurant	1	
Hooters	Formal restaurant	1	
Sbarro	Fast-food	1	
Kentucky Fried Chicken	Fast-food	3	

Franchises need raw materials and ingredients for the preparation of menus, some use local products but some need to import their products to comply with international quality standards and comply with the commitments stipulated on the franchise agreement. These restaurants either request their products from local distributors or some have their own importing divisions.

I. COMPETITION

Guatemala has various free trade agreements with other countries and most recently finished the negotiations to sign a free trade agreement with the European Union. Guatemala is also part of the Central America Customs Union which has provided positive effect on the intra-regional trade within the Central American Countries. According to Secretariat for Central American Economic Integration (SIECA), in 2010, Guatemala had 37.5 percent of total intra-regional exports to the rest of the Central American countries. The elimination of customs barriers with El Salvador and Honduras are also contributing to the increase of Guatemalan exports to these countries.

Guatemalan total Agricultural, Fish & Forestry imports in 2010 totaled US\$2.06 billion from which the U.S. had 25 percent market share. The major competitors with the U.S. in consumer-oriented products were El Salvador with 18 percent market share, Mexico 17 percent market share and Costa Rica with 15 percent market share.

Guatemala HRI Situation Facing U.S. Suppliers in the food service market in 2010:

Product Category (2010 calendar year)	Major Supply Sources in 2010	Strengths of Key Supply Countries	Advantages and Disadvantages of Local Suppliers
Fish and Seafood Net imports: 25,289 MT. Valued at:	Panama: 36 percent Nicaragua: 22 percent The United States has 10 percent share and is the third supplier of fish and seafood products but there are still ample	Panama and Nicaragua offer more competitive prices than the United States.	Guatemala is an exporter of fish and seafood products. However, local prices for these products are high and there is no much available year round since most of the production goes to the

US\$67.5 million	opportunities in this market. CAFTA-DR has 0% duties for imports of fish and seafood products from the U.S.		export market.
Dairy products (excl. cheese) Net imports: 62.6 MT. Valued at: US\$106.5 million	Costa Rica: 30 percent Nicaragua: 23 percent The United States has 6 percent of market share.	Costa Rica and Nicaragua offer competitive prices due to low transportation costs.	Guatemala's domestic production of dairy products is insufficient to supply the demand by the HRI sector.
Wines and sparkling wines Valued at: US\$6.8 million	Chile: 38 percent Spain: 22 percent The United States is the third largest exporter of wines to Guatemala with 10 percent market share.	Chile and Spain have very aggressive marketing promotion programs for their brands, including consumer training programs to learn about varieties and qualities of their wines and sampling activities at food shows and supermarkets.	Guatemala does not produce wines and relies only on imported products.

Source: Global Trade Atlas

IV. BEST PRODUCT PROSPECTS

- A. Products present in significant quantities but which have good sales potential in the market.

Product Category (2010 calendar year)	2010 Market Size volume MT	2010 Import (Sales) in US\$ million	5-Yr Average Annual Import Growth (%)	Key Constraints Over Market Development	Market Attractiveness for USA
Sugar sweeteners and bev. bases	20,660	US\$11.6	7	None.	Guatemala's export of juices and other sweet beverages has a 22 percent market share for exports of processed foods to other countries and is a market that continues growing for local consumption and

					exports to other Central American countries.
Poultry meat	72,263	US\$50.9	4	The TRQ for chicken leg quarters used in 2006 when CAFTA-DR was implemented.	All Central American tariffs on poultry and poultry products will be eliminated within 18 years. Other chicken products are 0 percent tariff. The U.S. is the main exporter of poultry and poultry products to Guatemala.
Processed fruits & vegetables	42,688	US\$63.8	8	None.	All U.S. vegetables are tariff free, except the following: frozen vegetables (10 yrs); mixed vegetables (5 yrs).
Meat & Meat edible offals	90,974	US\$86.0	5	None.	Immediate duty-free access for "prime" and "choice" cuts, which are mainly used by hotels and high-end restaurants in Guatemala.
Dairy products	62,587	US\$106.4	5	Under CAFTA-DR dairy products will achieve free trade within 20 years. Duty-free TRQs expand at an annual compound rate of 5 percent. The over-quota tariffs on dairy TRQs remain at base rates for years 1-10 th .	The volumes assigned for the TRQs assigned to butter and ice-cream has been full-filled in the past three years. These products have a lot of demand in the bakery industry.
Wines & Sparkling Wines	3,131	US\$6.8	4	None.	The increase in wine sales in Guatemala responds to a new generation of consumers who have traveled more to other countries and have acquired the

					taste for wines and to more tourists and foreigners living in the country who demand more wines in hotels and restaurants around the country.
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Products not present because they face significant trade barriers

