

# International Trade and Regional Integration Program



## Summary of achievements in 2021

Number of people sensitized	Number of visits on social networks	Number of intraregional trade promotion processes	Number of people trained	Number of companies participating in business rounds	Registered business intentions
<b>1416</b>	<b>23066</b>	<b>5</b>	<b>1505</b>	<b>1350</b>	<b>USD 57 000 000</b>

### Efforts to raise awareness of the importance of international agrifood trade in Latin America and the Caribbean (LAC) and its role in food security and the transition towards more sustainable agrifood systems

Participants in events	Visits on Facebook	Visits on Twitter
<b>1416</b>	<b>18487</b>	<b>4579</b>

At the United Nations Food Systems Pre-Summit in 2021, the Inter-American Institute for Cooperation on Agriculture (IICA) conveyed the perspective of 31 ministers of Agriculture of the region regarding the importance of fostering open, transparent and rules-based trade.

#### [“On the road to the United Nations Food Systems Summit: Key messages from the perspective of agriculture in the Americas”](#)

Message 4 “Open, transparent and predictable international trade is essential for an efficient global food system and should be governed by multilateral regulations, with a view to promoting agricultural liberalization and reducing tariff and non-tariff restrictions. Multilateral systems must be afforded an increasingly active role in limiting and reducing the distortion of trade and production and ensuring the adoption and application of science-based sanitary and phytosanitary measures.”.

The document [“International trade of agrifood products from Latin America and the Caribbean and the transformation of food systems: IICA contribution to the UNFSS 2021”](#) was published and disseminated through the dialogue [“One Health Approach and International Trade: Basic Elements for the Transformation of Food Systems”](#) in which 86 people participated.

In collaboration with the member countries, IICA disseminated the discussions of the World Trade Organization (WTO)

Committee on Agriculture regarding the implementation of measures that hinder or facilitate agricultural trade in countries of the Americas and their global partners. Within this framework, efforts were undertaken to assist El Salvador in strengthening the notification capabilities of national authorities and in developing a roadmap for updating pending notifications.

Through the WTO Reference Center at IICA, the program disseminated news about trade issues on social media ([Facebook](#), 18487 visits y [Twitter](#), 4579 visits) and fielded technical queries from the academic, private and government sectors regarding specific trade policy issues.

In preparation for the Twelfth WTO Ministerial Conference (MC12), which is the WTO’s main decision-making body, and in cooperation with the International Food Policy Research Institute (IFPRI), the Program prepared the publication [“The Road to the WTO Twelfth Ministerial Conference: A Latin American and Caribbean perspective”](#), which analyzes and shares ideas regarding ways to improve the participation of countries in the region in the WTO’s multilateral negotiations. More than 1,000 persons from various countries participated in [three technical-political virtual](#) events aimed at disseminating the content of this publication.



## Efforts to foster intraregional trade

Number of regions	Number of key partners	Number of participants
5	7	330

Cognizant of the fact that incompatibility between national regulations hinders economic and trade integration, and that regulatory cooperation can help to reduce those barriers, IICA and the Latin American Integration Association (ALADI) undertook joint efforts to harmonize regulations for agrifood products. [At an event attended by more than 130 authorities and technical specialists from the member countries of ALADI](#), as well as private sector representatives, participants discussed the importance of harmonizing trade and food security regulations at the regional level and provided input to develop a roadmap to effectively implement actions.



► JORNADA DE  
**Convergencia Regulatoria**  
 en el sector agroalimentario

📅 30 de noviembre 🕒 11:00 h (Hora Uruguay)

ALADI IICA

Moderador: Embajador Guillermo Valles

La Secretaría General de la Asociación Latinoamericana de Integración (ALADI) y el Instituto Interamericano de Cooperación para la Agricultura (IICA), invitan a participar del seminario virtual "La Convergencia Regulatoria en el sector agroalimentario", que tendrá lugar el martes 30 de noviembre.

**SESIÓN 1 | 11:00 - 11:25\***  
**Convergencia Regulatoria y su importancia en el comercio regional**

11:00 - 11:10 | Apertura del Seminario  
 Sr. Sergio Abreu, ALADI - Sr. Manuel Otero, IICA.

11:10 - 11:25 | Convergencia Regulatoria y su importancia en el comercio regional  
 Sra. Marianna Karttunen, OCDE.

