



MABRU Open Doors Night

Colombia

Guest of Honor

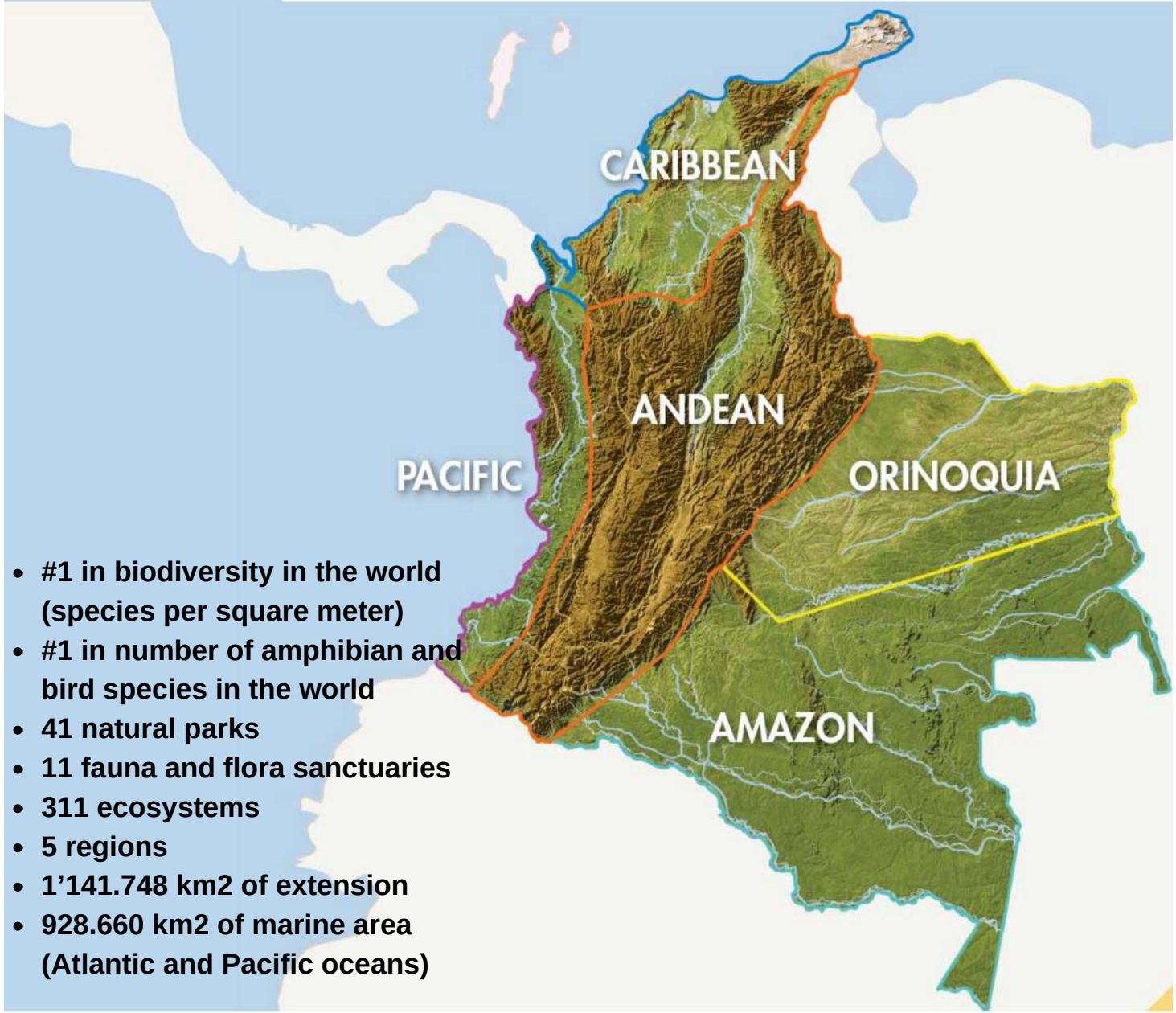
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Colombia: Exotic and megadiverse





Colombia: Strategic partner in agribusiness

Colombia is called to be one of the world's largest agricultural suppliers. It is the fifth largest country in Latin America, with a surface of 114 million hectares, of which, 40 million (35% of the national territory) are suitable for agriculture, livestock and aquaculture.