There are few products that are not present in the Guatemalan market due to trade barriers, but there are some sanitary and phytosanitary issues that sometimes restrict trade. These products are:

Product	Trade Barriers	Description of Problem	Estimated Value of Trade Affected
Agricultural Products from Florida and California	Phytosanitary (pest concern)	Pink Hibiscus Mealy bug disease free status	US\$3.0 million (estimate from other countries imports of fruits and vegetables hosts)
Flour, salt and sugar	Fortification requirement (food consumption)	Mineral and vitamin fortification	US\$2.5 million (imports from other countries)

Phytosanitary restrictions have been partially eliminated. Horticultural imports from Florida and California are still restricted due to the presence of the Pink Hibiscus Mealy bug, but great advances have been made with the GOG modifying its requirement that states or growing areas be pest-free to the requirement of individual shipments of agricultural commodities.

Fortification – Guatemala requires that three products be fortified before they are approved for retail sale. Imported flour must be fortified with riboflavin, folic acid, niacin, iron and thiamine. Imported salt must be fortified with iodine, and imported sugar with vitamin A. The GOG applies these same fortification requirements to domestic products.

Following are some examples of trade barriers affecting U.S. agricultural exports to Guatemala: 1) the denial of preferential treatment for U.S. products under CAFTA-DR due to errors when assigning HS codes in the classification of the products; 2) the denial of preferential access due to errors, mistakes, and omissions on the certificates of origin; 3) required fortification for imported flours, salts, and sugars; and 4) denial of special permits for the importation of food samples even when these permits are only required for exhibition of the products during food shows and not for commercialization.

V. POST CONTACT AND FUTHER INFORMATION

If you need assistance exporting to Guatemala, please contact the U.S. Agricultural Affairs Office at the following address:

Office of Agricultural Affairs
Avenida Reforma 7-01, Zona 10
Guatemala, Ciudad 01010
Phone: (502) 2332-4030/2334-8439
Fax: (502) 2331-8293

Email: AgGuatemala@fas.usda.gov

For more information on exporting U.S. agricultural products to other countries, please visit the Foreign Agricultural Service home page: <http://www.fas.usda.gov>

VI. LIST OF MAJOR REGULATORY AGENCIES

Please note that some of the following GOG officials might change due to change of government in 2012.

Name: Licda. Gladys Arreola

Title: Director

Institution: Food Control Unit/Ministry of Health (MSPAS)

Address: 3 Calle final, 2-10 Zona 15. Valles de Vista Hermosa. Guatemala

Telefax: (502) 2369-8784 / 6

Website:

http://portal.mspas.gob.gt/direccion_general_de_regulacion_vigilancia_y_control_de_la_salud.html

Name: Jorge Mario Gómez

Title: SPS Director

Institution: Norms and Regulations Unit/Ministry of Agriculture (MAGA)

Address: 7 Avenida 3-67 Zona 13, Guatemala City, Guatemala

Phone: (502) 2475-3058

Fax: (502) 2475-3058

Website: <http://portal.maga.gob.gt>

Name: Dr. Julio Cabrera

Title: Director OIRSA-SEPA-SITC

Institution: Inter-Regional Organism for Plant and Animal Health/Ministry of Agriculture (MAGA)

Address: 21 Avenida 3-12, Zona 15, Guatemala

Telephone: (502) 2369-5900

Fax: (502) 2334-0646

Website: <http://www.oirsa.org/portal/Default.aspx>

Name: Lic. Alejandro Cutz

Title: CAFTA-DR Administrator

Institution: Foreign Commerce Administration Direction/Ministry of Economy

Address: 6 Avenida 10-43 Zona 1, Guatemala

Telephone: (502) 2412-0200

Website: <http://www.mineco.gob.gt>

Name: Cristian Giron

Title: Director of Operations Unit

Institution: Superintendence of Tax Administration (SAT)/Customs Authority

Address: 7a Av. 3-73, Zona 9, Edificio Torre SAT, Guatemala City

Telephone: (502) 2329-7070, Ext. 1324

Website: <http://portal.sat.gob.gt/sitio/>

The following reports provide more information on exporting U.S. food products into the Guatemalan market:

- Exporter Guide 2011: www.fas.usda.gov/scripts/attacherep/defaults.asp.
- FAIRS Report 2011: www.fas.usda.gov/scripts/attacherep/default.asp
- FAIRS Export Certificate Report 2011: www.fas.usda.gov/scripts/attacherep/default.asp

U.S. Commercial Service in Guatemala www.buyusa.gov/guatemala