



NASMECA

ASUNTOS COMERCIALES  
EUROPEOS EN ORIENTE  
MEDIO

# NASMECA 2017

*We are a company whose main activity is to provide viable alternatives in terms of policy and commercial strategy to our European customers, having our activity focused mainly on the Middle East market. We are specialized in developing, establishing, consolidating and recovering business and commercial relations of European companies in countries of the Middle East.*

- o Opening of European markets in the Middle East.*
- o Active pursuit of strategic business and strategic partners in the Middle East.*
- o Promotion activity at fairs and conferences of European products and services in the Middle East.*
- o Business management and intermediation services.*
- o Consolidation and growth of previous commercial activity of European companies in the Middle East.*
- o Presentation of European projects and investments in the Middle East.*
- o Specialized technical-commercial consultancy by sector*



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# CONGRESS - FORUM – SPAIN

## “AGRO NAS SPAIN-MIDDLE EAST”



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# PRESENTATION

The Congress-Forum "AGRO NAS SPAIN- MIDDLE EAST" seeks to strengthen ties between the Middle East and Spain, creating bridges and facilitating the establishment of Spanish companies in the future development of agricultural and livestock-related jobs in the Middle East.

AGRO NAS SPAIN- MIDDLE EAST will be developed to carry out a Forum-Congress in Spain in order to present:

By Middle East Assistants:

Projects, investments, business opportunities, technology acquisition and strategic technological partners, agro-engineering needs, renewable energy like an alternative, etc.

By Spanish Assistants:

Engineering, technology and latest advances in the agro-industrial sector, ecology, nature conservation and sustainable use, projects, investments, business opportunities, renewable energy, etc.



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## WHY SPAIN

Spain is a world power in the agricultural sector and agricultural and environmental engineering, with large and medium-sized companies endowed with high quality and knowledge of the sector.

In the agricultural and livestock sector, Spain is the pantry of Europe, having in its fields and agriculture a source of sustainable wealth over the years, which has led the country to be a major reference in Europe and with experience gained from over generations.

It is an easy way to reach as many attendees as possible in the shortest possible time, since they will meet in two days of celebration of the event. From Spain even it would be very feasible to open the fan to presentation of the event to other European companies of first level.

The place of celebration would be Madrid, which is one of the most technologically advanced cities in the world and with a huge business sector, as well as being the largest business center in Spain. In the same way it has all the comforts and you breathe a climate of very healthy comfort.



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# OBJECTIVES OF THE FORUM-CONGRESS "AGRO NAS SPAIN- MIDDLE EAST"

Contribute to strengthening business relations between the Middle East and Spain.

Congress and forums are the most economical and efficient way to present projects to a large number of selected entrepreneurs in the most effective way.

To constitute a complete communication tool where there is a direct interaction between buyer and seller, "face to face", putting into operation the five senses.

Allow to provide a high volume of information in a short time.

It is the ideal place to establish business contacts: to attract new customers, offering new services and / or products.

Check the degree of satisfaction of the actual or potential clients with respect to the submitted projects.

Provide immediate feedback on the introduction of new products and / or improvements to existing ones.

Considerable impact on the decision-making process of a company's expansion.

They are critical to finding export opportunities. The congresses of this type provide access to the international market at the best price. They constitute a real opportunity in the strategy of internationalization of companies.

Provide a unique opportunity to identify potential suppliers, subcontractors, representatives, importers and distributors.

An excellent opportunity to discuss problems and new trends with other professionals in the sector.

Enable participation in parallel days and events.



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## METHODOLOGY AND STRATEGY

Through a methodological and strategic plan, the organizers will lay the groundwork for the successful development of AGRO NAS SPAIN MIDDLE EAST

To do this, we will follow a plan designed in advance in which the expected deadlines will be met.