The agribusiness sector represents 9.6% of the national GDP and 22% of the total employment. In 2018, agribusiness exports totalled USD 7,235 million and reached more than 150 countries. In 2017 the production of fruits was 6.1 million tons.

Colombia has competitive advantages, two coasts, abundant inland water and a tropical climate that allows for the year long production of a variety of crops, including:

FRUITS

Colombia produces a large variety of tropical and exotic fruits widely demanded on the international markets: golden berry, purple passion fruit, passion fruit, granadilla, yellow pitahaya and tamarillo, pineapple, papaya, hass avocado, mango and lemon. **Certifications:** organic, HACCP, ISO, BCR, GLOBAL GAP and Fairtrade certifications.



Colombian processed fruits and vegetables include dried, freeze dried and frozen fruit, fruit pulp and concentrates. **Certifications:** HACCP, ISO and GLOBAL GAP.

COFFEE

Colombia is the world's largest producer of mild arabica coffee. **Varieties:** Organic, single origin, soluble, freeze dried, roasted and ground. **Certifications:** UTZ, organic and Fairtrade.



Colombia: Strategic partner in agribusiness

COCOA AND CHOCOLATE

Colombian cocoa is recognized for its great quality, acidity point and balance. It received a distinction for its “flavor and aroma” from the International Cocoa Organization. Colombia offers cacao beans and intermediate products such as cocoa paste, chocolate liqueur, cocoa butter, and cocoa powder.

FLOWERS

Colombia has a great variety of export quality flowers: roses, carnations, alstroemerias, chrysanthemums, gerberas, white chrysanthemums, hydrangeas, anthuriums, heliconias and foliage plants.

Certifications: Rainforest, Alliance and Florverde® Sustainable Flowers homologated with the Global GAP certification.



AQUACULTURE

The aquaculture sector is a promising economic activity that contributes to food security. In 2018 Colombian exports reached USD 115.8 million. Products: tilapia, trout and shrimps. **Certifications:** GLOBAL GAP ISO, HACCP and BASC.

LIQUORS AND SPIRITS

The national industry produces distilled liquor, fermented beverages, beers, rum and anise beverages (Aguardiente) which are recognized for their high quality, and are currently being exported to different countries around the world.



Barnier SARL

<http://www.barnier-sarl.fr>



Founded in 1992, BARNIER Sarl, located in the heart of the Rungis market, specializes in the importation of exotic fruits from various origins, particularly from Colombia. The company markets an assortment of fresh products selected from among the best producers to guarantee the end consumer exceptional quality and incomparable taste. Designed in accordance with European standards, the warehouses of our suppliers welcome and pack daily freshly picked products then shipped largely by air to preserve all their flavor.



Among the exotic fruits imported from Colombia it is found the purple and banana passion fruits. Purple Passion Fruit, known in Colombia as "Gulupa," this exotic fruit has calming properties that help combat insomnia, boost brain function and regulate blood pressure. The fruit's tanginess is perfect for turning simple dishes such as a dessert crumble into unexpected experiences that will impress guests.



The banana passion fruit, known in Colombia as Curuba, which pulp is juicy and sweet, with a tart bite and hints of banana. Banana passion fruit may be used in desserts such as cakes and pies, or in relishes, jams and other preserves. It pairs well with other tropical fruit like pineapples, kiwis, and strawberries. In Colombia, it is drunk in milk smoothies, blended with honey or sugar.

Products: Exotic fruits and vegetables

Export Destinations: Belgium, Germany, Italy, Netherlands, Portugal, Spain

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Lazos S.A

<http://anabana.co/>

LAZOS with its brand ANABANA is an agricultural production company located in the heart of the Colombian Andes, building on our know-how in the roots of a strong family tradition. Our aim is to produce Guanabana by-products (soursop), a tropical fruit, that brings fulfillment through its flavor while also giving nutritional benefits. In 2017 through its company Anabana, sold 100 tons of Guanabana by-products to the Colombian food industry, mostly for juices, smoothies, ice creams, dairy products and related pastry industries.

