



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

EXPRO El Salvador
Programa de Promoción de Exportaciones
para las Micro, Pequeñas y Medianas Empresas

QUARTERLY REPORT

Ending June 30, 2005



Export Promotion for Micro, Small and Medium Enterprises El Salvador (USAID/EXPRO)

Contract No.: PCE-I-00-98-00016-00 T/O 833

Project Period: July 2003 – March 2006

USAID Mission: USAID El Salvador Office of Economic Growth

Project Contractor: Nathan Associates Inc.

Project Summary: USAID/EXPRO aims to reactivate the economy of El Salvador by increasing income generated from exports of micro, small, and medium enterprises (MSMEs). Project objectives include (1) strengthening the Ministry of Economy's institutional export and trade policy capacity; (2) improving access to trade and export information; (3) increasing the competitiveness of Salvadoran businesses; (4) expanding business contracts and sales; (5) strengthening the Salvadoran export services sector; and (6) establishing strategic business alliances. Nathan Associates, in collaboration with AG International, DAI, and JE Austin, is providing technical, commercial assistance, and training to support government and private sector export promotion efforts; improving the productive capacities of MSMEs striving to access international markets; and assisting Salvadoran companies in developing and increasing export sales by at least \$20 million at project completion on March 31, 2006. USAID/EXPRO is also providing technical assistance and training to make export promotion initiatives more effective and to improve product development, operational efficiency, business development services, and the production scale of Salvadoran MSMEs so they can enter international markets, enjoy market continuity, maximize profitability, and face less risk of failure.

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EXECUTIVE SUMMARY

By this report USAID/EXPRO is reporting contracted deliverables as of June 30, 2005 in all six result areas. Most importantly, USAID/EXPRO is able to report \$17,847,646 in various export products generated by the project's direct assistance to 167 Salvadoran MSMEs. An additional 178 companies have received competitiveness assistance by USAID/EXPRO and are expected to produce results in future quarters; totaling the number of firms technically assisted by USAID/EXPRO at 345 (this figure does not include the number of firms trained).

The 17.8 million dollars in exports represents over 100% of the project's total target for exports generated. Approximately \$13,446,156 of the export results is attributable to the attendance at trade fairs through June 30, 2005.

During the quarter the activities of the USAID/EXPRO related funds being executed with CENTROMYPE and FOEX have been distributed consistently. The difficulties in recruiting firms for longer-term technical assistance that existed in previous quarters has been solved, as several export platform initiatives and new MSME export projects were approved to be co-financed through the funds. To-date, \$1,267,249 has been awarded to MSMEs through the grant funds.

The above results are largely due to USAID/EXPRO's senior staff members and over 48 expatriate, cooperating-country-national (CCN) and third-country-national (TCN) technical consultants. In addition to their general expert advice the consultants and staff have participated in one or more of the 58 trade fairs, 18 commercial trade missions, 2 Central American business rounds, 47 studies, 9 private sector association capacity building activities, and 33 initiated MSME training activities. Institutional capacity building and information dissemination has also been made possible by the USAID/EXPRO team's continual population of www.expro.org and disbursement of the USAID/EXPRO monthly newsletter.

Additional detail of the deliverable outputs mentioned above can be found in Tables 1-2 and Annexes 1-2. Narrative explanations of each activity can be found under the appropriate result area. In the narrative portion of this report all but one of the three option period results are included with one of the result numbers 1-6, which are similar in scope but require funding from one of the two grant funds.

In regards to the management and financial status of USAID/USAID/EXPRO: all are in-line according to the agreed upon workplan. The USAID/EXPRO staff has been fully operational since early December 2003 and added one long-term expatriate trade specialist at the beginning of April 2004. During the quarter it was agreed and approved by USAID and Nathan Associates to extend the USAID/EXPRO project contract end-date by 9 months to March 31, 2005.

Table 1

Total Reported Contract Deliverables as of June 30, 2005

Result #	Deliverable Description	Contract Requirement (No.)	Previous Quarter PTD-Actuals (Earthquake)	Previous Quarter PTD-Actuals (Non-Earthquake)	Previous Quarter TOTAL PTD Actuals Reported	Current Quarter-Actual (Earthquake)	Current Quarter-Actual (Non-Earthquake)	Current Quarter TOTAL-Actual Delivered	PTD-Actual Exported (Earthquake)	PTD-Actual Exported (Non-Earthquake)	TOTAL PTD-Actual Delivered	Actual % of Contract
1	Identification and development of export-oriented projects in 5 different economic sectors. At least 50% in earthquake areas	20	0	0	0	10	11	21	10	11	21	105%
1	Public/Private sector professionals trained in export promotion and trade policy	50	n/a	n/a	247	n/a	n/a	70	n/a	n/a	317	634%
2	Product/market analyses conducted in target markets	50	n/a	n/a	18	n/a	n/a	29	n/a	n/a	47	94%
2	Best Practice Guide in export promotion programs	1	n/a	n/a	1	n/a	n/a	n/a	n/a	n/a	1	100%
2	Intranet/Portal for communicating and disseminating trade information	1	n/a	n/a	0	n/a	n/a	0	n/a	n/a	0	0%
3	EXPRO Project website	1	n/a	n/a	1	n/a	n/a	n/a	n/a	n/a	1	100%
3	Increased competitiveness of Salvadoran firms working in international trade areas	150	119	79	198	-12	-5	-17	107	74	181	121%
3	Increased competitiveness of Salvadoran firms working in international trade areas (Other EXPRO Funds)	100	48	72	120	23	21	44	71	93	164	164%
3	Salvadoran firms trained and committed to participating in developing their export capabilities and future access to international markets	850	505	479	984	53	53	106	558	532	1090	128%
3	Strengthened associations to assist with the development of MSMEs	5	n/a	n/a	9	n/a	n/a	0	n/a	n/a	9	180%
4	MSMEs exporting Salvadoran product lines (CENTROMYPE)	100	34	26	60	1	-2	-1	35	24	59	59%
4	MSMEs exporting various products to international markets (FOEX)	50	25	20	45	-3	4	1	22	24	46	92%
4	MSMEs exporting a variety of products to international markets (Other EXPRO Funds)	100	27	35	62	2	-2	0	29	33	62	62%
5	Competitiveness of Business Development Services Firms and/or individual consultants increased with improved capacity to provide effective export services to MSMEs	50	n/a	n/a	120	n/a	n/a	3	n/a	n/a	123	246%
6	Newly established international long-term strategic business relationships formed with Salvadoran enterprises	20	n/a	n/a	9	n/a	n/a	5	n/a	n/a	14	70%

Please note: The negative numbers are due to the fact some companies that signed up for EXPROs support (ie. Fast Tracks, and others), were counted initially as having received our support, and finally did not participate or did not show up for reimbursement by EXPRO. Thus they do not count as having received resources from our part. In other words they were deleted from the list. Also, some companies have updated their export numbers and have made corrections from the numbers given during the last quarter (for example the company has reported that the accountant made a mistake when reporting the numbers, etc). In other instances EXPRO decided to eliminate some exports results deemed by senior staff not to be traceable to direct project support.

Table 2

Total Reported Contract Deliverables - Export \$ as of June 30, 2005

Result #	Deliverable Description	Contract Requirement - Export \$	Previous Quarter TOTAL PTD Actuals Reported	Quarter TOTAL-Actual Exports	TOTAL PTD Actual Exports	Actual % of Contract
4	MSMEs exporting Salvadoran product lines (CENTROMYPE)	\$2,000,000	\$5,049,784	-\$250,659	\$4,799,125	240%
4	MSMEs exporting various products to international markets (FOEX)	\$3,000,000	\$6,455,959	\$1,296,986	\$7,752,945	258%
4	MSMEs exporting a variety of products to international markets (Other EXPRO Funds)	\$1,000,000	\$3,988,169	\$1,307,407	\$5,295,576	530%

Please Note: When a company has worked with more than one institution (FOEX, EXPRO and Centromype) or has partaken in activities that do not apply to the funds as well as worked with the funds - exports are apportioned accordingly between the different institutions or activities. This procedure is also applied when an exporting company has worked with more than one fund and/or with a fund and an activity outside of the funds.

Additionally Initiatives executed directly by EXPRO related to the funds have been divided equally between FOEX and Centromype.

Also please note: Some companies have updated their export numbers and have made corrections from the numbers given during the last quarter (for example the company has reported that the accountant made a mistake when reporting the numbers, etc). In other instances EXPRO decided to eliminate some exports results deemed by senior staff not to be traceable to direct project support.

PROJECT SUMMARY

USAID/EXPRO aims to reactivate the rural economy of El Salvador by increasing income generated from exports of micro, small, and medium enterprises (MSMEs). Project objectives include (1) strengthening the Ministry of Economy's institutional export and trade policy capacity; (2) improving access to trade and export information; (3) increasing the competitiveness of Salvadoran businesses; (4) expanding business contracts and sales; (5) strengthening the Salvadoran export services sector; and (6) establishing strategic business alliances. Nathan Associates, in collaboration with AG International, is providing technical, commercial assistance, and training to support government and private sector export promotion efforts; improving the productive capacities of MSMEs striving to access international markets; and assisting Salvadoran companies in developing and increasing export sales by at least \$6 million at project completion on June 30, 2005. USAID/EXPRO is also providing technical assistance and training to make export promotion initiatives more effective and to improve product development, operational efficiency, business development services, and the production scale of Salvadoran MSMEs so they can enter international markets, enjoy market continuity, maximize profitability, and face less risk of failure.

TECHNICAL ACTIVITIES DURING THE PERIOD

Inputs and Outputs by Result

**Please see Annex 1 for a summary list of activities*

Result 1: Institutional Export Promotion and Trade Policy Capacity of the Ministry Of Economy Strengthened

- In this quarter USAID/EXPRO's COP met with Cámara de Comercio and EXPORTA representatives who voiced their intention to ask for support for the organization of a Second Encuentro Exportador, in the month of October 2005.
- EXPORTA introduced USAID/EXPRO its new executive director, Aldo Vallejo. Mr. Vallejo met with USAID/EXPRO's COP and deputy COPs to learn of USAID/EXPRO's plans and activities. It was also discussed how to attain a higher degree of collaboration between EXPORTA and USAID/EXPRO. EXPORTA presented USAID/EXPRO a request of support for specific activities. In response, USAID/EXPRO prepared and presented EXPORTA an action plan with the areas that will receive technical and financial support, which are five: 1) Design of an export promotion strategy; 2) Design and implementation of an Export Portal; 3) Training 4) Participation in Trade Fair and Missions; 5) Participation in different initiatives promoted by USAID/EXPRO such as creation of trading companies and identification of big importers.

Result 2: Access to Trade and Export Information Improved

- The USAID/EXPRO website continues to be populated with new trade and export information, in addition to upcoming USAID/EXPRO events, trade fairs, and training programs. The website also provides news and results from past USAID/EXPRO activities. (www.expro.org)
- USAID/EXPRO promoted a meeting between EXPORTA's new executive Director and MICROSOFT El Salvador General Manager, in order to present to him the proposal for an Export Portal. EXPORTA made minor modifications to the Portal proposal, but agreed in general terms with the material reviewed. It was determined the creation of a working group formed by representatives of USAID/EXPRO, EXPORTA and Microsoft in order to have phase one of the portal ready within three months. This portal is part of the support package offered by USAID/EXPRO to EXPORTA.
- USAID/EXPRO has written, published, and distributed via email monthly newsletters for April, May, and June. Archived copies of all USAID/EXPRO newsletters can be found at www.expro.org.
- A study on Business Opportunities in the Nicaraguan Market was initiated in May 2005 and it is hoped to be completed by the beginning of next quarter.
- An evaluation study on the benefits for Salvadoran exporters to enter the European market at the distributor level began last quarter. Findings should be available by the end of August 2005 on the USAID/EXPRO website.

