



EXPOPRADO
British Embassy Montevideo
GREAT Pavilion

WHAT?



- Expo Prado is Uruguayan Rural Association's annual agricultural open air show that attracts more than 400,000 visitors over 12 days. It is the largest agricultural and cultural show in Uruguay.
- Visitors include government authorities (President , Ministers) , international judges, Ambassadors, leading agricultural businesses, landowners, regional livestock producers (Brazil, Argentina and Paraguay) .
- Breeders exhibit their best livestock to win the national prize for best breed in their category increasing the overall value at auction.
- 14 breeds are British, the most popular/competitive being Hereford and Aberdeen Angus.
- The latest technology in rural, road, forestry, genetic, dairy, and anything related to the agricultural world is exhibited.
- The show has been running for 112 years and has broadened its offer to showcase Uruguayan culture and International business (country pavilions)
- Country Pavilions include: Brazil, Argentina, Spain, Chile, Mexico, France, Indonesia and UK.

WHY?



- 2013/2014 FY embassy funded a project to research UK – Uruguay commercial relationship and scope for business opportunities. This was done through the British Uruguayan Chamber of Commerce, implemented by PwC with FCO Bilateral Funds.
- Report listed potential opportunities for UK exports to Uruguay and highlighted further growth potential in the agribusiness sector.
- Based on the above the Embassy concluded that it was a business opportunity to develop and Expo Prado would be the platform to communicate that the UK is open for business.
- The British Pavilion was formerly run by the Chamber of Commerce but for ceased to participate in 2005.

MAIN CONCLUSIONS OF THE REPORT



Opportunities for UK

Other potential opportunity to strengthen bilateral trade would involve **machinery for the primary sector**, in particular, for agriculture...

	2009	2010	2011	2012	2013
Combines, presses, lawnmowers	49.3	73.4	70.1	78.7	89.3
Milking machines and dairy machinery equipment	4.5	5.4	3.1	6.4	12.4
Other machinery for agricultural, horticultural, forestry or bee.	9.7	17.2	23.3	16.9	34
Tractors	52.4	88.4	115.1	117.2	139.9
Total	115.9	184.4	211.6	219.2	275.6

Uruguayan imports of this machinery increased in the last five years, being **Brazil, United States, Argentina and Mexico** the main suppliers.

UK is one of the 10 main suppliers of this type of machinery

MAIN CONCLUSIONS OF THE REPORT



- In the last 10 years, British exports to Uruguay of farming equipment have increased from \$1m for the period 2004-2008 to USD 8 million.
- In 2013 total imports of farming equipment to Uruguay were USD 215 million
- Between 2009 - 2013 this figure has more than doubled
- Considerable scope for increasing British exports and introducing new suppliers was highlighted.
- Embassy leading the UK stand gives a unified, strong country image living up to the reputational standards of the UK business environment. It also gives British brands the opportunity to showcase themselves which they would be unable to do without FCO support.



Exhibiting Companies:

- ✓ JCB
- ✓ ADF Milking
- ✓ Hunter Boots
- ✓ Barbour
- ✓ FCR DAS Certifications
- ✓ GSK
- ✓ International House
- ✓ EF Language Institute

Support from:

- ✓ DIAGEO
- ✓ Fuller's
- ✓ Royal & Sun Alliance

Main Highlights:

- ✓ High level launch of pavilion
- ✓ Great British Pub
- ✓ Flash Mob
- ✓ Chevening Conference
- ✓ ADF Milking Conference
- ✓ City of Montevideo Pipe Band

Photos 2014



Photos 2014



2015



Exhibiting Companies:

- ✓ JCB
- ✓ Land Rover
- ✓ Norbrook
- ✓ Baker Tilly
- ✓ FCR DAS
- ✓ Barbour
- ✓ UK Consumer goods
- ✓ RCB Polo Club
- ✓ University of Montevideo / UCL
- ✓ EF Language Institute
- ✓ International House
- ✓ Hereford Association

Support from:

- Visit Britain
- British Council
- Falkland Islands
- Fuller's
- DIAGEO
- Royal & Sun Alliance

Main Highlights:

- British Pub
- Tea House
- Live Music, quiz night, etc.
- Prized Best International Pavilion
- High level launch of pavilion
- Chevening Conference
- Arrhythmia alliance participation

Photos 2015



Photos 2015



2016



Exhibiting Companies:

- ✓ JCB
- ✓ FCR DAS
- ✓ Muvin
- ✓ Mastra
- ✓ Nuez & Chocolate
- ✓ RCB Polo Club
- ✓ Noblex
- ✓ Dalfamar
- ✓ EF
- ✓ Harper Adams University

Support from:

British Council
Falkland Islands
Visit Britain

Main Highlights:

Royal visit of HRH Earl of Wessex
In
Agri-Tech Conferences
HackathonAGRO – at no expense
Chevening Conference
Inter-Parliamentary Union British
Group visit Uruguay / Expo Prado



- Agri-Tech conferences and HackathonAgro:

INVITACIÓN
Ciclo de Conferencias INNOVACIÓN TECNOLÓGICA EN EL CAMPO

Uruguay y el Reino Unido demuestran cómo la ciencia, la tecnología y la innovación son factores claves para maximizar la producción y proteger el medioambiente.

