See the Communication Notebook on olive oil trade in the US and Mexico

Siete Agromarketing **has recently launched the Communication Notebook on the commercial prospects of Olive Oil in the US and Mexican markets. A publication made after last November's celebration of** the second Business Agro Tertulia '¿HABLAMOS? Olive Oil, US and Mexico markets**. It contains the main conclusions obtained during its celebration, as well as an analysis on the conjuncture of the** olive oil market **and its commercial possibilities in the US and Mexican markets.**

Download the communication booklet of the II Business Agro Tertulia!!

The event was organized by Siete Agromarketing, and e-Comercio Agrario and had the special collaboration of the Institute of Foreign Promotion of Castilla-La Mancha (IPEX), and the sponsorship of Bankia. In the same, that was inaugurated by Gregory Jaime Rodriguez, General Director of Agroalimentary Industries and Cooperatives of Castilla-La Mancha; Rosa Ana Rodríguez, Councilor of Tourism of the City of Toledo; Fernando Laviña Richi, director of IPEX, and Gissele Falcón, director of Siete Agromarketing, analyzed the current situation of the sector in the US and Mexican markets, as well as the main handicaps faced by Spanish operators and their prospects Of the future.

The main conclusion - gathered in the Notebook, like all other items - is that, despite the current political uncertainty in the US, *market data suggest that expectations are promising for Spanish industrialists.* In this sense, the experts who participated in the Tertulia, including Francisco Faiges Borras, of F. Faiges, S.L .; Antonio Serrano Barrie, of Aceites García de la Cruz; Pedro J. Domínguez of Nielsen, as well as representatives of Centroliva and Infaoliva, concluded that, *despite these expectations, it is necessary to continue working to know in depth the North American market.*

> The participants in the Expert Meeting brought to the institutional representatives the urgency of carrying out policies for the protection and promotion of Spanish olive oil

Special mention must also be made of the need to modernize the infrastructure of the olive grove in the countryside, highlighting the olive groves in hedge developed by Todolivo, *a type of pioneer crop and specifically developed to increase the production and profitability of plantations, while enhancing the qualities of the fruit, giving rise to oils of extraordinary quality.*

> Regarding the Mexican market, Eduardo Perez Noyola, Operations Coordinator of Proméxico, showed the interest of his country to host Spanish industrialists to promote and develop the production and sale of olive oil, a product with great acceptance but, at the moment, of low consumption

In this line, the experts consulted agreed that, although it is true that at present the Mexican market is not representative quantitatively, it is to be taken into account for the future, *both for the reforms carried out, The sensitivity towards Spanish products.*

To expand this information, you can consult our Communication Notebook (where also participates the next edition of **Expoliva**, an internationally recognized fair), which also contains specific information on the olive oil market in Spain, its external positioning and situation, in addition to the main reflections of the participants.

Siete Agromarketing is an agency of communication and consultancy that was born with the vocation to build ties between Spain, EU, and Latin America and to respond to the need of the agri-food sector to communicate, speak and dialogue. For this reason, among its wide portfolio of services stands out as its VIP product, Business Agro, specialized in professional meetings with the sector. Under its umbrella, it hosts the organization of events such as Conferences, Master Class, Forums, Meetings, Congresses or Colloquia.