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# PARTICIPANTS

Middle East Assistance:

Representatives of Chambers of Commerce, companies of the livestock agro sector, governmental agencies of Middle East, with the different demands and offerings that will be realized in different presentations, in the following areas:

- General trade in import and export and commercial agencies of agricultural products, animals, etc.
- Services and Engineering of Agriculture, Irrigation and Livestock.
- Computer and technology companies, communications.
- Renewable Energies and sustainable use of nature.
- Various investments.
- Protection of the environment and water and technical improvements.
- Maintenance companies



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## Motivations of exhibitors and visitors:

- Show your products or services and reach a target audience.
- Create or strengthen visibility and increase awareness and interest in the Middle East
- Convenience of good business relations for the common good.
- Spread information first hand.
- Identify new potential customers or strengthen relationships with existing ones.
- Establish upward and downward trade links.
- Identify agents.
- Negotiate offers that can lead to business alliances.
- Develop the network of relationships.
- Know the potential partners that can lead to business alliances.



## Spanish Visitor Profile:

The profile of the visitor and assistant to this congress will be all those Spanish companies that wish to open market and internationalize their services to the Middle East, creating business synergies in AGRO NAS SPAIN MIDDLE EAST. It will be possible to submit to the presentation, on the part of the entrepreneurs that so wish, to make a presentation of his company and to show his services to the representatives of the different companies and entities of Middle East.

These presentations will have a maximum duration of 15 minutes and there are limited places due to the agenda and schedules of the Forum. Individual meetings with the speakers may be chosen, depending on the companies concerned.



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# CATALOG OF ACTIVITIES THAT WILL DEVELOP BY NASMECA

The promotion, publicity and communication are at the center of the project and are key elements to position the event in the market and to attract and participate in the Forum of Spanish entrepreneurs.

Promotion and communication

For AGRO NAS SPAIN MIDDLE EAST planning we will:

Direct promotion, to Spanish companies of first level, institutions, organizations of the indicated sectors.

Promotion through communication networks, foreign relations sector, associations, chambers of commerce and trade promotion organizations.

Public promotion through the sectoral press through advertisements and commercial articles from external websites.

Promotional and communication materials.



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## Venue of AGRO NAS SPAIN MIDDLE EAST

Nasmeca will also be in charge of the organization of the Forum-Congress in a place according to the needs and depending on the attendance. It will take into account the capacity for the hiring of the conference room for the celebration or conference hall.

There will be at the venue the following services free of charge for all attendees:

- Conference room adapted to the needs of the Forum.
- High quality WI-FI connection
- Multimedia equipment of vision and sound for the exhibition.
- Catering services for a break coffee at the venue.
- Simultaneous translators and interpreters: Arabic - Spanish, English - Spanish to translate in real time the papers of Arab representatives and vice versa.

Any of the venues of the event, will have secretariat of information, as well as the fulfillment of all the requirements required by Spanish legislation



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# OPPORTUNITIES AT AGRO NAS SPAIN MIDDLE EAST

Start a business in the Middle East or increase presence.

It presents the possibility of knowing the reaction of the visitors, and obtain an immediate feedback of information useful for the knowledge of the potential projects and services to be developed.

**Capture:** They attract the potential customer more easily, because the normal business relationship is reversed, in which the seller visits the customer.

**Competition and market analysis.** They allow to know the existing competition in the economic sectors of various markets, as well as the possibility of success.

**Concentration:** It allows to contact a large number of personalities and entrepreneurs from the Middle East in a short time and in a defined geographical space.

**Presentation of the products / services:** They allow the exhibition of the products and / or services in a real form.

**Identification of customers:** Identify potential customers that would have been impossible to detect by other means.

**Saving resources and time:** In a space and time reduced is possible to make a number of contacts that would usually take months or years. Therefore the cost is reduced.

Individual meetings with the speakers may be chosen, depending on the companies concerned.



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# HOTEL - MADRID



LA DEL SERENO



Un espacio cálido y confortable donde podrá disfrutar desde una tranquila velada con piano en vivo con un sugerente cóctel o unas cañas mientras disfruta del mejor partido de fútbol en la gran pantalla digital.



La mejor cocina de mercado en un restaurante con sabor castizo cuya carta le sorprenderá y donde no faltará nuestro típico cocido madrileño.

*The best market cuisine in a restaurant with traditional flavour whose menu will surprise you and where you will not miss our typical Madrid's stew.*



La Terraza del Mayorazgo es un espacio único en el centro de la capital para cocktails, presentaciones, eventos y celebraciones.

*La Terraza del Mayorazgo is a unique space in the capital's centre for cocktails, presentations, events and celebrations.*



SALAS – Montaje Teatro  
*MEETING ROOMS*



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