Currently, the aim of the company, by 2020, is to produce 1.500 tons of “Guanabana” and selling 70% of its production to the international markets. Lazos is supported by its quality and best standards of production. Lazos has achieved best practice agricultural certification issued by the ICA, a government organization that controls food sanitation and quality, certified with HACCP, Kosher, (BPM) Best Manufacture Processes and in 2019 our company became the first Guanabana Orchard Global Gap certified and the first Crop for Processing certification in Latin America.

Products: Through Anabana, produced Soursop fresh fruit, aseptic and frozen puree, seedless fruit chunks

Export Potential Destinations: Canada, Belgium, France, Netherlands, Germany, England, and Spain.


Certifications:

- Best Agricultural practice by ICA
- HACCP
- Kosher
- Best Manufacture process
- Global GAP - Crops for processing

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TUKI

<http://www.tukifruits.com/en>



After a career in the financial sector in Luxembourg, Angela and Harald-Sven, a Franco-Colombian couple, wanted to facilitate the Europeans to discover one of Colombia's natural resources: its delicious fruit juices. They are traditionally «homemade» and are consumed at different times of the day.

From this desire, TUKI was born as the brand of high-quality exotic, « homemade » fruit juices. The first launch includes 5 different fruit juices with the colors of the tropical lifestyle, which combine pleasure, health and gastronomy.

TUKI offers fresh exotic juices with "homemade" quality in nomadic packaging, with a long shelf life, completing all food safety standards, while preserving the nutritional and taste benefits of freshly squeezed fruit juices. Or how to travel and have fun by taking care of his health!

Products: Fresh exotic juices: Andean balckberry, Passion fruit, Naranjilla, Soursop, Sweet Mango.

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Cacao Betulia

www.cacaobetulia.com



Hacienda Betulia is a Swiss-Colombian family plantation located in the northwestern province of Antioquia, Colombia. Our Cacao is grown under an agroforestry scheme on 15 hectares, alongside 30 hectares of protected native forest. Our Hacienda has successfully incorporated all the required elements of a modern sustainable cocoa plantation, including scientific soil analyses, genetic testing of the cacao varietals, the application of sustainable farm practices and a sophisticated fermentation concept.

Cacao Betulia offers three different Tree-to-Bar chocolates, handmade from our single variety Criollos B6, B8 and B9. Their highly complex and unique flavours allow for the production of delicate specialty products for exclusive taste. Our B6, "Fruity Berry", variety provides a creamy and balanced profile, and includes flavour notes of brownie, raisins, plum, mocha and tobacco. Exquisite and rare, B8, "Spicy Herbs" shines through a mix of distinct, uncommon flavours like dry thyme, spices, herbs and soft forest mushrooms. B9, "Sparkling Pineapple", shows a dynamic and powerful flavour profile: spicy, milky, sparkling. It reminds of red grapes, ending with refreshing notes of sweet pineapple



Betulia has been awarded by its cacao and chocolate. Bronze at International Chocolate awards via ARA chocolate, Gold in Belgium by International chocolate awards via ZOTO and 3 Bronze at the European International Chocolate Awards.

Products: Supply cacao beans and chocolate bars

Export Destinations: Europe, Japan and USA

Certifications:

- Best Agriculture Practices by ICA-Colombia
- EU and Swiss organic certification by ECOCERT (in process)



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Legast Chocolatier

www.legast.be

Legast Artisan Chocolatier has been producing and perfecting quality artisan Belgian chocolate recipes for 16 years. Since 2016, it has been making its own quality «real» chocolate bars from fine cocoa beans sourced in Direct and Fair Trade from Latin American farmers, specially Colombian, that produce in sustainable ways, respectful of biodiversity, restrictive of child labor, and custodians of local cacao varieties.



Each bar has its own «character» flavor obtained from revealing strong natural notes from cocoa that add to chocolate fruity/ floral /nutty/ cinnamon/ woody / spicy or other delicious, and incredible flavors. They are completely natural and vegan, made only from fine cocoa and organic sugar without preservatives or other additives.

Legast is the result of a partnership between passionate cocoa farmers, and the passionate Legast team in Belgium: Thibaut Legast, maitre- chocolatier with a 15-year experience in fine Belgian chocolate and, Patricia Forero, engineer and journalist from Colombia, with experience in fine and flavor cocoa development projects in Colombia and Latin America.