- During the quarter USAID/EXPRO generated a second export data analysis. The analysis helps to determine what USAID/EXPRO initiatives have assisted in producing the highest results, which industries have had the most success, etc. This analysis is updated with each new quarter's results. The June 2005 Export Data Analysis will be available by August 30th.
- USAID/EXPRO executed a survey through a specialized firm to determine the employment generated by beneficiary MSME's of the program through the export activity. This survey was executed on June 2005 and it was conducted on a sample of USAID/EXPRO's beneficiaries as of March 31, 2005. The total number of beneficiaries as of March 31, 2005 was 319 MSME and the sample surveyed by the specialized firm was 157. This sample represented a statistical confidence interval of +/- 5%. The main results of the survey were as follows: Of the 157 companies surveyed 96 or 61.1% reported to have exported as a result of USAID/EXPRO's support; Of the 96 MSME's that reported to have exported through USAID/EXPRO, 46 or 47.9% had generated employment as a result of exports; These 46 companies generated an average of 12.4 new jobs as a result of their export activity for a total of 572 new jobs; Of the 572 new jobs created as a result of USAID/EXPRO's support to the export activity 194 or 33.92% correspond to women and 378 or 66.08% correspond to men. Based on the results of the sample mean of 157 companies we could project that for the 319 companies that had received USAID/EXPRO's technical support as of March 31, 2005, 1,162 new jobs have been created.

Result 3: Competitiveness of Salvadoran Businesses Increased

- A first contract for \$57,000 was signed by the Cluster of Electrical and Civil Engineers in Nicaragua. Phase one of the project has been finished and phase two has already started. The project constitutes the first of its nature in El Salvador as something developed by a cluster of professionals of this branch of services.
- To-date the USAID/EXPRO export training programs for 1) institutional counterpart agencies, 2) BDS providers and 3) micro and small sized enterprises has trained 1000 businesses and 219 members of the Salvadoran government. Also, a course in Determination of Exportation Prices, for 90 Private companies and 45 Salvadoran government officials and private consultants, was given during the quarter. A Value-Added Chain training program for Inteligencia Competitiva of the Ministry of Economics was given for 25 public/sector professionals selected by MINEC.
- USAID/EXPRO continues with the creation of Joint Units of Export. This activity is launching a pilot project encompassing four Joint Units for export with Salvadoran Micro, Small and Medium Enterprises (MSME's). Each Unit is being directed toward different markets and used as a guideline and reference for future projects of effective platforms for commercialization. During this quarter, as the trading companies are finalizing the construction phase:

- The Shoe UCEX completed: formalization of the company which has been named MAKI, S.A. DE C.V.; hiring a marketing director; finalized the development of a common mark/logo for their products; and have collectively contributed \$6,000 to the company for initial UCEX expenses.
- The Software UCEX has agreed to formalize the company which has been named Corporación Internacional de Software, S.A. de C.V. and they have hired a marketing director who began working on April 1st. The software UCEX has also collectively contributed \$20,000 to the company as part of the initial expenses and they have started the exploration and launch of the Nicaraguan and Honduran companies with a good results and excellent expectative of sales (please see the notice in the Nicaraguan journal <http://www.grupoese.com.ni/2005/07/21/eventos.htm>).
- The furniture UCEX completed the formalization of the company which has been named DECOEXPORTA, S.A: de C.V. This new company is working on hiring a commercial director and have also collectively contributed \$8,000 for initial expenses. Additionally, they expect to organize showrooms in two of the most popular malls in San Jose, Costa Rica in July and to participate in the EXPOMUEBLE 2005 Fair in Guatemala City in August.
- The organics UCEX completed the formalization of the company and has named it the Natural Union Brand, S.A. de C.V. This new company has 10 members and they have hired a marketing director who will begin working in July. They also have collectively contributed \$4,500 for the initial expenses of the trading company.
- In addition, to-date 14 consultants have been trained and completed qualifications to work with these groups in the different phases, and 6 companies have met the selection criteria and qualified for unit membership in the shoe industry, 9 companies in the furniture accessory industry, 10 in the organics co-operative, and 7 in the software industry. In the next month we expect to start the internationalization support phase for the companies, hire the rest of the managers, and launch each group's concrete plan for alternative sources of financial support and subsidies. Already, the organic, furniture and software groups have at least two financial sources approved. This is the beginning of the process for compiling managers and consultants for the 4th phase of the systemized export process. There will be an event to present this methodology towards the end of the year.
- USAID/EXPRO has continued assisting the organization of the Software Development Trading Company (SDTC) organization and defining their export goals. The cluster holds meetings in USAID/EXPRO's facilities twice a month. Currently, both groups, the trading company and the cluster, are currently

working in the development of their activity plans. The Software Development Cluster, in a public act, signed its constitution act, and invited USAID/EXPRO to sit in the honor table and to speak to the audience. The Cluster's president, Mr. Julio Fong, thanked USAID/EXPRO in public, for its continuous support to this project.

- USAID/EXPRO continues to provide follow-up to the IDB initiative in which ten software companies have applied to a certification process that will facilitate their exports to more developed markets, such as the US and Europe. INCAE has been appointed by the IDB to implement this project. During this quarter, the IDB and FUSADES publicly subscribed a cooperation agreement with the participation as witnesses of USAID/EXPRO's CTO, Mr., Carlos Arce and the Minister of Economy. During this act, held in FUSADES, the President of the Software Cluster, Mr. Julio Fong recognized the support given by USAID/EXPRO for the development of this initiative. The Certification Process that this cooperation agreement is going to support is currently under way.
- The on-going Strengthening Salvadoran Design Capabilities and Cluster Formation activity is facilitating the integration of now over 20 design professionals clustered to support current and potential Salvadoran exporting companies. The designers will be a critical resource in helping other Salvadoran exporters to improve the appearance and image of their products, and in developing new products for markets abroad. During the quarter the design cluster formally and legally changed its name to the Design Association of El Salvador (ADIES). This decision was in part to clarify the group's goal and objectives which are:
 - 1) Group and represent designers from all disciplines - Advance the careers of members through networking and promotion of design & Gain recognition by the government and the business community as a high-quality professional design organization;
 - 2) Communicate the value of design and innovation - Develop a comprehensive website containing industry research, current news, best practices, and success stories & Organize design industry conferences and workshops;
 - 3) Increase the use of design in business - Promote ADIES in-front of business associations and professional organizations, regional and international Chambers of Commerce, and various media outlets & Provide a searchable on-line directory of ADIES designers in order that businesses can, on their own, contract designers for use in increasing their company's competitiveness;
 - 4) Inspire design quality and ethical responsibility - Award design education scholarships & Organize and execute an awards program & Develop industry standards and professional code of conduct.

- Also during the quarter ADIES launched its website which contains membership, sponsorship, industry news and most importantly a searchable database of all AIES members. www.adies.org
- During the quarter the Design Association of El Salvador hosted its first of many Commercial Design Roundtables. This roundtable facilitated interactions between Salvadoran companies and designers to better know each others purpose, issues, and solutions to incorporating innovative commercial design into products so that they can be more competitive in markets abroad.
- The objective of the Innove Design Team activity otherwise know as “Innove Strategic Design Solutions” is to model the "best practices" of today's leading design firms. Innove is making design and innovation a resource in El Salvador that is available to Salvadoran manufacturers. During the international design consultant’s monthly visits to El Salvador during the quarter, the team completed development of three new outdoor fabric lamp samples for the company EXPORSAL. These lamps will be displayed in the Napp Deady showroom in Atlanta’s Americas Mart during July 2005. The lamps will also be sold in four other showrooms throughout the United States. In addition, other new product ideas were developed for EXPORSAL, Carlos Herrera, and Raquel Maron’s stationary company. Protototyes for these other products will be available to buyers in September 2005.
- USAID/EXPRO is collaborating and increasing the capacity of 5 different private sector associations: FUSADES (development of international commercial alliances for 15 SMEs currently being assisted by PROPEMI), ASI (development of linkages for exports between large Salvadoran exporters and potential SME-suppliers), FUNDAPYME (export-competitiveness training for Salvadoran SMEs), COEXPORT (joint-implementation of a program of buyer – and distributor – missions to El Salvador, commencing with the Central American Trade Fair in October), Camara de Comercio (new round of AFIS training for 40 companies, culminating in participation in trade fairs or commercial missions utilizing the USAID/EXPRO Fast Track facility). During this Quarter:
 - Cámara de Comercio finished phase two of the AFIS project, which is being supported by USAID/EXPRO. Completion of phase two means that all companies which finished this phase (30) now count with a customized Export Plan. Informative sessions have been carried out by the Chamber inviting companies to proceed to phase three, which is the participation in a Trade Fair or Mission abroad;
 - FUSADES-PRIDEX started Phase Two in May, with the implementation of the training session programs for participation of SMEs. Topics to be covered in this 64 hour program are all related to foreign trade and internationalization. The goal of this phase is to prepare selected SMEs to succeed in the commercial mission to Spain predicted for October of this year;

- Asociación Salvadoreña de Industriales (ASI) presented USAID/EXPRO the preliminary results of its research study to determine the supply needs of big Salvadoran exporters. For this they interviewed 100 companies. USAID/EXPRO conveyed ASI its observations, which included elaborating in the interviews of selected companies. ASI will present its final report as soon as it is ready;
 - FUNDAPYME. Representatives held a meeting with USAID/EXPRO in order to give a brief about the status of the export oriented seminars to be given in the framework of the one-year event "Premio a la Competitividad". A total of 16 seminars, conferences and workshops were held. Fundapyme has been asked to more clearly show USAID/EXPRO the export oriented content within these seminars. USAID USAID/EXPRO initiated, during this quarter, an additional cooperation agreement with FUNDAPYME through which the later will provide training to the future Export Chamber of Health Services. Training will focus in organizational and business plan development.
- USAID/EXPRO designed for the "Asociacion de Cafes Especiales de El Salvador" a certification scheme for certifying "100% Bourbon Coffee". The Bourbon coffee will be the main ingredient in the strategy for differentiating Salvadoran coffee. This scheme involves Latincert –BCS as the certifying agency, Procafe as the national certifying agency and also a genetics lab in Germany, which will run the samples. This certification will be the umbrella under which coffees of El Salvador will be marketed in the future. Currently the Asociacion de Cafes Especiales de El Salvador is studying the protocols in order to make changes with the approval of all their members. The changes proposed will eliminate the cup quality as a requisite to award the seal and to value the Bourbon variety as only three requisites for awarding the seal.
- USAID USAID/EXPRO organized the participation of ten Salvadoran companies in the SIAL Show, Montreal Canada, one of the largest Food Shows in North America. Gourmet and ethnical food and beverages were exhibited during the show and the El Salvador Stand was visited by renowned international companies as well as the trade press.
- Six Salvadoran producers of food products and services were supported to participate in National Restaurant and Hotels Association (NRA) Show, the largest restaurant show in North America, which took place in Chicago, Ill, during the month of May.
- Six Salvadoran companies participated in a Trade Mission to Santiago de Chile, organized and guided by USAID/EXPRO, during the month of May. This was the first mission to Chile, organized by USAID/EXPRO since its establishment.
- One Salvadoran manufacturer of decorative lamps was supported to visit potential distributors in Miami, Fl. in May-June this year. This company is one of the founding members of the Design Association fostered by USAID

USAID/EXPRO and is trying to apply the market entry concepts promoted by said organization.