**SESIÓN 2 | 11:25 - 13:30\***  
**Convergencia Regulatoria en el sector agroalimentario**

11:25 - 11:50 | La convergencia regulatoria en el sector agroalimentario entre los países miembros del Mercosur y de la Alianza del Pacífico  
 Sra. Adriana Campos, IICA.

11:50 - 12:05 | Aportes técnicos de la ALADI en materia de convergencia regulatoria  
 Sra. Sandra De León, ALADI.

12:05 - 12:50 | Visión del sector privado: Desafíos de la región en los temas sanitarios y fitosanitarios, en las normas técnicas y en la cooperación regulatoria MERCOSUR; Sr. Gustavo Idigoras, Argentina.  
 CAN: Sra. Kathie Rojas, Bolivia.  
 Alianza del Pacífico: Sr. Mauricio García Perera, CNA, México.

12:50 - 13:30 | Comentarios y preguntas de los participantes

**SESIÓN 3 | 13:30 - 14:30\***  
**Próximos pasos a seguir y validación de hoja de ruta**

13:30 - 14:30 | Intercambio de ideas entre los participantes. Recapitulación de insumos y cierre a cargo del moderador.

Una jornada para generar insumos y reflexionar sobre la importancia técnica y política de la convergencia regulatoria para el comercio y la seguridad alimentaria de la región.

Participación por invitación | LINK DE REGISTRO | \* Hora Uruguay

force. IICA worked together with the Latin American Poultry Association (ALA) to prepare a guide that collects, systematizes and disseminates technical information required by ALA member countries regarding international trade in the poultry sector. In the Andean Region, IICA worked together with the Food and Agriculture Organization of the United Nations (FAO) and the General Secretariat of the Andean Community (CAN) to develop the strategic [trade](#) and agribusiness plan of the [Andean Agricultural Agenda](#), which seeks to foster intra- and extra-regional trade to increase the competitiveness, productivity and sustainability of the agriculture sector. More than 200 technical specialists from eight ministries of the four CAN member countries participated in this initiative.

In its capacity as Coordinator of the Business Development Thematic Group of the Caribbean Community (CARICOM), IICA strengthened its relationship with The Port Management Association of the Caribbean to address issues related to the regional transport of agricultural products, and is coordinating a meeting of marine transport suppliers and users to explore ways to improve intraregional trade. A document is also being prepared to advocate for greater investment in port infrastructure and equipment, and for the reduction of port fees as a way to improve transportation and trade. Additionally, efforts have been undertaken together with the Market Information Organization of the Americas (MIOA) to strengthen the capabilities of the region's agricultural market information systems. Furthermore, under the leadership of the Caribbean Export / Caribbean Association of Investment Promotion Agencies, a conference on investment in agricultural technology was held.

Together with the Central American Dairy Federation (FE-CALAC), IICA analyzed the status of trade agreements within Central America's dairy sector and issued recommendations on how to take advantage of trade agreements currently in



## Implementation of capacity-building processes in trade policy and the internationalization of agricultural SMEs

Number of training processes	Number of key partners	Number of countries	Number of participants
<b>7</b>	<b>6</b>	<b>21</b>	<b>1505</b>

Together with key partners, IICA implemented processes aimed at strengthening the agricultural trade policy capabilities of the ministries of Agriculture and Trade. IICA developed the “Regional virtual course on trade policy for WTO member countries in Latin America”, which had 23 participants from ten countries. Similarly, together with ALADI and the WTO, the Institute delivered a “Brief virtual course on trade policy for ALADI member countries”, in which 26 participants from 13 countries took part. Together with FAO, the Secretariat for Central American Economic Integration (SIECA) and the Secretariat of the Central American Agricultural Council (SECAC), IICA delivered the course “[Trade policy for the agriculture sector in SICA](#)”, in which 46 specialists participated, as well as



two self-study virtual courses in which 186 participants from the region participated.

Additionally, to help producers, producer organizations and SMEs in the agrifood sector take advantage of the trade opportunities generated by export markets to accelerate economic recovery, IICA carried out capacity-building processes and events related to export topics, in which more than 1,000 persons participated. The third edition of the series of webinars entitled “[Training for the internationalization of agricultural SMEs](#)” was carried out together with ALADI, and the virtual courses in English and Spanish “[Preparing to export agrifood products](#)” were also delivered within the framework of the agreement signed with Canada’s Forum for International Trade Training (FITT).