In 2019 bars have obtained a Silver medal for Dark Bar 90% and Over, and a Bronze for Seasoned Bars in the Academy of Chocolate-AoC Awards, as well as a Silver and a Bronze medal for Artisan (micro-batch) Plain Origin Bars, and a Bronze medal for Dark Bars with Inclusions in the European International Chocolate Awards. Quality and prizes have raised national and international interest.

Products:

1. Dark, Dark with Inclusions, and Dark Milk chocolate bars with 50% (dark milk),70%, 78%, 80%, and 90% of fine cacao content.
2. Pralines or chocolate bonbons
3. Other chocolate products.

Export Destinations: France and USA. In Belgium, distribution in gourmet, specialized bean-to bar and BIO shops.

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Luker Chocolate

<https://www.lukerchocolate.com/en/>

Casa Luker is a family company with over 113 years of tradition built on a dream, where chocolate is the source of inspiration and the opportunity to transform communities. We work with deep gratitude towards the earth and we seek to maintain balance between production, communities and the satisfaction of our customers.



We provide unique chocolate as an ingredient for other food companies and we manufacture finished products for other brands. We ensure a superior flavor when using Cacao Fino de Aroma and guarantee sustainability, transparency, supply and traceability in our processes to integrate the entire value chain; from the first seed, to the final product.

Luker went one step further and produces a lot of single origin chocolates with the strong floral and fruity aromas that are very typical of the cocoa beans from South America. Cocoa beans from Tumaco, Huila, Arauca or Santander bring very special new flavors to the chocolates.

Products: Chocolate products and ingredients

Certifications:


- HACCP
- Kosher
- BASC
- Non- GMO


Export Destinations: 35 countries in Europe, Asia, North, Central and South America

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Café Flor de Apia

<https://flordeapia.com/>



Flor de Apia is a coffee plantation in Colombia, 1800m above sea level, which produces Specialty coffee, together with its 26 associated families of small coffee growers. Flor de Apia follows four principles, High Quality, ecology, social commitment and 100% traceability. Flor de Apia guarantee its high quality with noble grape varieties, hand recollection at optimum ripeness, high technology facilities to eliminate all defects, and on-site lab to control all phases of production. The result is a superlative coffee that has already won several international awards, like "Gourmet" Medal AVPA World Origin Coffee Contest.



We have associated 26 families of small coffee growers in the area for which it carries out the entire process from freshly harvested cherries to green coffee ready for export, freeing its families from the labors, investments and risks of this process, paying them an extra premium. Besides, Flor de Apia cultivates, exports and distributes its own coffees in Europe to its customers: from our crop direct to your cup, without any intermediary



Products: Green and roasted coffee, green coffee infusions and coffee confectionery

Certifications:

- CERES
- USDA organic
- KOSHER
- CO BIO 140 Agricultural Non UE
- Protected Geographical Indication

Export Destinations: United States, Europe, Russia, Middle East Asia.

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The Beans on Fire

<https://thebeansonfire.com/>



The Beans on Fire was born in Paris, France. Two Colombians Andres and Maria, and their passion for coffee gave birth to a collaborative roasting project. The Beans on Fire is a place not only to master the art of roasting specialty coffee, but also to share that knowledge with other roasters, and perfect it all together. We are the first collaborative roastery in Europe.

A few years later Felipe and Mahgub joined the Beans on Fire family as business partners in Belgium. Learning from the best not only to roast but to source traceable coffee. The Beans on Fire makes sure that every step of the process is done carefully and fairly to guarantee the best quality.

In Belgium, we source our own coffees mainly directly from farmers in Mahgub's region Nariño (Protected Geographical Indication). The volcanic soil in Nariño does give a special taste to coffee. However, we also source coffee from other regions as well (Colombian Coffee Denomination of Origin), always making sure that the producers get paid fairly and reciprocate a positive impact on the environment and on their families, therefore following the best coffee growing practices. The Beans on Fire brings you specialty coffee from the farm to your office.