- One company was supported to participate in the Expotur Fair in San José Costa Rica and another one to participate in the Feria de Proveedores, in Tegucigalpa, Honduras. Both Fairs took place in May.
- The Retail Bakers Association, in Chicago, was attended by one Salvadoran exhibitor with the support of USAID/EXPRO, during the month of May.
- The Central American countries continue to be an important market for Salvadoran exporters, that's why USAID/EXPRO, supported the organization of a stand in the EXPOINDUSTRIA fair, which took place in San José Costa Rica in April. Three companies were assisted with financial aid and technical assistance.
- During the month of May, USAID/EXPRO supported the organization of a Trade Mission to Nicaragua where three companies participated from the software development sector, which is also promoted by USAID/EXPRO as emerging export sector with interesting potential.
- During the month of April, PHONOMED, a telemedicine company, was supported to participate in two trade missions in order to promote its services and seek co-investment: one to Luxembourg and the other one to the US.
- A highly-successful launch of Salvadoran guitar sales in Los Angeles was conducted with the assistance of the Salvadoran Consulate General in that city, and the Salvadoran American Business Association (SABA). Future collaborations with SABA are being planned, to promote the introduction of gourmet food products and a line of women's fashions based on the use of naturally-dyed textiles. In the extension period, it has been budgeted to work with SABA in all the marketing involved with the UAE'S.
- USAID/EXPRO conducted several meetings with an advisory body formed by prominent medical doctors and dentists, in which the baseline was set for the creation of an export chamber of health services. As a result, USAID/EXPRO feels there is an increased commitment and motivation on the doctors associated to this project. As next steps it is planned the execution of the following activities: 1) Training sessions for the advisory body of doctors and dentist in order to create the export chamber of health services. This training will be carried out by USAID/EXPRO's strategic partner for this project, FUNDAPYME; 2) A Marketing of Health Service Seminar for the medical community; 3) The technical visit of an international consultant specialized in the export of health services.

Result 4: Business Contracts and Sales Expanded

- USAID/EXPRO is able to report \$17,847,646 in various export products generated by the project's direct assistance to 167 Salvadoran MSMEs. An additional 178 companies have received competitiveness assistance by USAID/EXPRO and are expected to produce results in future quarters; totaling

the number of firms technically assisted by USAID/EXPRO at 345. (This number does not include the number of firms trained.)

- Approximately \$13,446,156 of export results is attributable to the attendance at trade fairs and commercial missions through June 30, 2005.
- In total for the project, USAID/EXPRO is able to report the supported attendance of 375 companies (companies counted more than once if they attended more than one activity) at 58 trade fairs and 18 commercial missions and led Salvadoran MSMEs in 2 Central American business rounds. A list of which companies participated and to what trade fair can be found in Annex 2.
- In May and June 2005 USAID/EXPRO conducted two reverse buyer missions with R&A to El Salvador in order to process new orders on new products and also place an additional purchase order on products they are already distributing. As a result, R&A distributors made agreements with 6 other Salvadoran companies to start exporting in the beginning of August. New products to be exported are: plastic brooms, ground and bagged panela sugar and pinatas.
- The Innove design team completed development of three new outdoor fabric lamp samples for the company EXPORSAL. These lamps will be displayed and sold in the Napp Deady showroom in Atlanta's Americas Mart during July 2005. The lamps will also be sold in four other showrooms throughout the summer in the United States. Production of orders is expected in September.
- Representatives from Bestway supermarkets in Washington D.C arrived in June and a showcase of products from 26 Salvadoran companies was arranged. Bestway has an interest in products from 16 of these companies. USAID/EXPRO expects orders to begin being exported in late August.
- Meetings were arranged between representatives from Flavorworks Inc., a company based in Florida, and Salvadoran producers. Samples of sauces from 4 Salvadoran companies were dispatched to them. We expect exports for Sept .2005.
- As a result from the joint effort with SABA Salvadoran guitars are now being sold at Mc Cabe's guitar shop in Santa Monica, California. Endorsements for our guitars were discussed with two performers from California, Robby Longley a recording guitarist with 8 CDs to his credit and Salvadoran El Cortez who is a California resident, also with 4 CDs on his credit. Both perform in California and other locations throughout the states. This promotion could create a demand for the high end market.
- In collaboration with FIAGRO, USAID/EXPRO has launched the initiative to create new foods, derived from native ingredients that will appeal to the mainstream. The goal of this activity is to have these new products in the American marketplace by January 2006.

Result 5: The Salvadoran Export Services Sector Strengthened

- USAID/EXPRO invited seven private sector trade associations and MSME related institutions, to submit proposals for the implementation of export promotion projects among their associates. Under a matching grants methodology, USAID/EXPRO is able to give funds to selected institutions to execute projects oriented to provide technical assistance and market access to companies that want to export or that are currently exporting but want to develop new markets. During the second quarter of the year:
 - FUSADES started Phase Two of its project, with the implementation of the training session programs for participating SMEs. Under this initiative, twenty five companies are being trained in topics related to foreign trade and internationalization, which will be covered in a 64 hour program. At the end of the program, twelve to fifteen companies will be taken to Spain in an export promotion trip.
 - The export preparation program, AFIS III, developed by Cámara de Comercio and USAID/EXPRO, produced during this quarter thirty export projects for an equal number of companies. All of these companies are ready to proceed to the last phase of the program, which is sales trip to a selected market.
 - Asociación Salvadoreña de Industriales, ASI, presented USAID/EXPRO the preliminary results of its research study to determine the supply needs of big Salvadoran exporters. For this they interviewed 100 companies. USAID/EXPRO conveyed ASI its observations, which included elaborating in the interviews of selected companies. ASI will present its final report as soon as it is ready.
 - FUNDAPYME held a total of 16 seminars, conferences and workshops, in the framework of its one-year event “Premio a la Competitividad”, from which USAID/EXPRO is sponsor. Fundapyme has been asked to more clearly show USAID/EXPRO the export oriented content within these seminars. USAID/EXPRO proposed during this quarter an additional cooperation agreement with FUNDAPYME through which the later will provide training to the future Export Chamber of Health Services. Training will focus in organizational development and business plan development.
- USAID/EXPRO has trained 14 business consultants to participate with the creation of Joint Units of Export. This activity is launching a pilot project encompassing four Joint Units for export with Salvadoran Micro, Small and Medium Enterprises (MSME’s). Each Unit is being directed toward different markets and used as a guideline and reference for future projects of effective platforms for commercialization.
- Fifteen professional Salvadoran designers within various disciplines have been trained to work within the Design Team format which will make design and

innovation a resource in El Salvador that is available to Salvadoran manufacturers. The essence of the resource is innovators streamed from the already existing Salvadoran Design Cluster, newly re-named ADIES. The designers will encompass the ability to solve complex design and marketing problems and be available as service providers for national and international clients.

Result 6: Strategic Business Alliances

- In the third quarter of 2004, a USAID/EXPRO team visited several cities in Spain and France where presentations were made to the representatives of industry associations, governmental trade development agencies and individual businesses on the opportunities that are emerging with the signing of the US-CAFTA for developing joint production and/or joint marketing agreements between European and Salvadoran firms. The recent strong appreciation of the Euro in relation to the US dollar makes such arrangements particularly attractive to European firms, and the USAID/EXPRO team detected particular interest among manufacturers of furniture, home furnishings, musical instruments, high-quality leather footwear, tailored apparel and processed foodstuffs. Currently, the USAID/EXPRO staff is finalizing plans for another promotional mission to Spain and Italy in July, to focus particularly on the shoe, design, and food industries.
- USAID/EXPRO has established new strategic business relationships with The International Italian Design Association – ADI, IICA, Irish Software Association, Microsoft Corporation, AGUSAID/EXPRONT (Guatemala), Salvadoran Chamber of Commerce in San Francisco, and the Industrial Design Society of America (IDSA) in Washington, DC.
- As a result from the joint effort with SABA Salvadoran guitars are now being sold at Mc Cabe's guitar shop in Santa Monica, California. Endorsements for our guitars were discussed with two performers from California, Robby Longley a recording guitarist with 8 CDs to his credit and Salvadoran El Cortez who is a California resident, also with 4 CDs on his credit. Both perform in California and other locations throughout the states. This promotion could create a demand for the high end market.

Employment Generation Results

For the December 2004 quarterly report, information was collected with the purpose of obtaining statistics on employment generation related to USAID/EXPRO's support to SME's. The results obtained were not considered a representative gauge of employment generation by the export activity of USAID/EXPRO's beneficiaries. Among the reasons for this result were: difficulty to determine if new employment was generated by export sales or local sales; some companies had net increases and others net decreases in employees, thus the aggregate number did not provide an accurate figure of new employment generated.

Given the results of the December 2004 exercise there was the necessity to obtain more valid information on this subject through a different methodology. Thus, USAID/EXPRO executed a survey through a specialized firm, named Data Research, to determine the employment generated by beneficiary MSME's of the program through the export activity. This survey was executed on June 2005 and it was conducted on a sample of USAID/EXPRO's beneficiaries as of March 31, 2005.

The survey included specific questions related to the creation of employment by the export activity as well as other useful information related to this subject.

The total number of beneficiaries as of March 31, 2005 was 319 MSME and the sample surveyed by the specialized firm was 157. This sample represented a statistical confidence interval of +/- 5%.

The main results of the survey were as follows:

- Of the 157 companies surveyed 96 or 61.1% reported to have exported as a result of USAID/EXPRO's support;
- Of the 96 MSME's that reported to have exported through USAID/EXPRO, 46 or 47.9% had generated employment as a result of exports;
- These 46 companies generated an average of 12.4 new jobs as a result of their export activity for a total of 572 new jobs;
- These same 46 companies generated 101 new jobs, which were not related to the export activity supported by USAID/EXPRO.
- Of the 572 new jobs created as a result of USAID/EXPRO's support to the export activity 194 or 33.92% correspond to women and 378 or 66.08% correspond to men.

Based on the results of the sample mean of 157 companies we could project that for the 319 companies that had received USAID/EXPRO's technical support as of March 31, 2005, 1,162 new jobs have been created.

Results as Related to Gender

- Of the 345 MSME's that have received technical assistance from USAID/EXPRO 239 or 69% of them have women owners or co-owners.
- Of these 239 MSME's with women owners or co-owners 124 or 51.9% are in earthquake areas and 115 or 48.1% are in non-earthquake areas.
- 63 or 26.4% of the MSME's with women having ownership were located in urban areas (As defined by the USAID/EXPRO Project) and 176 or 73.6% were located in rural areas.
- The 239 companies have been categorized into the following industries:
 - Food Products – 57 firms or 23.85%;
 - Manufacturing - 82 firms or 34.31%;
 - Specialty Coffees - 33 firms or 13.81%;
 - Services - 27 firms or 11.30%;
 - Pharmaceutical and Cosmetics - 10 firms or 4.18%;
 - Other Organic - 6 firms or 2.51%;
 - Agricultural Products – 24 firms or 10.04%
- Of the 239 MSME's 129 have generated new exports due to USAID/EXPRO's support. The total amount generated is \$11,972,532 or 67.08% of USAID/EXPRO's total reported exports as of June 2005. Of the \$11,972,532 in exports \$9,044,086 is from 71 companies located in earthquake areas.

Results as Related to the USAID/EXPRO Training Program

USAID/EXPRO has executed a survey through a specialized firm to determine the impact of USAID/EXPRO's training program in regards to generation of exports for its beneficiaries (the survey did not include generation of employment). This study was executed in August 2005, with data as of June 2005. The specialized firm determined that a sample of 219 MSME's could be representative of the total number of beneficiaries of the program, which equals 1000 businesses, in order to impart the survey.

The main results are as follows:

- 37.4% (or 82) of the sampled MSMEs, in their own judgment, have generated exports due to the training received by USAID/EXPRO;
- In their own judgment, \$10,961, 113 have been generated in exports, by the MSME's due to the training received by USAID/EXPRO.

