

EXPO PRADO 2015

Join the **GREAT pavilion** at Uruguay's most important **agricultural trade show!**

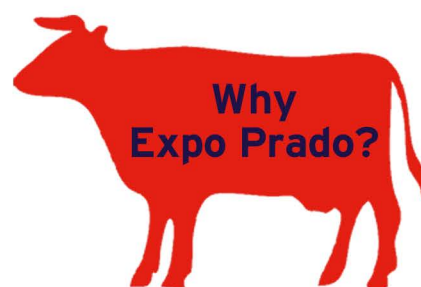
Montevideo, Uruguay
9 - 20 September 2015



- Expo Prado is Uruguay's largest and most important agricultural and consumer trade fair attracting over 400,000 national and international visitors over 12 days.
- PWC report *Doing business between United Kingdom and Uruguay* concludes that there is potential demand in the **primary sector and agribusiness** - Expo Prado is **the place** to meet prospective importers, representatives, agents, farmers and other industry related contacts
- The fair is strong on British breeds that have been imported over many years and highlight the strong agricultural links between the UK and Uruguay which you can continue to build on.

Hereford, Polled Hereford, Aberdeen Angus, Shorthorn, Large White, Jersey, Belted Galloway, Shetland, Southdown, Suffolk, Hampshire Down, Romney Marsh, Orpington and Sussex

- Through its **logistics hub** and free trade zones, Uruguay is a gateway to South America, particularly the Mercosur free trade area (including Argentina and Brazil).



- Backed by the GREAT Fund Campaign the British Embassy's British Pavilion offers an ideal platform for visitors that want to investigate doing business in Latin America. You can take an individual stand inside the pavilion to promote products and services or use the shared business centre to meet with potential clients and local partners. Embassy staff will be on hand to help you get the most out of your visit, and we will have support from UK Trade & Investment offices across the region.
- A visit to Expo Prado 2015 can be combined with visits to the capital cities of Argentina, Brazil, Paraguay and Chile, all of which are less than 3 hours' flying time away from Montevideo.
- Convenient time zone: Uruguay is only two to four hours behind the UK, making it even more appealing as a regional hub.
- **British Chambers of Commerce** from across Latin America will host their annual conference during Expo Prado in Montevideo which will be an excellent opportunity to find out more about regional markets.

If you are interested in joining us,
please contact expoprado@fco.gov.uk
by 30 June 2015



British Embassy
Montevideo