Products: Specialized in traceable specialty coffee beans solutions for companies, from the farm to your office

Certifications:

- Fairtrade
- Colombian Coffee Denomination of Origin
- Nariño Protected Geographical Indication

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Coffee

Café and Roastery Velvet

<https://www.cafevelvet.co/>

Velvet Roastery and Café Velvet is the only specialty coffee company in Europe being present with a coffee shop and roastery both in a coffee producing country and in Belgium. We are vertically integrated from the bean to the cup and can offer high quality beans at a reasonable price because of our close collaboration with farmers through our team in Medellin. We were pioneers, five years ago, to engage in specialty coffee in Colombia and have been able to establish ourselves as well in Medellin as in Brussels as a provider of top quality coffee combined with excellent customer service.

In Belgium, our roastery is located in Koekelberg, Brussels; we import directly from selected micro farmers and work closely with them to improve their infrastructure and fermentation techniques. We are active in three segments: we deliver roasted single origin beans to specialty coffee shops, companies and restaurants who are looking for high quality and sustainable coffee beans; we supply organic beans to specialized stores with Ecocert and rainforest certificate and we sell exclusive coffee bean varieties in green to roasters in Belgium and abroad.

Products: Green beans, organic beans and roasted coffee.

Locations: Medellin and Itagüi, Colombia. Brussels, Belgium.

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Flor del Caribe

<https://www.flor-del-caribe.com/>



Since 1992, specializing in the importation of flowers and foliage (Africa, Asia, South America and especially Colombia and Ecuador ...), the company Flor del Caribe is one of the major players in cut flowers trading in France. Today, the company has 15 employees and has two warehouses in L'Hay les Roses (94) and Hyères (83). Early November 2011 Flor del Caribe opened an office in Quito (Ecuador) to be closer to the rose growers.



In 2019 Flor del Caribe expanded and moved to L'Hay les Roses in premises twice as large to meet the demand and open new markets through the establishment of a bouquet shop. Flor del Caribe is a team at the service of its customers who are also partners. This partnership expresses itself through the strengths that customers support:

- optimum price / quality ratio,
- A proven supply chain,
- Relevant advice and coaching



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Flores Silvestres

<http://silvestres.com/>



Flores Silvestres was established in 1988 and has been fully dedicated in the process of growing, marketing and shipping of fresh cut flowers. Silvestres is known today as a high quality standard fresh cut flower grower and distributor. We have two farms in Antioquia, Colombia. The first one is in El Carmen de Viboral, and the other is in La Ceja, with a production area of 44 hectares (108,7 acres) and 32,8 hectares (81,04 acres), respectively.



Silvestres has as an objective, being an Eco-Friendly leader company using the least chemical products possible, more biodegradable supplies and packing material, standing out for our sustainability and committed to generate a cleaner production by contributing with low carbon footprint

Products: The flowers grown are American and European style Chrysanthemums, Santinis, Mini-daisies, Fujis, Disbuds, Red Rover, Football Mums, Gerberas, Solidago, Matsumoto, Aster Chelsea, Snapdragon, Bells Of Ireland, and foliage among others.

Export Destinations: United States, Canada, Chile, UK, Australia, New Zealand, Puerto Rico, Curazao, Poland, Netherlands, Guam, Japan and Russia.


Certifications:


- Ethical Trade Initiative
- Rainforest Alliance
- FLORVERDE
- BASC
- SEDEX

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Comepez S.A

<http://comepez.com/>



COMEPEZ S.A. It is a company established in December 1996, whose corporate purpose is the reproduction, breeding, lifting, fattening, marketing, distribution and sale of fishes in the national or international market. To achieve this objective, COMEPEZ S.A. It has two production centers for the cultivation of fish in reservoirs and in land ponds-



Comepez through Tilapez S.A is the only company which commercialize fresh Tilapia from all South America to Europe. The Tilapia is a fresh product, among their benefits includes the strengthening of the immune system, helps to reduce the level cholesterol and the risk of osteoporosis. The Tilapia is managed with the Best Aquaculture Practices (BAP), which complies with all the international standards and logistic processes for its successful exportation to United States and Europe, which allows us to deliver a fresh product right to the costumers dining table.




Products: Black and red Tilapia, fillets of Tilapia.

Export Destinations: United States, United Kingdom, Spain.