Results as Related to Earthquake Funds

As of September 30, 2004 USAID/EXPRO far exceeded the contract requirements in all but one result area for stimulating exports in earthquake affected areas. It was the "Salvadoran firms trained and committed to participating in developing their export capabilities and future access to international markets" result in area number three in which USAID/EXPRO only met 41% of the deliverable as of September 2004. However as of June 30, 2005 approximately 558 firms have been trained and committed to participating in developing their export capabilities and future access to international markets which are located in Earthquake affected areas. The table below lists the project's September 2004 contract requirements for earthquake area results and also results generated as of September 2004 and June 2005 which was the last date result data was collected.

Result Area	Deliverable Description	September 2004 Contract Requirements for Earthquake Zones	Total Results in Earthquake Areas as of September 2004	Total Results in Earthquake Areas as of June 2005	Total Project Results as of June 2005
3	Increased competitiveness of Salvadoran firms working in international trade areas	85	95	107	181
3	Salvadoran firms trained and committed to participating in developing their export capabilities and future access to international markets	440	185	558	1090
4	MSMEs exporting Salvadoran product lines (CENTROMYPE)	n/a	25	35	59
4	MSMEs exporting various products to international markets (FOEX)	n/a	19	22	46
4	MSMEs exporting a variety of products to international markets (Other USAID/EXPRO Funds)	n/a	20	29	62
4	MSMEs exporting Salvadoran product lines (CENTROMYPE)	\$1,400,000	\$1,674,704	\$3,773,354	\$4,799,125

4	MSMEs exporting various products to international markets (FOEX)	\$1,200,000	\$1,573,586	\$3,772,125	\$7,752,945
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USAID/EXPRO has supported export-related projects through a co-financing mechanism facilitated jointly with two counterpart agencies: CENTROMYPE and the Ministry of Economy's FOEX. As of September 30, 2005 60% of the \$888,698 awarded through the funds had been committed to firms located in earthquake areas equaling \$533,218. However, enterprises located in the earthquake areas still continue to be supported in spite of the earthquake funding expiration date, because they have proven to be highly potential and some already successful exporters. As of June 30, 2005, 63% of the \$1,267,249 awarded through the funds has been committed to firms located in earthquake areas equaling \$804,346. In addition, according to the June 30, 2005, approximately 137 enterprises located in earthquake areas have continued to be financially and technically supported by USAID/EXPRO and therefore were able to significantly contribute to the project results listed in the above table.

Problems Encountered and Solutions Proposed

It is recognized that there are a few result areas that have not met the target expectations by the end of the original contract end-date, June 30, 2005. The one area of biggest concern is: Result #2 "Intranet/Portal for communicating and disseminating trade information." This area's target has not been met due high turnover in the senior level leadership area of the government's export promotion agency EXPORTA.

USAID/EXPRO is pursuing the collaboration of an Intranet/Portal system directed at disseminating trade related information. This quarter, work on the portal is underway with the support of a team that will be contracted from Microsoft El Salvador. The portal is expected to be completed by the end of the project extension period.

Results and Project Performance Targets

During the quarter the activities of the USAID/EXPRO related funds being executed with CENTROMYPE and FOEX have continued. As was the case in the previous quarter, existing MSME export projects continued to be co-financed through the funds. In addition new fast track initiatives as well as new export projects were approved to be co-financed through the USAID/EXPRO-FOEX Fund.

It is important to note that USAID/EXPRO with the support of CENTROMYPE and FOEX determined which export projects awarded or which activities within them would not be executed by the selected MSME's. As a result amounts determined as "not to be disbursed" were recycled back to "funds available" during the quarter, in order to continue supporting MSME's export projects and initiatives up to the maximum amount established. Thus, in some instances amounts awarded and number of executing MSME's might be lower than reported during the last quarter since these amounts and number of executing companies have been revised and duly adjusted.

As of June 30, 2005, the awards and disbursements presented on the following tables have been made for the USAID/EXPRO related funds.

USAID/EXPRO-FOEX FUND in \$

Area	Total Awarded	Total Disbursed	Fast Track Awarded	Fast Track Disbursed	"Normal Mechanism" Awarded	"Normal Mechanism" Disbursed
Earthquake	402,631	115,640	59,074	57,375	343,557	58,264
Non-Earthquake	214,204	105,602	59,645	58,512	154,559	47,090
Total	616,835	221,242	118,719	115,888	498,116	105,355

CENTROMYPE-USAID/EXPRO FUND in \$

Area	Total Awarded	Total Disbursed	Fast Track Awarded	Fast Track Disbursed	"Normal Mechanism" Awarded	"Normal Mechanism" Disbursed
Earthquake	283,737	250,092	79,744	79,725	203,993	170,367
Non-Earthquake	156,855	112,890	42,251	42,251	114,604	70,639
Total	440,592	362,982	121,995	121,976	318,597	241,006

USAID/EXPRO FUNDS EXECUTED DIRECTLY BY USAID/EXPRO in \$

Area	Total Awarded	Total Disbursed	Fast Track Awarded	Fast Track Disbursed	"Normal Mechanism" Awarded	"Normal Mechanism" Disbursed
Earthquake	117,978	117,978	117,978	117,978	0	0
Non-Earthquake	91,844	91,844	91,844	91,844	0	0
Total	209,821	209,821	209,821	209,821	0	0

The following table presents the aggregate values of the execution of the USAID/EXPRO related funds by USAID/USAID/EXPRO, CENTROMYPE and FOEX, as presented in the preceding tables.

TOTAL USAID/EXPRO RELATED FUNDS IN \$

Area	Total Awarded	Total Disbursed	Fast Track Awarded	Fast Track Disbursed	"Normal Mechanism" Awarded	"Normal Mechanism" Disbursed
Earthquake	804,346	483,710	256,796	255,078	547,550	228,631
Non-Earthquake	462,903	310,336	193,740	192,607	269,163	117,729
Total	1,267,249	794,046	450,536	447,685	816,713	346,360

As of June 30, 2005, 113 initiatives by MSME's have been awarded by the USAID/EXPRO-FOEX Fund (62 earthquake and 51 non-earthquake). These initiatives related to the USAID/EXPRO-FOEX fund have been executed by 76 different MSME's. Additionally, 183 initiatives by MSME's have been awarded by the USAID/EXPRO-CENTROMYPE Fund (102 earthquake and 81 non-earthquake). These initiatives related to the USAID/USAID/EXPRO-CENTROMYPE Fund have been executed by 124 different MSME's. Also 77 initiatives by MSME's have been awarded directly by USAID/EXPRO (43 earthquake and 34 non-earthquake). These initiatives executed directly by USAID/EXPRO have been executed by 70 different MSME's.

Through the USAID/EXPRO related funds (Fast-Track and normal mechanism vehicles) and other activities within the USAID/EXPRO portfolio, the project has been able to exceed the number of firms that are to receive assistance.

To demonstrate USAID/EXPRO's initiatives and deliverables in regards to new generated exports by individual MSMEs please see Annex 1 & 2. Annex 2 also presents companies who have received some form of technical assistance by either USAID/EXPRO staff or USAID/EXPRO technical consultants and are forecasted to receive funds from either FOEX or directly by USAID/EXPRO; later producing export results. The same annex lists each firm who has received assistance from USAID/EXPRO and if the firm has begun to export.

Please note, costs associated with earthquake and non-earthquake areas have at times been estimated.

MANAGEMENT INFORMATION

Project Startup

The USAID/EXPRO office is fully operational.

Staffing

Below lists the USAID/EXPRO long-term employee roster:

Long-Term Technical Experts

Phil Rourk – Chief of Party, Expat

Gerardo Tablas – Trade and Marketing Specialist, Local

Federico Aguilar – Business and Finance Specialist, Local

Vicente Rivas - Business and Finance Specialist, Local

Lisa Alley – Trade Specialist, Expat

Luis Alfaro – Grants Manager and Finance Specialist, Local

Oscar Ramirez – Grants Manager and Finance Specialist, Local

Long-Term Local Support Staff

Ana Ruth Cruz – Information Technology Specialist

Guillermina Barrios – Administrative Assistant

Ana Silvia Ayala – Accountant

Gilberto Garcia Vásquez – Driver

Jose Gómez Gonzales – Driver

Maria Nathalia Torres - Housekeeper

Management Visits

There were no management visits in the April – June 2005 quarter.

Priorities for 2005

1. To be able to work with the trading companies and to also continue their process of development.
2. To consolidate the external marketing network, converting the network into an independent institution which is able to generate it's own resources
3. To be able to work with the design cluster and the commercial design teams
4. Establish an assistance scheme for improving export logistics of MSMEs.
5. Develop a scheme to be able to able obtain resources for financing MSME exports
6. Extend the program of visits to headquarters of important distributors/retailers in the United States and Europe and also continue a program which brings the distributors and retailers to visit El Salvador
7. Develop new distribution schemes for Salvadoran privately labeled products
8. Extend the European-Salvadoran collaboration program
9. Initiate the commercial representation program in fairs
10. Structure and implement the external trade portal for El Salvador

Progress on Alliance Formation

There are no new activities to report during this quarter.

LEVEL OF EFFORT

Although quarterly level-of-effort projections were not prepared as part of the USAID/EXPRO project budgeting process, it has been concluded that the expenditure of consulting resources are on target. This is due to the fact that USAID/EXPRO staff is fully operational and the majority of goals to be reached are on schedule. In addition, to monitor and track all Expat, CCN, and TCN levels of effort a consultant LOE matrix has been designed. This tracking system records all allocated and dissolved LOE, and is updated by USAID/EXPRO and submitted to USAID/EI Salvador on a regular basis.

LESSONS LEARNED AND RECOMMENDATIONS

USAID/EXPRO was able to consolidate and continue excellent working relations with most counterpart agencies and client groups during this quarter, and further strengthen its internal organization and systems. We believe the project's sixth full quarter with all grant funds active was largely successful.

Date Initiated	Activity	Initiative Supported
Mar-04	Analysis of Sugarcane Candy Nutritional Properties	Assessment of export capacity
Mar-04	Support for Indigo Growers Association	Assessment of export capacity
Oct-03	U.S. & European based Marketing Advisor Network	Business contracts and sales expanded
Apr-04	European Joint Venture and Co-Production Program	Business contracts and sales expanded
Sep-04	Business Relationships Established with Distribution Companies	Business contracts and sales expanded
Nov-04	Reverse Buyer/Distributor Missions to El Salvador	Business contracts and sales expanded
Jun-04	Training of Consultants for Joint Units of Export for Salvadoran SME's (14)	Business Development Services Increased
Dec-04	Training Coffee Cuppers (52)	Business Development Services Increased
Dec-04	Training of Bourbon Coffee Seal Inspectors (36)	Business Development Services Increased
Jan-05	Training of Salvadoran Designers in Innove Methodology (15)	Business Development Services Increased
Oct-03	FOEX and CENTROMYPE Grant Manuals	Design of operation and management plan
Oct-03	Identification and development of export oriented projects in the following industries: Guitars, Outdoor Party Lamps, Aircraft, Software, Medical Services, Organic Foods, Gourmet Foods, Health Products, Electrical, Design Services, Home Decoration and Lighting, Lloroco, Furniture, Shoes, Sea Food, Bourbon Coffee, Hats, Brooms, Stationary, Plumbing, Beauty Products	Development of Export Oriented Projects
Nov-03	Support for cooperation between Uruguayan and Salvadoran Software Exporters	Increasing MSME competitiveness
Dec-03	Organic Certification of 16 Agro Industry Companies	Increasing MSME competitiveness
Mar-04	Quality and Production Improvement for Salvadoran Guitar Makers	Increasing MSME competitiveness
Mar-04	Support for testing alternative preservation methods for loroco	Increasing MSME competitiveness
Apr-04	Joint Units of Export for Salvadoran SME's	Increasing MSME competitiveness
Apr-04	Packaging Re-Design for 16 Enterprises' Products	Increasing MSME competitiveness
May-04	Wal-Mart Conference on Competing in the US Latin Food Markets	Increasing MSME competitiveness
Aug-04	Japan, U.S., & Europe Organic Certification of 39 additional Agro Industry Companies	Increasing MSME competitiveness
Aug-04	Presentation and Reception dedicated to Design: A Key for Exporting	Increasing MSME competitiveness
Sep-04	HACCP Seminars (2)	Increasing MSME competitiveness
Oct-04	Packaging Re-Design for 10 Natural EXPO East Enterprises' Products	Increasing MSME competitiveness
Dec-04	Development of 100% Certified Bourbon Coffee Trademark	Increasing MSME competitiveness
Nov-05	Implementation of Innove Design Team Methodology	Increasing MSME competitiveness
Jun-05	Medical and Dental Services to Foreign Community Training and Promotional Activity	Increasing MSME competitiveness
Jun-05	Commercial Design Roundtable	Increasing MSME competitiveness
Oct-03	Electrical and Civil Engineer Cluster	Increasing MSME competitiveness & Private sector association support
Oct-03	Software Development Cluster	Increasing MSME competitiveness & Private sector association support
Dec-03	Strengthening Salvadoran Design Capabilities & Cluster Formation (ADIES)	Increasing MSME competitiveness & Private sector association support
Feb-04	Increasing the Capacity of the Specialty Coffee Association of El Salvador	Increasing MSME competitiveness & Private sector association support
Feb-04	Launch of www.expro.org	Information Dissemination
Feb-04	Development of Marketing and Public Relations Strategic Plan	Information Dissemination
Jun-04	EXPRO Monthly Newsletters (12)	Information Dissemination
Nov-03	Promotion Support for CENTROMYPE Export Promotion Fund	Institutional capacity building

