

PASOS PARA INTERNACIONALIZARSE EXITOSAMENTE

JUAN CAMILO ARCILA

Instragram: @exportaconjuan

CEO One Frost Logistics

Trayectoria

- Ingeniero Agroindustrial (Colombia)
- Máster en Dirección de Marketing & Gestión Comercial (España)
- Participación macroruedas de negocios en Hong Kong, China, Estados Unidos y España.
- Creación de marcas para el mercado Retail en Estados Unidos.
- Cofundador de One Frost Logistics
- Asesor de empresas de exportación



Importancia De Conocer Mi Producto!

Atributos
Ventaja competitiva
Datos técnicos
Uso previsto
Empaque idóneo

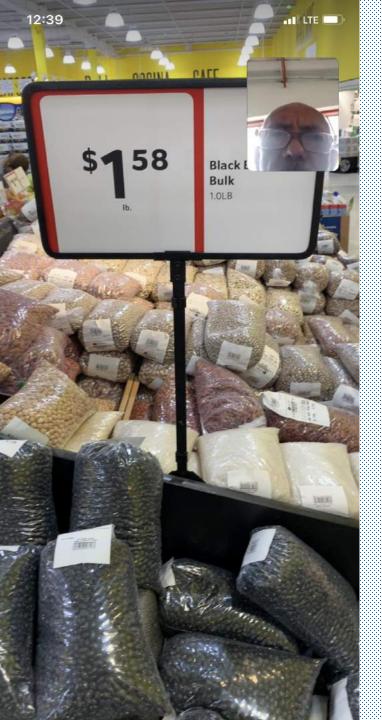




Mercados Que Demandan Mi Producto

Mercado Potencial Mercado Objetivo Canal de distribución Demanda y Oferta Análisis de Competencia (Cualitativo)

Cultura de consumo



Presentación De Producto Acorde Al Mercado

Diseño de empaque acorde a mi target

Presentación de producto acorde a la cultura de consumo

Comunico los atributos de mi producto?

Empaque fácil de manipular

Duración del producto

Condiciones de almacenamiento

Empaque Según Canal De Distribución









FOOD SERVICE FOOD SERVICE & RETAIL RETAIL RETAIL RETAIL

Permisos Que Debo Sacar Para **Exportar Mis Productos**

- Registros Sanitarios INVIMA
- Documentación requerida por autoridades locales y en destino (FSMA, HACCP)
- Admisibilidad del producto en país de destino
- Certificaciones especiales
- Ejemplo: USA exige que tanto exportador como importador estén registrados ante el FDA, en caso de ser productos en fresco y algunos procesados se debe contar con un permiso de agricultura USA (USDA).
- Link para ver los protocolos de admisibilidad en USA https://epermits.aphis.usda.gov/manual/index.cfm?REGI ON ID=149&NEW=1&ACTION=countrySummCommPl



United States Department of Agriculture Animal and Plant Health Inspection Service Plant Protection & Ouarantine 4700 River Road Riverdale, MD 20737

Permit to Import Plants and Plant Products Regulated by 7 CFR 319.56

This permit was generated electronically via the eFile system

APPLICATION NUMBER:	A-00047842	DATE ISSUED:	06/22/2021
PERMIT NUMBER:	556-21-173-04619	EFFECTIVE:	06/22/2021 - 06/22/2024
APPLICANT NAME: (Relationship to Permittee)	ANNEMARIE C CASTILLO (Broker)	PERMITTEE NAME:	Mr. ANNEMARIE CASTILLO
ORGANIZATION:	G & C Brokers, Inc	ORGANIZATION:	DONDE LUCHO ARMENIA LLC
ADDRESS:	9210 SW 11 ST, MIAMI, Florida, 33174	ADDRESS:	6804 N ARMENIA AVE STE 6, TAMPA, Florida, 33604
MAILING ADDRESS:	9210 SW 11 ST, MIAMI, Florida, 33174	MAILING ADDRESS:	6804 N ARMENIA AVE STE 6, TAMPA, Florida, 33604
PHONE:	17863702965	PHONE:	17863702965
EMAIL:	annie.castillo@gcbrokers inc.com	EMAIL:	annie.castillo@gcbrokersinc.c om
DESIGNATED PORTS:	Various Approved Ports of Agriculture Specialists	Entry Specified under the C	onditions and Staffed by CBP-

Ur	nder the conditions	specified, this permit authorizes t	he following:
Intended Use: Not for	Propagation and Pl	anting	
	T	1	DI ID I
Country/ Countries of Origin	Process Type	Articles	Plant Parts

SPECIAL INSTRUCTIONS TO INSPECTORS

See permit conditions below

DATE FOLLOWING PPQ HEADQUARTER OFFICIAL VIA EFILE APHIS eFile Automatic Issued Permit Regulated by 7 CFR 319. 56

WARNING: Any alteration, forgery or unauthorized use of this Federal Form is subject to civil penalties of up to \$250,000 (7 U.S.C.s 7734(b)) or

punishable by a fine of not more than \$10,000, or imprisonment of not more than 5 years, or both (18 U.S.C.s 1001)

Que Sucede Si El Producto No Es Admitido?

Si tu producto no es admitido en Estados Unidos existen 2 posibilidades:

- **Devolución a país de origen:** En este caso debes pagar por el transporte de regreso y asumir todos los costos.
- Destrucción controlada en destino: En este caso aduanas en destino destruyen el producto y se sebe pagar por ello.



