

Brussels, 18 January 2012

## **AL-INVEST IV gets ready to participate in this year's international trade fairs**

The Coordination and Services Consortium of the AL-INVEST IV Programme will be organizing several business missions to the following international trade fairs that are scheduled to take place in Europe in 2012:

– **CeBIT (6-10 March 2012, Hanover, Germany)**

For the third consecutive time, AL-INVEST IV will be taking part in the world's largest information technology and telecommunications fair.

– **ALIMENTARIA (26-29 March 2012, Barcelona, Spain)**

The Alimentaria International Food and Beverages Exhibition is now one of the world's foremost trade fairs in its sector. It has achieved this position thanks to its extensive knowledge of the sector, constant attention to the direction in which manufacturers, distributors, and retailers are heading and a firm commitment to innovation and internationalization.

– **HANNOVER MESSE (23-27 April 2012, Hannover, Germany)**

HANNOVER MESSE once again confirms its unique global standing as a showcase for industrial technology, with world firsts and integrated solutions.

– **SIAL (21-25 October 2012, Paris, France)**

The world's leading food exhibition will concentrate this year on the main challenges facing the global food industry.

The Coordination and Services Consortium is offering a full array of services for all these fairs:

- a collective stand where businesses can exhibit their products;
- technical visits to technological centres and companies related to the sector in question;
- B2B meetings with European counterparts organized in close collaboration with the Enterprise Europe Network (EEN) and co-financed by the European Commission (DG Enterprise and Industry);
- technical seminars on cross-sectoral issues, including collaboration with the Export Helpdesk of the European Commission (DG Trade);
- sectoral fact sheets and analyses;
- logistical services;
- technical assistance to businesses.

The AL-INVEST IV Services Consortium will also be organizing technological meetings including seminars, technical visits, and business meetings at the following Latin American trade fairs:

- **BITS, Porto Alegre, Brazil** (15-17 May 2012) – Information Technology and Communication (ITC) sector;
- **SIAL-Sao Paulo, Brazil** (25-28 June 2012) – food sector.

**For more information, please contact:**

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The AL-INVEST programme is one of the European Commission's most important regional economic cooperation programmes. Its purpose is to support the process of internationalization of Latin American SMEs by providing a set of instruments and tools which will allow them to strengthen their presence in the European market. The fourth stage of the Programme is being conducted by three sub-regional consortia of business organizations from three different areas of Latin America: [Central America-Cuba-Mexico \(CAMC\)](#), [Andean Region \(RA\)](#), and [Mercosur Chile and Venezuela \(MCV\)](#). The three consortia are supported by the horizontal services provided by the [Coordination and Services Consortium \(CS\)](#) led by EUROCHAMBRES.