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La Hechicera

<http://www.lahechicera.co/>

At the heart of Barranquilla, nestled between the long-winding Magdalena River and the Caribbean Sea, is an unassuming little bodega that has been ageing and blending the best rum in Colombia for over twenty years. It is an oasis of silence in the midst of a bustling city where our barrels rest under the watchful eye of the Maestro Ronero.

LA HECHICERA is a naturally 'unpolished' rum, which means it has not been rounded up with additives or sugar, its smoothness and flavour are the result of the noble wood it is aged in. LA HECHICERA's flavour profile is exactly what we expect rum to be; deep woodiness with characterful notes of things Colombian; a heady scent of toffee and orange peel on the nose followed by a bold burst of flavour on the palate with distinctive notes of tobacco and roasted coffee. Its ending is crisp and smooth.

LA HECHICERA has been awarded by its quality, design and taste. In 2015 Double Gold in San Francisco World Spirits Competition, and World Rum Awards Design, among others. LA HECHICERA, is a celebration of Colombia, its seductive and irreverent beauty and its Caribbean magic. It is a tribute to the feminine essence of our country; the sensuality of its topography, the fertility of its land and the charm of its people

Products: Extra-aged rum (aged between 12 and 21 years)

Export Destinations: France, Italy, U.K, Germany, Belgium, Czech Republic, Switzerland, Hong Kong, Denmark, Sweden, Norway, Spain, Canada and USA

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LA HECHICERA
RON EXTRA AÑEJO DE COLOMBIA





Feel the rhythm in Colombia

There is a place where kindness, joy, diversity, flavor and music come together to make people vibrate, that place is Colombia, known as the country of 1000 rhythms. Colombians walk as if we are dancing and they talk with a sing-song tone. Music in this country is not heard, it is lived. Artists are recognized throughout the world.

Colombia has a tropical climate 365 days a year without seasons, only experiencing dry and rainy seasons throughout 5 different regions, with different rhythms. The schedule of festivals and carnivals is endless. Rhythms and songs are part of Colombia's cultural heritage, and there is a Tourist Network of Heritage Towns.

How does the rhythm feel like?

Landscapes that energize

How can you not smile in a country with beauty in every corner? How can you not be inspired when admiring radiant, diverse landscapes in a variety of climates at almost every altitude known to man? You only have to open your eyes to see an eruption of colors all around you.

Don't leave without these unforgettable experiences:

- Discover in the wilderness of Tayrona, a place where the highest mountains, tropical rainforest and powerful ocean meet.
- Experience in Bogotá a vibrant and pulsating city that evokes the rhythms from every corner of Colombia.
- Connect with the ancient song of the humpback whales that give birth in Nuquí and feel the rhythm of your heart skipping a beat.
- Fine tune your senses with the world-beating aroma of the Coffee Cultural Landscape as you feel the mist rise from its hills.
- Follow the flow of the world's most colorful river as its rainbow reflection make your jaw drop in Caño Cristales.
- Utilize the rush of adrenaline that floods through your veins as you travel into the heart of the jungle in the Colombian Amazon.





Feel the rhythm in Colombia

- Switch off from the world as you sink into the white sands and float in the turquoise waters of San Andrés Island.
- Step back in time as you wander the historic streets and trace the secret, fossilized stories of Villa de Leyva.
- Succumb to your amazement as you explore the immensity of the Chicamocha Canyon and yield your adventurous spirit to its allure.
- Believe that the flying feet of Cali’s world-beating salsa dancers will bewitch even beginners who find themselves in their midst.
- Capture the spirit of La Guajira as the sun sinks into its ancestral sands and warms its desert wildlife with one last fiery glow.
- Gaze in awe at the unimaginable grace and achievement of Las Lajas cathedral as it looms out of the abyss.
- Accept your place in the universe as you gaze up at the stars from the mysterious silence and vast expanse of the Tatacoa desert.
- Delight in Medellín, an innovative and creative city reinvented by the imagination, tenacity and determination of its people.

Dishes that nourish with joy

When the belly is full, the heart is happy. This has never been truer than in Colombia, where the cuisine is so full of color and warmth that it nourishes the stomach, soul and heart.