ILS DEPART	TMENT OF AGRICULTURE	itection of information unless it displays a valid CMB control number. The valid makes considered it estimated to everage 1 hour per response, including the fate reviewing instructions, of everaging on consideration of incomments. SERIAL NO.103285		
ANIMAL PLANT HEALTH INSPECTION SERVICE PLANT PROTECTION AND QUARANTINE EMERGENCY ACTION NOTIFICATION		1. PPQ LOCATION 5206 - MIAMI INTERNATIONAL AIRP	2. DATE ISSUED 07/25/2018	
I. NAME AND QUANTITY OF ARTICLE(S) Victor Name MANGO, FV Oversity 22 Each Description		4. LOCATION OF ARTICLES Aviance 5. DESTINATION OF ARTICLES JUMO FOOD CORP 1155 BRICKELL BAY OR APT 2404 MAMM, FL 33133		
B. SHIPMENT ID NO.(S) Alreay Bit, B/L, Etc. 729 74068923				
OWNER/CONSIGNEE OF AR	TICLES	10. PORT OF LADING CLO - ALFONSO B ARAGON	11. DATE OF ARRIVAL 07/25/2018	
RAMITRANS USA 100 SE 2ND ST SUITE 2000		12. ID OF PEST(S), NOXIOUS WEEDS, OR ARTICLE(S) Prohibited Product		
MAMI, FL 33131 JS		12a. PEST ID NO.	12b. DATE INTERCEPTED 07/25/2018	
HONE NO.	FAX NO.	13. COUNTRY OF ORIGIN COLOMBIA	14. GROWER NO	
S NO.	TAX ID NO.	15. FOREIGN PHYTOSANITARY CERTIFICATE NO. Certificate Status		
S NO.	170110 1101	Certificate Status	STATE OF THE PARTY	
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Aug 3, 2018 DELIVERY TICKE 7
Delivery Ticket Number

Delivery Date:

Aug 3, 2018

Patrick Dubrenat

Voice:

954 327-9995

Avianca Cargo

888-292-5763

TGL Environmental, Inc.

Deerfield Beach, FL 33441

107 NE 2nd Ave

Deliver to:

Avianca Cargo

Building #708

1650 NW 66th Ave

Avianca Cargo 1650 NW 66th Ave Miami, FL 33122

Miami, FL 33122

305-894-1638

karla.luna@aviancataca.com,dianastelle.gutierrez.@avianca.com

305-526-6720 x1580

QUANTITY	ITEM	DESCRIPTION		
1.00	Destruction	DESTRUCTION OF 6256 LBS OF QUOTED \$1500.00 CBP 11 AM AWB 729-7476-8923		
	8			
		40		

	01		
Container #	21	SIZE	

Missing Container Info NO4 - 15 S
PATRICK

INCOTERMS

Qué son?

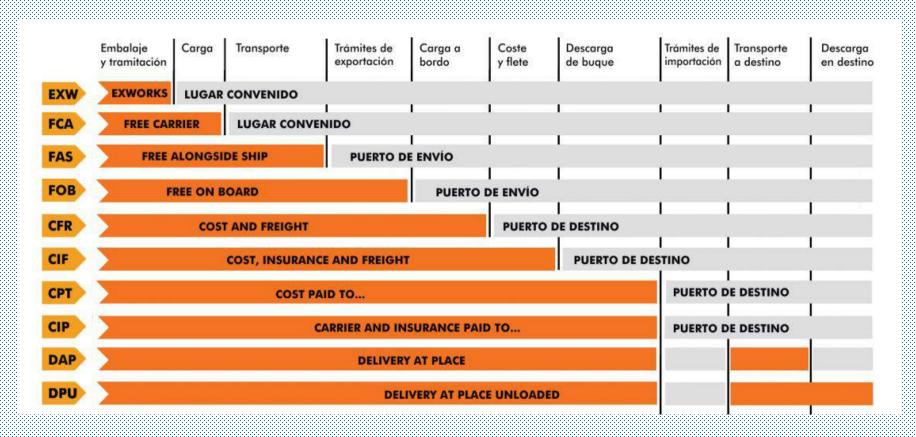
Es el lenguaje universal del comercio exterior en términos de negociación.

Cuáles son los mas usados?

EXW, FOB, CIF, DDP.

Cuál me conviene?

Depende el volumen de ventas y el tipo de cliente que se quiere atender.



https://inseroca.com/conoces-los-11-terminos-incoterms-vigentes-aca-te-los-explicamos/

Conocimiento De Logística

- Capacidad del contendor: Los más usados con los de 20 y 40 pies
- Cómo empaco el producto?: Se deben realizar pruebas piloto de llenado para optimizar espacio dentro de la caja
- Material de empaques secundarios: Cajas resistentes al peso para evitar daños en la mercancía.
- Número de cajas por pallet: En ocasiones se debe tener en cuenta el peso del producto y así se tenga espacio en el pallet se debe llevar con menor cantidad de cajas.
- Es necesario usar pallets?
- Días de tránsito
- Trazabilidad: GPS, medidores de temperatura (data loggers), sellos de seguridad.





Conocimiento De Logística



10 filas, Peso Neto: 989 kg.



7 filas, Peso Neto: 1008 kg

Fijación De Precios

- TRM: Es fundamental conocer que estamos sujetos a cambios en el valor de la moneda y esto puede impactar de manera positiva y negativa.
- Aranceles e impuestos (sí los hay): Caso panela.
- Almacenamiento: Condiciones de almacenamiento de nuestro producto y costo.
- Última Milla: Se conoce como la entrega en destino a nuestro cliente, tarifa bastante dinámica cuando no es propia.
- Identificar los intermediarios: Importante para la fijación de precios
- Conocer márgenes de intermediarios: Importador, distribuidor, detallista.





Muchas Gracias!!!

JUAN CAMILO ARCILA

Instragram: @exportaconjuan

CEO One Frost Logistics

Tel: 3176581399