Date Initiated	Activity	Initiative Supported
Dec-03	Launch of FOEX and CENTROMYPE co-financing funds & Expedited "Fast-Track" mechanism	Institutional capacity building
Dec-03	Re-Design of FOEX website	Institutional capacity building
Dec-03	Assistance for Trade Point Catalog	Institutional capacity building
Dec-03	Completion of FOEX and CENTROMYPE grant manuals	Institutional capacity building
Jan-04	Trade Training of GOES Officials (219)	Institutional capacity building
Feb-04	Sponsored Trade Fair Participation of 5 EXPORTA Staff Members	Institutional capacity building
Feb-04	Sponsored Trade Fair Participation of 4 CENTROMYPE Staff Members	Institutional capacity building
Aug-04	Sponsored Participation of 2 EXPORTA executives at Las Vegas MAGICKIDS tradeshow	Institutional capacity building
Sep-04	Sponsored 1 Executive of EXPORTA in Executive Forum on Public-Private Partnerships	Institutional capacity building
Sep-04	Support to EXPORTA: Development of Salvadoran Commercial Officers Trade Training Seminar (15)	Institutional capacity building
Sep-04	Support to MINEC: Participation in Global Competitiveness Seminar (1)	Institutional capacity building
Dec-04	Support to EXPORTA for the Primer Encuentro Exportador training	Institutional capacity building
Feb-04	Increasing the Capacity of Camara de Comercio	Private sector association support
Feb-04	Increasing the Capacity of COEXPORT	Private sector association support
Feb-04	Increasing the Capacity of ASI	Private sector association support
Feb-04	Increasing the Capacity of CENDEPESCA	Private sector association support
Feb-04	Increasing the Capacity of FUNDAPYME	Private sector association support
Feb-04	Increasing the Capacity of CAMAGRO	Private sector association support
Feb-04	Increasing the Capacity of FUSADES	Private sector association support
Sep-04	Action Plan to Increase Salvadoran/Los Angeles Chamber of Commerce Membership	Private sector association support
Oct-05	Export Promotion Best Practices Comparative Analysis	Research Analysis
Aug-03	Design Continuum	Strategic Business Alliance
Sep-03	Zomorano	Strategic Business Alliance
Nov-03	INCAE	Strategic Business Alliance
Dec-03	UNIDO	Strategic Business Alliance
Feb-04	IPEX	Strategic Business Alliance
Mar-04	AIDECA	Strategic Business Alliance
Jun-04	Salvadoran American Business Association	Strategic Business Alliance
Jun-05	IICA	Strategic Business Alliance
Jun-05	ADI - Association of Italian Designers	Strategic Business Alliance
Jun-05	Irish Software Association	Strategic Business Alliance
Jun-05	Microsoft Corporation	Strategic Business Alliance
Jun-05	AGEXPRONT (Guatemala)	Strategic Business Alliance
Jun-05	Salvadoran Chamber of Commerce in San Francisco	Strategic Business Alliance
Jun-05	Industrial Designers Society of America (IDSA) Washington, DC	Strategic Business Alliance
Dec-03	Labor Standards-WRAP Certification Program for El Salvador	Study
Dec-03	Fruit Juice and Concentrate Study (5)	Study

Date Initiated	Activity	Initiative Supported
Dec-03	Furniture Market Study (3)	Study
Jan-04	Support Strategies for the Specialty Coffee Sector	Study
Feb-04	Technical Feasibility of Trout Farming in Chalatenango	Study
Apr-04	Design Center Feasibility Study	Study
Sep-04	Supply and Demand of Medical and Dental Services Provided in El Salvador to the Foreign Community (2)	Study
Sep-04	Business Opportunities in Central American Markets (16)	Study
Sep-04	Entry into European Market at Distribution Level Methodology	Study
Jun-05	US/Salvadoran Coffee Study	Study
Jun-05	Electrical Engineering Opportunities Study	Study
Jun-05	European Software Market Study	Study
Jun-05	Speciality Coffee Market Study by former Dunkin Donuts Marketing Executive	Study
Jun-05	European Organic Market Study	Study
Jun-05	Validation of FMI Platform Study	Study
Jun-05	Panama EXPOCOMER Market Study	Study
Jun-05	Dominican Republic and Puerto Rico Market Opportunities	Study
Jun-05	Chilean Market Opportunities	Study
Jun-05	Guatemala AGRITRADE Market Analysis	Study
Jun-05	Ireland Software Market Study	Study
Jun-05	Caribbean Market Opportunities	Study
Jun-05	Market Analysis for Trading Companies (4)	Study
Jun-05	ASI Indirect Markets Study	Study
Jun-05	AFIS Market Studies (TBD)	Study
Jun-05	FOEX Market Studies (TBD)	Study
Feb-03	Seminar on Trade Show Selling Techniques for the European Organic Product Market	Training
Oct-03	Implementation of IICA Export Platform to FMI Trade Show	Training
Oct-03	Sponsorship of 26 Students to ISEADE	Training
Dec-03	Seminar for Exporters on Alternative Financing Mechanisms	Training
Dec-03	Expo Comida Latina SME Debriefing and Trade Fair Training	Training
Jan-04	Design of Training Program and Course Curriculum for 1000 Micro and Small Enterprises	Training
Mar-04	Training class on natural dye techniques of gourds	Training
Mar-04	Seminar on trade show selling techniques for Specialty Coffee Growers	Training
May-04	Implementation of Micro and Small Enterprise Training Program (1000)	Training
May-04	Implementation of seminar for CENTROMYPE on USAID policies and procedures	Training
Aug-04	Organization of Design as a Competitiveness Tool Workshop for over 60 Salvadoran Designers	Training
Sep-04	Implementation of Trade Fair Preparation Methodology for 15 Firms Attending Natural EXPO East	Training
Sep-04	Sponsorship of International Congress for Indigo and Other Natural Colorants (EXTRAIE)	Training
Apr-05	Training on Determination of Export Prices (90 Private Enterprises) (45 Public/Private Officials)	Training

Date Initiated	Activity	Initiative Supported
Apr-05	Value-Added Chain Training for MINEC Inteligencia Competitiva (25 Public/Private Officials)	Training
Sep-04	Sponsorship of 2 University Student Internships at FOEX	Training

**Note this chart does not include trade fairs or commercial missions which are reported in Annex 2*

FIRM	Start-Up Date	Product Type		Initiative Supported	General Guidance by EXPRO Staff	Technical Consultant	Trade Show	Trade Mission	Mkt Compt. (w/o consultant)	MISME Training	\$ Awarded (Earthquake)	\$ Awarded (Non-Earthq.)	\$ in Exports (Earthquake)	\$ in Exports (Non-Earthq.)
1	Biocientifica	Apr-04	Manufacture	1		x					0	6,936	0	0
2	Drogueria Hermel	Mar-04	Cosmetics & Pharmaceuticals	1,4,33, 35, 63,65	x	x					39,320	0	280,878	0
3	Productos Alimenticios Parma	Apr-04	Food Products	1		x					6,936	0	0	0
4	PROESAL	Apr-04	Food Products	1,33,4,49	x	x					31,475	0	61,002	0
5	Klean Chemical	Feb-04	Manufacture	1		x					6,936	0	0	0
6	Pansal	Mar-04	Food Products	1, 27,4, 69	x	x	x				12,241	0	55,440	0
7	Don Alvaro	Mar-04	Agricultural Products	1		x					6,936	0	376,801	0
8	Promotora Multiple	Mar-04	Food Products	1		x					6,936	0	0	0
9	COEXA	Feb-04	Food Products	1		x					6,936	0	29,000	0
10	Cuellar	Dec-03	Food Products	21,26, 41	x		x				5,081	0	1,149	0
11	CODIPA	Apr-04	Manufacture	26,27		x	x				0	4,250	0	92,140
12	Panificadora La Merced	Apr-04	Food Products	21	x						0	6,784	0	3,000
13	Industrias UMABER	Mar-04	Manufacture	21, 50, 8	x	x					0	15,496	0	0
14	Velasquez Soto	Feb-05	Manufacture	63		x					0	1,504	0	15,330
15	Ricarfelli	Apr-04	Manufacture	8,6,21,73	x	x	x				0	11,919	0	0
16	Asociacion de Añileros Oriente	Apr-04	Agricultural Products	5	x						1,104	0	0	44,970
17	Calzado Tagat	Feb-04	Manufacture	21, 40, 8	x	x					0	6,576	0	4,284
18	Grupo Gerencial Prime	Apr-04	Service	21	x						5,594	0	18,689	0
19	Industrias wendy	Mar-04	Manufacture	21, 8, 63	x	x					0	13,389	0	38,579
20	Mobiliaria Tubular	Apr-04	Manufacture	21	x						0	3,744	0	0
21	Espacios Digitales	Mar-04	Service	21	x						5,104	0	4,840	0

FIRM	Start-Up Date	Product Type		Initiative Supported	General Guidance by EXPRO Staff	Technical Consultant	Trade Show	Trade Mission	Mkt Compt. (w/o consultant)	MSME Training	\$ Awarded (Earthquake)	\$ Awarded (Non-Earthq.)	\$ in Exports (Earthquake)	\$ in Exports (Non-Earthq.)
22	PROEXAL	May-04	Food Products	27		x					1,750	0	0	0
23	Laboratorios ESEBE	May-04	Cosmetics & Pharmaceutica I	28		x					1,872	0	1,425	0
24	Quindeca	May-04	Manufacture	21,31	x	x					3,340	0	13,071	0
25	Cuatro M. S.A. de C.V.	May-04	Specialty Coffee	29, 35		x					0	9,632	0	0
26	CASAL S.A. de C.V.	May-04	Specialty Coffee	29., 35		x					0	9,632	0	11,025
27	Cooperativas Las Cruces	Jan-04	Specialty Coffee	23			x				0	1,817	0	17,764
28	Exportadora el Volcan	Jan-04	Specialty Coffee	23,24		x	x				3,822	0	0	0
29	Seters Ingenieros	Jan-04	Service	25		x					2,085	0	4,000	0
30	Mayprod S.A. de C.V.	Feb-04	Manufacture	25, 51		x					0	4,085	0	7,680
31	Agropecuaria La Laguna	Apr-04	Agricultural Products	1		x					0	1,347	0	0
32	Industrial de Alimentos y Postres	Apr-04	Food Products	1,35, 37, 33, 49	x	x					35,706	0	131,515	0
33	Representaciones Diversas	Apr-04	Food Products	1		x					1,347	0	0	0
34	Panaderia SINAI	Apr-04	Food Products	1,64	x	x					0	4,847	0	32,920
35	Cherry S.A. de C.V.	Apr-04	Manufacture	1		x					5,311	0	10,953	0
36	Virtual Graphix	May-04	Service	33, 36, 49	x		x				4,765	0	0	0
37	Santa Eduvigis	Oct-03	Food Products	33	x		x				0	10,818	0	245,716
38	G. Premper	May-04	Service	14, 36, 38, 52, 53	x	x	x				0	11,260	0	28,200
39	Tecoloco.Com	May-04	Service	33	x		x				20,098	0	49,500	0
40	Exporsal	Jun-04	Manufacture	33	x		x				24,993	0	120,800	0
41	Inversiones Carrousel	May-04	Manufacture	68, 70	x	x	x				0	9,280	0	120,000
42	Web-Informatica S.A. de C.V.	Jun-04	Service	8, 33	x		x				8,126	0	0	2,226

