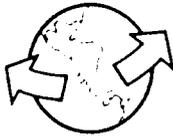


PL-AG-1347

# PROEXAG II



EXPORT INDUSTRY TECHNOLOGY SUPPORT PROJECT (AGRICULTURAL COMPONENT)

UFFVA SUPPORT AND PARTICIPATION IN AGRITRADE

Assignment Number: ST-134

PREPARED BY:

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THROUGH

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(Contract AID No. 596-0165-C-00-1296-00)

UNDER THE AUSPICES OF:

United States Agency for International Development (USAID)  
Regional Office for Central American Programs (ROCAP)  
Guatemala City, Guatemala

December 1992

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**United Fresh Fruit and Vegetable Association  
Trip Report  
December 5-9, 1992**

Jodean R. Bens, Manager of International Trade  
Charles H. (Chuck) Emely, PhD., Executive Vice President and Chief  
Operating Officer

**I. DATES AND DESTINATION**

December 5-9, 1992                      Guatemala City, Guatemala

**II. PURPOSE OF TRAVEL**

To attend the AGRITRADE event as official representatives of the UFFVA. To meet with officials of AGRITRADE and the various federations and continue the work engaged in to date, that is, provide suggestions and feedback on the show, and provide information and respond to questions about the UFFVA. To work to develop stronger linkages between the UFFVA and organizations and businesses in the region.

**III. PERSONS CONTACTED**

Exitos team: Bruce Brower, Ricardo Frohmader, Bill Barbee, John Lamb, Diane Bejarano  
Alfredo Miron, AGRITRADE President  
Julio Campos, AGRITRADE  
Bernardo Yurrita, AGRITRADE  
other members of AGRITRADE Board  
Marcos Moreno, GREXPAN  
Ricardo Koyner, GREXPAN  
Johanna Fiallos, APENN  
James Johnson, APENN  
Jilma Ramirez, CINDE  
Medardo Gallindo, FPX  
Ricardo Suarez, FUSADES  
Carlos Larraondo, GEXPRONT  
Martha Marin-Guerra, Belize Chamber of Commerce  
Representatives from FECAEXCA  
Participants and Exhibitors of AGRITRADE

**IV. ACTIVITIES AND ACCOMPLISHMENTS**

1. Assisted Central American country federations with booth set up and design.
2. Attended events of AGRITRADE and talked with participants.
3. Attended exposition and spoke with exhibitors about the show.

4. Met with officials and planning committee of AGRITRADE to discuss future show.
5. Attended FECAEXCA luncheon to initiate thought on sustainability issue, and make further contacts.
6. Attended, in order to critique, educational seminars.
7. Talked with representatives of C.A. federations to discuss how their booths were working.
8. Talked individually with members of GEXPRONT Board to stress importance and benefits of AGRITRADE as regional show.

## V. OBSERVATIONS AND RECOMMENDATIONS

### AGRITRADE AS REGIONAL

1. Region focus led to better perception in U.S. and more U.S. participation. Business more likely to make investment to attend if all C.A. countries are involved.
2. Regional focus must be better emphasized throughout the promotional materials.
3. Regional focus must be emphasized more throughout the entire AGRITRADE event. Include more written information on all countries, and more promotion of region as a whole in cultural events and general sessions.
4. Representatives from all the countries must be more involved in the general planning (strategic planning) process, and must be made to feel more "ownership" of the show.
5. Must find a way to provide more financial support to all the countries so they can make AGRITRADE a priority activity for their organization.

### OVERALL ORGANIZATION

6. Must be promoted earlier in the U.S. Use trade associations more to assist in promotion efforts.
7. List of all registered participants should be distributed to all attendees.
8. Cultural outing to Antigua is a nice treat for attendees, but one trip is enough. Also, must make sure that logistics are planned well, so there are no waiting for buses. Food should be served before or during entertainment.
9. Must plan better for sit down parties. If not strictly

2'

enforcing people who enter room, then room should be set for more people than registered. Closing party: over-crowded; there were people who could not enter room or sit at a table because of lack of space; audio was not understandable; attendees should be kept together in room, not divided in half. Dividing the room keeps people from seeing their associates and makes the stage more difficult to view.

10. Advance notice should be given to people receiving awards or recognition to ensure they are prepared to receive them on stage.
11. Access to exposition during Saturday set-up should only be for exhibitors, and must be enforced.
12. Many good comments were issues about the type of attendees at the expo. There was good amount of traffic at the expo most of the time. Should have a sign at end of first hall that points direction and reminds attendees that there is a second hall. Overall, signs should be bigger and bolder. It must stand out among crowds of people and attract attention of busy attendees. Also a bigger sign that identifies the entrance of the expo, especially the 2nd hall.
13. Country federation booths were well presented, and well worked.
14. Consider grouping companies from each country together at the show to make a Costa Rica section, a Panama section, etc. This is just a suggestion for thought and could not be implemented, even if desired, until more companies from each of the countries exhibit.
15. Audio system and simultaneous translation equipment need to be improved. Especially in general sessions, it was difficult to hear and understand what the speakers were saying because of the poor quality of the system. Audio on simultaneous translation was too loud.
16. Events must start closer to scheduled time. While late starts are accepted as part of business in Latin America, many U.S. business people do not adapt to late starting times. There were several occasions during AGRITRADE '92 where some key U.S. businessmen did not participate in the event because they got tired of waiting for it to start, or for transportation. Long waits create a negative and unorganized perception of the event.
17. Speeches at social events should be kept brief and concise, and should be limited to only a few people. Must keep in mind that attendees attention spans are brief, especially in large groups.

18. There is much more opportunity for UFFVA to work with the individual countries in assisting with preparation of promotional material, publicity, exhibit preparation and presentation, etc. throughout the year to make each country's participation even greater and more effective, and for UFFVA to assist in long range planning to make the associations and region more sustainable.