## Efforts to link producers from the agrifood sector to export markets

Number of business roundtables organized	Number of participating countries	Number of participating companies	Expected business generated
<b>5</b>	<b>28</b>	<b>1350</b>	<b>USD 57 000 000</b>

Together with SIECA, FAO and SECAC, the [third](#) and [fourth](#) editions of the Virtual Business Roundtable of the Agrifood Chain were held to assist agrifood companies and organizations in consolidating and diversifying their participation in regional markets, which, in turn, would allow for fostering food and nutritional security and accelerating the economic recovery process during the crisis caused by the COVID-19 pandemic. A total of 1,145 companies participated in the event, and expected business in the amount of USD 53,000,000 was generated. Among the subsectors with the greatest number of participating companies were fruits and vegetables, coffee and cocoa, basic grains and seeds, food preparations and healthy snacks, packaging and distribution services, as well as transportation and logistics.



In Ecuador, together with the National Association of Food and Beverage Manufacturers (ANFAB) and with support from the Ecuadorian Federation of Exporters (FEDEXPOR), the Ministry of Production, Foreign Trade, Investment and Fisheries (through PROECUADOR), the Agency for Plant and Animal Health Regulation and Control (AGROCALIDAD), the Ministry of Agriculture and Livestock and the Inter-American Commission for Organic Agriculture (ICOA), two editions of the Global Bioexporter Program: From Ecuador to the World were implemented, with a focus on the [Swiss](#) and Southern Cone markets. Participating companies strengthened their capacities in the following areas, among others: trends in the consumption of organic products, labeling requirements, certifications required to market Ecuadorian products, export routes and market access, negotiation skills and assertive communication with potential clients. The companies also participated in business roundtables that generated expected business totaling USD 2 000 000

## Implementation of externally funded actions that improve the traceability of agroexports and the transparency of agricultural markets in the Americas

Number of countries	Number of people	Number of events
7	6	21

With resources from the Development Bank of Latin America (CAF), IICA implemented a series of pilot plans to introduce the blockchain platform as a tool to support traceability in the agroexport of selected products: sheep meat in Uruguay, table grapes in [Peru](#), coffee in Panama and plantain in Mexico. As part of this process, the Institute carried out awareness-raising and capacity-building processes on the use of blockchain platforms and the foodchain ecosystem for more than 200 key public and private stakeholders in the selected chains. IICA also systematized and evaluated the pilot projects implemented, with a view to replicating these types of services in other chains and countries. The information collected will be incorporated into a Massive Open Online Course (MOOC) consisting of nine modules, which will be made available in early 2022.

In its capacity as the Technical Secretariat of the MIOA, the Institute assisted in implementing key actions that enabled the organization to foster the exchange of reliable information as well as greater transparency in the agricultural markets of the Americas. Furthermore, with financial support from the Agricultural Marketing Service (AMS) and the Foreign Agricultural Service (FAS) of the United States Department of Agriculture (USDA), IICA strengthened the capacities of 77 people involved in the agricultural market information systems (MIS) of Peru, the Dominican Republic and the Caribbean Region.

MIAO with IICA's support also implemented a monthly program of technical presentations aimed at fostering the sharing of experiences, the use of good practices and collaboration among the member countries on topics related to market information. A total of 448 people attended the presentations. Another relevant achievement was the development of two virtual courses available on the IICA Campus website, "Introduction to price analysis in agriculture" and "Techniques for the analysis of agricultural prices", for which 172 participants received certifications. The Institute also supported the development of price catalogs and reports by region, which enable users to identify and characterize, in an interactive manner, the main agricultural products of the Americas.



In the Caribbean, IICA promoted the initiative "Strengthening the trade capacity of Caribbean producers of fresh and processed products to strengthen and cater to regional markets", with a view to fostering intraregional trade and reducing the countries' dependence on food and beverage supplies from outside the region. Participating companies strengthened their capacity to identify regional market opportunities, develop export strategies and tactics, develop logistical plans for shipping their products, and identify and comply with trade rules and standards for accessing export markets, among other topics.

They also had the opportunity to conduct market tests for their products in specific markets, as well as to include them in virtual e-commerce platforms. This process culminated with the [first edition of the Virtual Agri-food Roundtable](#), in which 120 companies participated and expected business totaling more than USD 1.1 million was generated.