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43	Gina Palmera	Jun-04	Manufacture	30	x		x				802	0	0	0
44	Industrias Bengala	Jun-04	Manufacture	33		x		x			6,138	0	0	6,475
45	G. y G. Factible	Nov-03	Food Products	1,4			x				0	8,023	0	0
46	Corporacion Primavera (Pasteleria Lorena)	Nov-03	Food Products	4, 9, 37				x			0	7,087	0	37,071
47	Pasteleria Fortuna de Pan	Nov-03	Food Products	4				x			1,087	0	0	0
48	Pan Miga	Nov-03	Food Products	4				x			1,087	0	0	0
49	Biscuit Factory	Nov-03	Food Products	4				x			1,087	0	0	0
50	Exportadora Canales Rodriguez	Nov-03	Food Products	4				x			1,087	0	150,000	0
51	Ferelis S.A. de C.V.	Nov-03	Food Products	4,21,33, 61, 64, 83		x	x				31,755	0	24,297	0
52	Tropix S.A. de C.V.	Nov-03	Food Products	4,35				x			7,887	0	86,700	0
53	Zelosa S.A. de C.V.	Nov-03	Agricultural Products	4				x			1,087	0	0	0
54	Asci S.A. de C.V.	Nov-03	Food Products	4				x			0	1,087	0	0
55	Samaritana S.A. de C.V.	Nov-03	Food Products	4,27, 70				x			0	13,254	0	151,947
56	Alimentos Cuscatlan	Nov-03	Food Products	4				x			0	1,087	0	158,068
57	Toty's Gourmet	Nov-03	Food Products	4, 21		x	x				2,191	0	0	0
58	Lacteos Metapan	Nov-03	Food Products	4,33		x	x				0	19,190	0	48,200
59	Tipicos Margoth	Nov-03	Service	4		x	x				1,087	0	0	0
60	Cakes Carrousel	Nov-03	Food Products	4				x			0	1,087	0	0
61	Casa Bazzini	Nov-03	Food Products	1,2,4,27,33, 65		x	x				32,420	0	396,248	0
62	Garmol	Nov-03	Food Products	4,10				x		x	1,567	0	54,200	0
63	La Fuente	Nov-03	Food Products	4				x			1,087	0	0	0

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64	La Negrita	Nov-03	Food Products	4		x					1,087	0	30,000	0
65	Atlacatl Foods	Nov-03	Agricultural Products	1,4		x					8,023	0	668,300	0
66	Pasteles de El Salvador	Nov-03	Food Products	4, 41, 35		x	x				9,605	0	305,908	0
67	B y M Importaciones	Nov-03	Food Products	4		x					1,087	0	0	0
68	Multipros	Oct-03	Specialty Coffee	5,10,11, 21,37, 70	x	x	x		x		21,024	0	29,384	0
69	Aprainores	Oct-03	Other Organic	1,5,3,27,33, 50, 62	x	x	x	x			19,303	0	170,000	0
70	Cooperativa La Union	Oct-03	Specialty Coffee	3,5, 8,49, 62	x	x		x			5,339	0	11,735	0
71	Tepeyac	Oct-03	Specialty Coffee	5,11, 21	x	x		x			5,854	0	0	21,965
72	El Olvido	Oct-03	Specialty Coffee	5,11	x	x		x			4,400	0	48,274	0
73	SUCHIL	Oct-03	Other Organic	3,5,8,11,49, 50,62	x	x		x			0	15,262	0	34,998
74	Casa Frida	Oct-03	Other Organic	5	x						0	614	0	0
75	Fundación ABA (San Jorge)	Oct-03	Specialty Coffee	5	x						0	614	0	0
76	Zenzontle	Oct-03	Other Organic	5,11	x	x					4,400	0	310,000	0
77	UPREX	Oct-03	Specialty Coffee	5,50	x	x		x			5,614	0	0	0
78	Ortisaes	Oct-03	Specialty Coffee	5	x			x			614	0	0	0
79	Pahnas	Oct-03	Food Products	10				x	x		480	0	190,000	0
80	INTEMAQ	Oct-o3	Manufacture	10					x		480	0	0	0
81	Kalish World	Oct-03	Manufacture	10					x		480	0	0	0
82	Recitex S.A. de C.V.	Oct-03	Manufacture	10					x		480	0	223,482	0
83	TOROGOZ S.A. de C.V.	Oct-03	Manufacture	10, 63,66		x			x		4,184	0	0	22,248
84	Pharma Lab.	Oct-03	Cosmetics & Pharmaceutica	10					x		480	0	0	0

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85	Tejemet S.A de C.V.	Oct-03	Manufacture	10					x		480	0	0	0
86	DIMELCA S.A. de C.V.	Oct-03	Manufacture	10					x		0	480	0	0
87	Maderas y Metales S.A. de C.V.	Oct-03	Manufacture	2,10,33,49,54,63,66	x	x	x		x		0	34,490	0	209,885
88	RIDI S.A. de C.V.	Oct-03	Manufacture	10					x		480	0	0	0
89	Latin Kraft Artesanias	Oct-03	Manufacture	8, 10, 21					x		4,552	0	39,900	0
90	FUDEFA	Oct-03	Service	10					x		480	0	0	0
91	La Canasta	Oct-03	Food Products	4,9,10, 76			x		x		4,534	0	53,814	0
92	Laboratorios Farmaceuticos ENMILEM	Oct-03	Cosmetics & Pharmaceutica l	10, 21	x				x		1,584	0	0	0
93	DICAME	Oct-03	Manufacture	10,21, 8, 40	x	x	x		x		0	11,700	0	126,614
94	Borboletas	Oct-03	Manufacture	9			x				167	0	0	0
95	Creaciones Infantiles	Oct-03	Manufacture	9			x				167	0	5,000	0
96	Industrias Americanas	Oct-03	Manufacture	9			x				0	167	0	0
97	Network Travel, S.A. de C.V.	Oct-03	Service	9			x				167	0	0	0
98	Fapmosa	Oct-03	Manufacture	9			x				0	167	0	0
99	Salva Mex Designs	Oct-03	Manufacture	9			x				167	0	4,840	0
100	Proinca S.A.	Oct-03	Food Products	8,9, 50	x		x				0	9,239	0	0
101	Ortiza S.A. de C.V.	Oct-03	Specialty Coffee	4,9, 50			x				0	5,824	0	0
102	Lovaina S.A. de C.V.	Oct-03	Manufacture	9			x				0	167	0	0
103	Racor	Oct-03	Food Products	1,9		x	x				0	1,514	0	863,651
104	Editorial Lis	Oct-03	Manufacture	9			x				167	0	16,000	0
105	Cia. Industrial Alimentaria	Oct-03	Food Products	9			x				0	167	0	800

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106	Arte Focal	Oct-03	Manufacture	9			x				0	167	0	5,637
107	Multicolor Diseño Grafico	Jan-04	Manufacture	12			x				245	0	0	0
108	RED ART	Jan-04	Manufacture	13,14, 42, 66			x	x			10,000	0	88,497	0
109	APECAFE	Jan-04	Specialty Coffee	11, 50, 62			x				9,518	0	94,163	0
110	Origenes	Jan-04	Other Organic	3,11,46, 50			x		x		0	18,903	0	3,130
111	Dismatel	Feb-04	Manufacture	2			x				1,150	0	0	0
112	Healthco	Jan-04	Food Products	1,2,15,26, 50, 63, 64			x	x	x		23,554	0	14,867	0
113	Laboratorios Combisa	Feb-04	Cosmetics & Pharmaceutica I	2, 41			x	x			0	2,819	0	48,000
114	Tecnologia del Ambiente	Jan-04	Service	2			x				1,150	0	35,000	0
115	Artesanias el Bambu	Feb-04	Manufacture	6,21			x				0	5,960	0	10,323
116	Indisa	Mar-04	Manufacture	1,17	x		x				7,831	0	100,000	0
117	Panaderia Celsita	Jan-04	Food Products	21			x				1,104	0	0	0
118	Panaderia Chavez	Jan-04	Food Products	21			x				1,104	0	3	0
119	Industrias Chequen	Feb-04	Manufacture	6,21, 40, 73	x	x	x				0	3,276	0	8,866
120	Artesanias Moje	Feb-04	Manufacture	21,41, 43			x	x	x		0	9,415	0	5,383
121	El Comienzo	Mar-04	Specialty Coffee	3,21,24,35, 55, 56			x	x			16,745	0	0	0
122	Arquitectura Tranzo	Feb-04	Manufacture	21,26,41			x	x			9,373	0	0	0
123	Biotecnologia de El Salvador	Feb-04	Food Products	3,21,41,57, 63			x	x	x		7,978	0	20,000	0
124	Industrias Laford	Feb-04	Manufacture	3,33,31,41, 49, 63			x	x	x		0	20,300	0	24,779
125	SCAES	Mar-04	Agricultural Products	3			x				1,000	0	959,310	0
126	Frutos del Sol	Feb-04	Food Products	1,3, 8,49			x	x			12,733	0	1,100	0

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127	ISMARSA	Mar-04	Agricultural Products	6,16	x		x				900	0	312,808	0
128	PROTECNO	Feb-04	Manufacture	2,3,6,26,33,58,63	x	x	x	x			27,242	0	1,634,904	0
129	FORMOSA	Mar-04	Agricultural Products	6,16	x		x				900	0	79,293	0
130	PINSAL	Feb-04	Manufacture	2,26,31			x	x			0	7,911	0	344,026
131	Palacio	Feb-04	Food Products	33,2,20,1,55,49,69,74	x		x	x	x		0	28,187	0	83,780
132	VAPE	Feb-04	Agricultural Products	15			x				2,979	0	152,000	0
133	Ideas Promocionales	Feb-04	Agricultural Products	20			x				1,308	0	0	0
134	COMEL	Feb-04	Food Products	4,20,32,34		x	x	x			0	9,007	0	905,398
135	Everest S.A.	Apr-04	Specialty Coffee	6,23,24,29	x		x	x			0	6,654	0	9,000
136	Cofinanzas S.A. de C.V.	Apr-04	Specialty Coffee	6,24,29,55,62	x	x	x				10,837	0	1,270,603	0
137	Francisco S.A.	Apr-04	Specialty Coffee	6,24,56	x		x				0	5,005	0	135,159
138	Proexcafe	Apr-04	Specialty Coffee	6,24	x		x				0	2,005	0	107,659
139	Café Himalaya	Apr-04	Specialty Coffee	6,23,24,29	x		x	x			6,654	0	28,000	0
140	Urrutias State Coffee	Apr-04	Specialty Coffee	6,23,35,56	x			x			11,617	0	211,381	0
141	Laussane	Apr-04	Specialty Coffee	6,24,29,56,56	x		x				10,837	0	207,200	0
142	COEXCA	Apr-04	Specialty Coffee	5,6,23,24	x		x	x			5,303	0	11,250	0
143	ESMAR	Apr-04	Specialty Coffee	6,23,24	x		x	x			0	3,822	0	8,100
144	Moldymet	Apr-04	Manufacture	25,51			x				3,750	0	0	0
145	Promein	Mar-04	Manufacture	25			x				0	1,750	0	3,500
146	Industria Mecanicas RAF	Apr-04	Manufacture	25,41			x				0	3,750	0	0
147	Cerro De flores	Mar-04	Agricultural Products	19,59			x				4,212	0	30,722	0