Colombia’s geographical and cultural diversity permeate through its rich traditional cuisine. The rondon, egg arepas, the cuy and the Colombian ant are just some of the most typical dishes. Popayan is a great culinary destination and where the National Culinary Congress is held. It became the first “Gastronomic City” declared by the Creative Cities Network of UNESCO in 2005. The increased number of restaurants and the new culinary trends set by some of Colombian chefs have made some of these cities a must-see foodie destination.

A party that never ends

Colombia has a busy cultural agenda with carnivals and festivals held throughout the year, offering visitors the chance to experience the magic of Colombia’s culture and music. From the shores of the Caribbean to the banks of the Amazon River, every corner of the country moves to its own rhythm and style.



Air Europa



<https://www.aireuropa.com/en/flights>

Air Europa is a Spanish regular airline and your choice for Spanish and Latin American destinations. We are having more than 33 years of experience and started flying out of Brussels in 2012. We form part of the Globalia holding, Spain's largest tourist group, and are full member of the Skyteam Alliance since 2010. Passengers can accumulate their miles on their Flying Blue card or on Air Europa's own loyalty programme, called SUMA. We are as well the Spanish airline with the most security and maintenance certificates and received EMAS certificate for sustainable development of European Commission



We are continually expanding our Latin American network, this year we added Medellin, Panama City & Iguazu. In total we are connecting 25 destination on the American continent with Europe. The comfort of our passengers is very important to us therefore we are completely changing our long-haul fleet to Dreamliner. This aircraft offers full-flat bed seats in business class, individual entertainment for every passenger, consumes 20% less fuel, reduces the jetlag effects and minimizes the noise impact by 60%. Air Europa offers flights out of Brussels/Amsterdam/Düsseldorf/Paris Orly (via Madrid) to 2 destinations in Colombia: Bogota & Medellin. There are daily flights to Bogota and flights 3 times a week on Tuesday, Thursday and Saturday to Medellin. Latin America is now closer than ever with Air Europa!

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WWW.AIREUROPA.COM



Medellín



Connections

<https://www.connections.be/>



Bogotá

Connections is a 100% Belgian travel company and one of the largest players in Belgium. Connections specializes in the cheapest airline tickets worldwide and in journeys for those who want to explore the world in a free, adventurous way while gaining as many new experiences as possible. Connections has more than 32 years of experience in the travel industry and has a network of 35 travel shops including one at Brussels Airport, a Customer Service Center, a B2 unit, a group department and an e-commerce unit.


This time, we invite you to visit Colombia. In Colombia you can find almost everything. Colombia has dozens of different faces as you focus on culture, nature or adventure.

If you seek for modern, traditional and colonial, Bogota is the answer. There you will find both traditional, colonial architecture and contemporary buildings. For culture lovers, there is also the famous Gold Museum with the world's largest collection of pre-Hispanic Indigenous gold objects. On the other hand, if you prefer the sun and the beaches, you travel on to the city of Cartagena, an ancient city built in Spanish colonial style. The city offers an interesting mix of culture and Caribbean charm with several monuments, including colonial houses and forts which bear witness to the glorious past of the city.

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Products: Cheap airlines tickets and trip packages.



Cartagena

Sudamerica Tours



www.sudamericatours.be

Sudamerica Tours is a Belgian Touroperator specialized in Tailor made voyages and journeys to South America. It has a team of competent experts an various destinations and also Colombia. Sudamericatours was founded in 1990 and will celebrate it's 30th a nniversary in 2020

One of our destinations is Colombia, the door to the magic realism. Its location contributes to the richness of biodiversity, regions and cultures. Colombia is also a land rich in history. The Sierra Nevada de Santa Marta, contains impressive archaeological remains, such as those of the Tayrona civilization in Pueblito and Ciudad Perdida (the lost city).The archaeological park, San Agustin, where you could see the representations of mythological deities and beasts that demonstrate the creativity of a people whose secrets science still tries to unveil.

Feel free to walk through the city of Cartagena, classified as "world heritage of humanity" by UNESCO and located on the edge of the Caribbean.



Tayrona Park



San Agustin




Cartagena

Products: Trips (private tours, group tours, self drives, cruises, beachholidays...) to all Latin American destinations.

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[More information](#)

Trade Section

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