



Program

9:30 h **Welcome**

9:35 h **Catalonia, a country oriented towards the world**

Carmel Mòdol

Food Secretary, Government of Catalonia

9:40 h **The value of internationalization**

Ramon Sentmartí

Prodeca's Managing Director

Challenges and consumption trends in the target markets

9:50 h **LatinXpansion: a market that grows within and beyond the region**

Santiago Mejía

International Director Dislicores (Colombia)

Isabel Brauner

Sales Manager Supermercados Peruanos (Peru)

Marco Hernández

Sales Manager La Puerta del Sol (Mexico)

Sofia Elguero

Comercial Agrofood Promotion - Delegation of the Government of Catalonia to Mexico

Moderator: Sofia Zapata

Prodeca's LATAM Antena Manager

10:30 h **Trends in food distribution in the United Kingdom**

Steve Carter

UK distribution expert

Anam Raja

Senior International Trade Consultant ACCIÓ UK

11:00 h **Networking break**

11:40 h **How to take advantage of Asian leadership from the Catalan agri-food perspective**

Eduardo Peña

Prodeca's Japan Antena Manager

Mihee Seo

Prodeca's South Korea Antena Manager

Rafael Llopis

Prodeca's China Antena Manager

Moderator: Mònica Castellà

Head of the Delegation of the Government of Catalonia to Japan

12:20 h **The common market of Africa: opportunities for Catalan companies**

Oriol Puig Cepero

Africa expert - Ministry for Foreign Action and European Union

Emmanuel Chilufya

Zambia Chamber of Commerce and Industry

Fakih Abbas

CEO Carmensita (Ghana)

Deinde Olaleye

Nigeria market expert

Moderator: Ingrid Asensio

Managing Director XWA Expand West Africa

13:05 h **Positioning strategy for Catalan food products in the United States**

Lucas Payà

Sommelier & Wine Ambassador

Gerard Jara

Fundator Grup Candor & CEO Certified Origins

Esteve Espuña

CEO Esteban Espuña

Moderator: Cristina Serradell

Director International Trade Unit ACCIÓ

13:45 h **Closing**

Teresa Jordà

Minister of Climate Action, Food and Rural Agenda, Government of Catalonia

14:00 h **Networking lunch**

Event presenter: **Cristina Riba**

This program may incorporate modifications.

Face-to-face format

#FòrumCatalanFood