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148	CAPOSA	Mar-04	Agricultural Products	19,59			x				4,212	0	157,141	0
149	INVERPLAN	Mar-04	Agricultural Products	19,59			x				4,212	0	0	0
150	GCM	Mar-04	Service	6,18,33				x			0	15,492	0	296,503
151	ALIESCO	Dec-03	Food Products	6,33	x	x					19,006	0	9,000	0
152	PROLACSA	Nov-03	Food Products	6,33	x	x					24,970	0	0	0
153	Don Ramon	Dec-03	Food Products	6	x	x					0	0	0	0
154	Cadesal	Dec-03	Food Products	6	x						0	0	56,349	0
155	Sabores Instantaneos Salvadoreños	Dec-03	Food Products	6	x						0	0	0	75,000
156	Granja Jovels	Dec-03	Agricultural Products	4,6,8	x						0	2,506	0	47,500
157	Apiarios San Luis	Dec-03	Agricultural Products	6,8	x						0	0	0	11,649
158	Apiarios Fernandos	Dec-03	Agricultural Products	6,8	x						0	0	0	20,823
159	Apiarios Menjivar	Dec-03	Agricultural Products	6,8	x						0	0	0	16,185
160	Apiarios Pedro Arnoldo Gonzales	Dec-03	Agricultural Products	6,8	x						0	0	0	10,500
161	Apiarios Montoya	Dec-03	Agricultural Products	6,8	x						0	0	0	33,830
162	Farmaceutica RODIM	Dec-03	Cosmetics & Pharmaceutica	6	x	x					0	0	0	0
163	Inversiones Hospitalarias	Nov-04	Service	6,33	x	x		x	x		16,951	0	51,214	0
164	Crio Inversiones	Nov-03	Food Products	1,4,6	x		x				0	7,817	0	334,714
165	Artesanos del Rey	Dec-03	Manufacture	6,8,21,26	x		x				9,887	0	10,000	0
166	AGROTEC	Dec-03	Agricultural Products	6	x	x					0	0	241,945	0
167	FACOPADES	Nov-03	Food Products	6	x						0	0	0	0
168	Molina Hermanos	Dec-03	Manufacture	6	x	x					0	0	0	0

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169	Kreef	Dec-03	Food Products	6	x	x					0	0	0	0
170	LOROCOSAL	Oct-03	Agricultural Products	4,6,8	x						0	3,000	0	0
171	INFOSGROUP	Oct-03	Service	6, 52	x				x		0	3,000	0	95,272
172	NETSTUDIO	Oct-03	Service	6	x				x		n/a	n/a	0	8,000
173	SOFTTRADING	Oct-03	Service	6	x				x		n/a	n/a	0	0
174	Carozzi	Oct-03	Manufacture	6, 8, 78	x			x			0	6,758	0	0
175	Manuel Gonzales	Oct-03	Service	8	x	x			x		0	1,258	0	0
176	Herrera Industrias	Oct-03	Service	8	x	x			x		0	1,258	0	16,893
177	Ernesto Fiallos	Oct-03	Service	8	x	x			x		0	1,258	0	0
178	Águeda Rivera	Oct-03	Service	8	x	x			x		0	1,258	0	0
179	Patricia Mayorga	Oct-03	Service	8	x	x			x		0	1,258	0	0
180	Ma Luisa Angulo	Oct-03	Service	8	x	x			x		0	1,258	0	0
181	Guillermo Bonilla	May-04	Service	8	x	x					0	1,258	0	0
182	Claudia Colindres	Oct-03	Service	8	x	x			x		0	1,258	0	0
183	Francisco Molina	Oct-03	Service	8	x	x			x		0	1,258	0	0
184	Lourdes Mena	Oct-03	Service	8	x	x			x		0	1,258	0	0
185	ASD Publicidad Grafica	Oct-03	Service	63,8	x	x	x		x		0	4,911	0	0
186	Gabriela Larios	Oct-03	Service	8	x	x			x		0	1,258	0	0
187	CANADES	Dec-03	Food Products	6,33, 37	x	x		x			3,000	0	0	0
188	Industrias Caricia	May-04	Manufacture	6,7	x	x					0	0	0	50,000
189	Bexcafe	May-04	Specialty Coffee	6,55,56,80	x		x				0	7,135	0	467,215

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190	GEMUSE S.A. de C.V.	Dec-03	Agricultural Products	6	x	x				0	0	9,200	0
191	Consulteco	Jun-04	Service	45			x			1,303	0	11,500	0
192	Borex	Jul-04	Manufacture	46		x				2,950	0	0	0
193	Iluminacion Tecnica	Jul-04	Manufacture	44		x				0	2,999	0	12,000
194	Chemi Marketing	Jun-04	Manufacture	42		x				0	3,000	0	44,083
195	El Madero de Jesus	Jun-04	Manufacture	42, 8		x				0	7,072	0	45,000
196	Asociacion manos Amigas	Jun-04	Manufacture	8,21, 42		x	x			3,840	0	1,126	0
197	Comercialza	Jun-04	Manufacture	40		x				0	1,400	0	743
198	Industrias Fenix	Jun-04	Manufacture	8, 40		x				0	5,472	0	484
199	Orbita	Jun-04	Manufacture	21,42		x				0	5,362	0	13,705
200	Lemag	Jul-04	Manufacture	47, 46		x				0	5,864	0	10,000
201	Industrias Arqueta	Jul-04	Manufacture	46		x				0	2,950	0	16,474
202	Almacen Victoria	Jul-04	Manufacture	46		x				0	2,950	0	0
203	Jacabi	Jul-04	Manufacture	46, 63,67		x				0	7,454	0	190,318
204	Acogripi	Jul-04	Manufacture	42		x				0	3,000	0	5,000
205	Industrias Merida	Aug-04	Manufacture	48		x				0	2,990	0	0
206	Mario Castro Tablas	Aug-04	Manufacture	48		x				0	2,990	0	0
207	Lucia Hernandez Cardosa	Aug-04	Manufacture	48		x				2,990	0	950	0
208	Taller San Antonio	Aug-04	Manufacture	48		x				0	2,990	0	15,000
209	Industrias Loren	Aug-04	Manufacture	48		x				2,990	0	0	0
210	La Casa de La Vela	Aug-04	Manufacture	48		x				2,990	0	0	0

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211	Ceramica Huellas	Aug-04	Manufacture	48		x					2,990	0	0	0
212	Drogueria Pro-Medici	Aug-04	Cosmetics & Pharmaceutica I	48		x					0	2,990	0	0
213	Creaciones Alejandrina	Aug-04	Manufacture	48		x					2,990	0	39,000	0
214	Creaciones Matices	Aug-04	Manufacture	48			x				0	2,990	0	0
215	Maya Gift Artesanias	Sep-04	Manufacture	37			x				3,000	0	0	0
216	Fuentes de Bordados	Sep-04	Manufacture	37			x				0	3,000	0	0
217	Monrey	Sep-04	Manufacture	37			x				3,000	0	0	0
218	Casa Miriam	Sep-04	Manufacture	37			x				0	3,000	0	1,500
219	Dulceria Magdalena	Jul-04	Food Products	35		x					0	6,800	0	0
220	Super Marino	Jul-04	Food Products	4,6,16,33,3 5, 64, 84		x					25,804	0	43,889	0
221	Café Don Justo	Jul-04	Specialty Coffee	35		x					6,800	0	24,251	0
222	Asociacion Coop. Sarahem	Jun-04	Food Products	35, 65		x					8,425	0	443	0
223	Turismo S.A. de C.V.	Jun-04	Service	21	x						3,504	0	0	0
224	Hidraulica y Electricidad	Jun-04	Service	41			x				1,669	0	9,920	0
225	Pali Diseño	Jun-04	Manufacture	8,21,41, 44, 49			x				12,044	0	8,965	0
226	Texsal	Jun-04	Manufacture	41			x				1,669	0	0	0
227	Multiprint	Jun-04	Service	41			x				1,669	0	0	20,447
228	EMSAL	Jun-04	Service	41			x				1,669	0	0	0
229	Coindustria Gigante	Jun-04	Food Products	41, 49, 63, 71		x	x				5,184	0	24,000	0
230	Grabatodo	Jun-04	Manufacture	21	x						0	5,880	0	0
231	Reamerica	Jun-04	Food Products	35, 70		x					14,366	0	0	0

FIRM	Start-Up Date	Product Type		Initiative Supported	General Guidance by EXPRO Staff	Technical Consultant	Trade Show	Trade Mission	Mkt Compt. (w/o consultant)	M/SME Training	\$ Awarded (Earthquake)	\$ Awarded (Non-Earthq.)	\$ in Exports (Earthquake)	\$ in Exports (Non-Earthq.)
232	Teneria El Bufalo	Jun-04	Manufacture	33, 39,40	x	x	x				0	11,659	0	105,184
233	Palchar	Jul-04	Service	33	x						22,715	0	0	0
234	Metalurgica Sarti	Jun-04	Manufacture	41			x				0	926	0	361,544
235	Arte Maya Pipil	Jun-04	Manufacture	33	x						9,250	0	11,504	0
236	Eco Eco	Jul-04	Manufacture	8, 42, 66		x					7,913	0	38,278	0
237	Autoproducts	Dec-03	Manufacture	6	x						n/a	n/a	0	0
238	Borballon	Oct-04	Specialty Coffee	56			x				0	3,000	0	203,375
239	Nedecaza	Sep-05	Specialty Coffee	5,50,56	x	x					9,800	0	0	0
240	Alex Salaverria	Oct-04	Specialty Coffee	56			x				3,000	0	29,403	0
241	Arbel Imports	Jul-04	Agricultural Products	21, 59	x	x					4,466	0	0	0
242	Vivero Xochicalli	Aug-04	Agricultural Products	59			x				3,362	0	12,208	0
243	Cafecoyo	Aug-04	Agricultural Products	59			x				3,362	0	186,578	0
244	Bismarkia	Aug-04	Agricultural Products	33,59	x	x					13,134	0	0	0
245	Vivero Casa Verde	Aug-04	Agricultural Products	59			x				3,362	0	0	0
246	Vivero Santa maria	Aug-04	Agricultural Products	59			x				3,362	0	0	0
247	Vivero Montecristo	Sep-04	Agricultural Products	59			x				3,362	0	0	0
248	Ornamentales	Sep-04	Agricultural Products	59			x				3,362	0	0	0
249	Agroindustrias Moreno	Aug-04	Agricultural Products	8,21, 50	x	x					10,176	0	97,000	0
250	Pichinte	Sep-04	Manufacture	50			x				5,000	0	124,950	0
251	Distribuidora Soluciones	Sep-04	Manufacture	50,64	x	x					0	8,500	0	0
252	Azulinas	Oct-04	Other Organic	50			x				0	5,000	0	848