MIÉRCOLES 14
09:30 - 09:45 Apertura oficial
Katharine Felton - 1ª Secretaria Embajada Británica
Ing. Agr. Ricardo Bello - Presidente Asociación Rural del Uruguay
09:45 - 10:15 Chipsafery tecnologías innovadoras en el agro
Ing. Victoria Alonsopez - Innovative Efficient Engineering Technologies
10:15 - 11:00 Agri-Tech en el Reino Unido I
Dra. Elizabeth Warham - Directora Agri-Tech Organisation
11:00 - 11:30 Coffee Break
11:30 - 12:00 Aplicaciones de Análisis de Imágenes al Agro
Dr. Alvaro Parolo - Universidad Católica del Uruguay
12:00 - 12:45 Precisión dirigida a producción animal I
Prof. Malcolm Mitchell - Storrhead's Rural College
12:45 - 13:15 Almuerzo
13:15 - 14:00 Mesa Redonda
Mayor producción vs. bienestar animal: el gran desafío
Moderador: Dra. Elizabeth Warham - Agri-Tech UK
Prof. Malcolm Mitchell - NIUC
Ing. Agr. Nabor Ayala - INIA
Dra. Laura Astigarraga - Udelar
Ing. Agr. Ignacio Abente - UDELAR

JUEVES 15
09:30 - 09:45 Café de bienvenida
09:45 - 10:15 Investigaciones para aprovechar agua y energía, mitigar fuentes de contaminación y resarcir tajamaras
Dra. Diana Miguez - Laboratorio Tecnológico del Uruguay
10:15 - 11:00 - Nuevos avances en investigación de ingeniería en Harper Adams
Prof. Richard Green - Harper Adams University
11:00 - 11:30 Coffee Break
11:30 - 12:00 Agri-Tech en el Reino Unido II
Dra. Elizabeth Warham - Directora Agri-Tech Organisation
12:00 - 12:45 La digestión anaeróbica de desechos agrícolas para la producción de energía
Dra. Leticia Chico-Santamaría - Harper Adams University
12:45 - 13:15 Almuerzo
13:15 - 14:00 Mesa Redonda
El campo moderno tiene que ir de la mano con las TIC: casos exitosos
Moderador: Lic. Ignacio de Paula - ElBismarck
Ing. Leonardo Cristali - Okarabach
Pablo Rodríguez - Agronómico
Mabel Caporale - Rural.Uy
Ing. Agr. Adrian Cal - INIA

VIERNES 16
09:30 - 09:45 Café de bienvenida
09:45 - 10:15 El uso de qPCR nanofluidico de alto rendimiento en la gestión integral de salud animal, una nueva herramienta para mejorar la eficiencia de la producción
Mr. Philip Goodwin - Tagaca
10:15 - 11:00 Precisión dirigida a producción animal II
Prof. Malcolm Mitchell - Scotland's Rural College
11:00 - 11:30 Coffee Break
11:30 - 12:00 Aplicando inteligencia artificial para mejorar la rentabilidad del agro
Pablo Rodríguez - Agronómico
12:00 - 12:45 Desarrollo de una plataforma de big data para la producción de cultivos
Prof. Richard Green - Harper Adams University
12:45 - 13:15 Almuerzo
13:15 - 14:00 Mesa Redonda
Agricultura de Precisión Innovación
Moderador: Dra. Elizabeth Warham
Richard Green - Harper Adams
Ing. Agr. Andrés Berger - INIA
Ing. Agr. Ely Navajas - INIA
Ing. Victoria Alonsopez - INIA

Multiespacio - Rural del Prado

HACKATHON AGRO
MONTEVIDEO 17y18 SETIEMBRE 2016

INNOVATION IS GREAT
BRITAIN

La revolución tecnológica en el campo

Uruguay y el Reino Unido demuestran como la ciencia, la tecnología y la innovación son factores claves para maximizar la producción y proteger el medio ambiente.

La Embajada Británica los invita al Ciclo de Conferencias de expertos uruguayos y británicos en Expo Prado



14, 15 y 16 de setiembre de 2016
09:00 - 14:00 hrs
Multiespacio - Rural del Prado

Photos 2016



Photos 2016



Photos 2016





**The story continues in
2017....**