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253	Botanikal	Sep-04	Other Organic	8,49,50	x	x				0	9,797	0	0
254	Soluciones	Sep-04	Service	8,60	x	x				7,072	0	450	0
255	Fucrisan	Sep-04	Other Organic	8,21,49	x	x				0	4,797	0	0
256	Impeza	Oct-04	Service	52			x			0	3,000	0	0
257	Boa Computer	Sep-04	Service	8,52,77	x		x			0	7,512	0	13,619
258	Cital web solutions	Nov-04	Service	52			x			3,000	0	14,621	0
259	Dilisa	Aug-04	Manufacture	21	x					6,245	0	180	0
260	Retze	Aug-04	Manufacture	21	x					0	960	0	0
261	Diseños y confecciones Tommy	Aug-04	Manufacture	21	x					1,104	1,104	0	0
262	Servicomulti	Aug-04	Service	21	x					1,140	0	0	0
263	J. Raul Rivera	Aug-04	Manufacture	21	x					1,104	0	0	0
264	Syscom	Aug-04	Service	21	x					840	0	0	0
265	Tornolara	Sep-04	Manufacture	21	x					0	1,104	0	0
266	Productos Lacteos de Santa Ana	Jul-04	Food Products	21	x					0	1,104	0	0
267	Inversiones Serpas Caceres	Oct-04	Specialty Coffee	21	x					1,104	0	0	0
268	Exposervicios	Sep-04	Service	21,64	x					0	4,449	0	28,431
269	Gevifar	Sep-04	Cosmetics & Pharmaceutica	21	x					0	1,104	0	0
270	Undesa	Jun-04	Manufacture	21	x					1,104	0	0	0
271	Industrias Jorven	Apr-04	Manufacture	21	x					1,104	0	0	0
272	Amali	Jul-04	Manufacture	21	x					5,072	0	0	0
273	Aseinfo	Sep-04	Service	33	x					24,860	0	71,200	0

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274	No-AI . S.A.	Aug-04	Food Products	4,70		x				0	10,072	0	49,520
275	Inversiones Merlet	Oct-04	Manufacture	49		x				434	0	0	0
276	Equal Latin American	Oct-04	Food Products	49		x				434	0	0	0
277	Multiplast	Oct-04	Manufacture	49		x				434	0	0	0
278	Distribuidora Cuscatlan	Oct-04	Food Products	49		x				434	0	486,179	0
279	Matco	Oct-04	Manufacture	49		x				434	0	0	0
280	Ainsa	Oct-04	Manufacture	49		x				0	434	0	25,000
281	Jainsa	Nov-04	Food Products	33, 64		x				0	10,334	0	1,250
282	Muebles e Inmuebles	Nov-04	Food Products	4,6,33, 85		x	x			0	30,589	0	0
283	Acoproarte	Dec-04	Manufacture	8		x				0	4,072	0	22,000
284	El Zarzo	Dec-04	Manufacture	8		x				4,072	0	0	0
285	Palma City	Dec-04	Manufacture	8		x				4,072	0	0	0
286	Acooprac	Dec-04	Manufacture	8		x				0	4,072	0	3,900
287	Alejandros Ceramica	Dec-04	Manufacture	8		x				0	4,072	0	5,000
288	Promotora Cinco	Aug-04	Food Products	4		x				0	798	0	0
289	Uniconsa	Aug-04	Food Products	4		x				0	574	0	0
290	Industrias Ready	Nov-04	Manufacture	51			x			0	2,000	0	0
291	Taller de Servicios Diversificados	Nov-04	Manufacture	51			x			0	2,000	0	0
292	Oromontique	Sep-04	Specialty Coffee	5		x				1,800	0	4,000	0
293	Grupo Industrial Diversificado	Jan-05	Manufacture	63, 71		x				0	3,081	76,000	0
294	Maria Elena Sol Trujillo	Oct-04	Specialty Coffee	5		x				1,800	0	0	0

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295	Marta Caceres Peña Trejo	Sep-04	Specialty Coffee	5	x					1,800	0	90	0
296	Creativa Consultores	Sep-04	Service	21	x					1,104	0	0	0
297	Tecniforms	Mar-05	Manufacture	6, 82		x				1,717	0	0	0
298	Global Commerce	Jan-05	Specialty Coffee	33	x					9,938	15,000	0	0
299	Baltazar Ferreiro	Jan-05	Specialty Coffee	5	x					1,550	0	0	0
300	Delights	Jan-05	Food Products	61		x				4,000	0	0	0
301	Fatima Caceres de Hernandez	Jan-05	Food Products	61		x				4,000	75	0	0
302	Candy Cakes	Jan-05	Food Products	61		x				4,000	0	0	0
303	Mauricio Cantor Castillo	Nov-04	Specialty Coffee	62		x				3,000	0	0	0
304	Alma de Añil	Dec-04	Other Organic	62		x				3,000	0	0	0
305	Carbon Chaparral	Mar-05	Manufacture	64	x					3,500	0	0	0
306	Geometrica	Jan-05	Service	64	x					3,500	0	0	0
307	Empacadora de Alimentos y Bebidas	Feb-05	Manufacture	64	x					3,500	0	0	0
308	Don Alfajor	Feb-05	Food Products	64	x					3,500	0	0	0
309	Proserquisa	Dec-04	Specialty Coffee	8	x					4,072	0	0	0
310	Industrias Bolivar	Jan-05	Manufacture	64	x					3,500	0	0	0
311	Ana Isabel Alvarez de Pacas	Jan-05	Agricultural Products	65		x				1,625	0	0	0
312	Industria de Calzado Morales	Dec-04	Manufacture	8, 73	x	x				7,410	0	0	0
313	True Colors	Jan-05	Manufacture	64	x					3,500	0	0	0
314	Rikopan	Jan-05	Food Products	64	x					3,500	0	0	0
315	La Nueva Espiga	Mar-05	Food Products	64	x					3,500	0	0	0

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316	Alta Tecnologia	Dec-04	Service	8	x						4,072	0	6,000	
317	Grupo Ester	Jan-05	Manufacture	63		x					1,504	0	0	
318	Industrias Rowin	May-04	Manufacture	21	x						1,104	0	0	
319	Fideicomiso Walter Soundy	Sep-05	Specialty Coffee	55		x					1,884	0	0	
320	Inversop	Mar-05	Manufacture	81		x					3,750	0	0	
321	Pan San Antonio	Mar-05	Food Products	8	x						4,072	0	0	
322	Krystal Systems	Dec-04	Service	8,77	x		x				4,512	0	1,800	
323	Proamsa	May-05	Food Products	61		x					4,000	0	0	
324	Fonomed	Mar-05	Service	72			x				4,000	0	0	
325	Consorcio de Energia Electromecanica	Apr-05	Manufacture	8	x						15,000	0	0	
326	Petunia	Apr-05	Manufacture	67		x					3,000	0	25,000	
327	Marketing Plus	May-05	Service	77			x				795	0	0	
328	Sunrise	May-05	Service	75		x					876	0	0	
329	Creaciones Lemier	Feb-05	Manufacture	64	x						3,500	0	0	
330	Laboratorios Capitol	May-05	Cosmetics & Pharmaceutica I	64	x						3,500	0	0	
331	Muebles Gallardo	Mar-05	Manufacture	64	x						3,500	0	0	
332	Laboratorios Fardel	Mar-05	Cosmetics & Pharmaceutica I	64	x						3,500	0	0	
333	Phalmar	Jun-05	Cosmetics & Pharmaceutica I	64	x						3,500	0	0	
334	Quesadillas Leyla	Jan-05	Food Products	64	x						3,500	0	0	
335	Comercio y Bienes	Jun-05	Food Products	64	x						3,500	0	0	
336	Esencias y Sabores	Jun-05	Food Products	64	x						3,500	0	0	

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337	Industrias Calcecineras de Centroamerica	Jun-05	Manufacture	64	x						3,500	0	0	
338	Salinas Rivera	Jun-05	Manufacture	64	x						3,500	0	0	
339	Creaciones Luz Maria	Jun-05	Manufacture	64	x						3,500	0	0	
340	Pasteleria Roxana	Jun-05	Food Products	64	x						3,500	0	0	
341	Ban Ban	Jun-05	Food Products	64	x						3,500	0	0	
342	Salexport	Feb-05	Service	70		x					7,566	0	0	
343	Helios	Mar-05	Specialty Coffee	70		x					7,566	0	0	
344	E-Soft	Nov-05	Service	52			x				3,000	0	0	
345	Jose Saul Quijada Pineda	Jun-05	Food Products	64	x						3,500	0	0	
Total To-Date (June 30, 2005)					60	152	183	74	25	17	\$1,071,606	\$795,973	\$11,094,853	\$6,759,805
Total for Previous Quarterly Report (Ending March 31, 2005)										\$920,501	\$658,878	\$10,167,547	\$5,326,368	

TOTAL Estimated USAID EXPRO Spending for Deliverables \$1,867,579

TOTAL Exports Generated by USAID EXPRO \$17,854,658

NUMBER	INITIATIVE
1	Export Platform to the USA (FMI - Chicago)
2	Expocomer 2004
3	Agritrade
4	Expo Comida Latina
5	Organic Certification
6	Assesment of Export Capacity & Strengthening
7	Marketing Advisor Network
8	Association and Cluster Support
9	Washington, DC Mission
10	International Commerce Training
11	Bio-Fach Germany
12	C.A Business Round
13	Ambiente
14	European Commercial Mission
15	Foodex
16	Boston Seafood Show 2004
17	ASD-AMD Las Vegas
18	GCM Call Center in Los Angeles
19	C.A. Business Roundtable - Agritrade
20	Alimentaria Spain
21	Export Projects CENTROMYPE (Normal Mechanism)
22	Franchising
23	Providence Coffee Summit
24	SCAA Fair Atlanta (Specialty Coffee)
25	Hannover Messe (Industrial)
26	Commercial Mission Puerto Rico-Jamaica
27	Alimentaria Mexico
28	Latin Pharma Rio de Janeiro
29	Cafeologia Paris Specialty Coffee
30	American Shoe
31	Expoferretera (Costa Rica)
32	Candy EXPO Show (Chicago)
33	Export Projects FOEX (Normal Mechanism)
34	CONFITEXPO
35	Latin Food and Beverage 2004
36	EXPO IMAGEN
37	Commercial Mission Toronto Montreal
38	Commercial Mission to Switzerland
39	Bufalo Comercial Mission to Los Angeles
40	EXPOCALZADO
41	Commercial Mission Honduras and Nicaragua
42	TENDENCE Fair

43	EXPO JUNIANA
44	EXPO MUEBLE
45	Consulteco Comercial Mission Caracas
46	MAGIC KIDS 2004
47	CHILDRENS CLUB 2004
48	Vancouver Gift Show
49	International Fair El Salvador
50	Natural EXPO East
51	Commercial Mission to Honduras
52	Commercial Mission to Ireland
53	Liber Fair (Barcelona)
54	Puerto Rico Commercial Mission
55	Coffee Fest
56	Trieste Coffee Fair
57	Swine Congress
58	Commercial Mission to mexico
59	Hortifair
60	Cited Iberokea
61	Fancy Food Show
62	Bio Fach 2005
63	Expocomer 2005
64	AFIS Program
65	Fruit Logistica
66	Ambientes 2005
67	Magic Kids 2005
68	New York & Canada Toy and Hobby Fair
69	Kassim
70	Sial Montreal
71	Expoindustria 2005 Costa Rica
72	Phonomed Denver-Luxemburg
73	Anpic Mexico
74	Retail Bakers Associations Fair
75	Expotour Costa Rica 2005
76	Commercial Mission CARCO Suppliers
77	Commercial Mission to Managua
78	Commercial Mission to Florida
79	NRA Chicago
80	SCAA Washington State 2005
81	AERA Fair
82	Imprexpo Guadalajara
83	Ferelis Commercial Mission Mexico
84	Boston Sea Food 2005
85	American Food and Beverage