

PASOS PARA INTERNACIONALIZARSE EXITOSAMENTE

JUAN CAMILO ARCILA

Instragram: @expортаconjuan

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

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?REGION_ID=149&NEW=1&ACTION=countrySummCommPl



United States Department of Agriculture
 Animal and Plant Health Inspection Service
 Plant Protection & Quarantine
 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. com
DESIGNATED PORTS:	Various Approved Ports of Entry Specified under the Conditions and Staffed by CBP-Agriculture Specialists		

Under the conditions specified, this permit authorizes the following:

Intended Use: Not for Propagation and Planting

Country/ Countries of Origin	Process Type	Articles	Plant Parts
1. Colombia	Quick Frozen	Mango (Mangifera indica)	All Plant Parts

SPECIAL INSTRUCTIONS TO INSPECTORS

See permit conditions below

THIS PERMIT HAS BEEN APPROVED ELECTRONICALLY BY THE FOLLOWING PPQ HEADQUARTER OFFICIAL VIA EFILE APHIS eFile Automatic Issued Permit Regulated by 7 CFR 319.56	Permit Number: 556-21-173-04619 DATE 06/22/2021
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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 debe pagar por ello.



According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information is 0579-0102. The time required to complete this information collection is estimated to average 1 hour per response, including the time reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. FORM # 5970-102-0000 (NOV 2017)

U.S. DEPARTMENT OF AGRICULTURE ANIMAL PLANT HEALTH INSPECTION SERVICE PLANT PROTECTION AND QUARANTINE EMERGENCY ACTION NOTIFICATION		SERIAL NO. 103285 1. PPO LOCATION 5206 - MIAMI INTERNATIONAL AIRP	2. DATE ISSUED 07/26/2018
3. NAME AND QUANTITY OF ARTICLE(S) Article Name MANGO, FV Quantity 22 Each Description		4. LOCATION OF ARTICLES Avianca 5. DESTINATION OF ARTICLES JUMO FOOD CORP 1155 BRICKELL BAY DR APT 2404 MIAMI, FL 33133	
6. SHIPPER SIDECARGO SAS CALLE 50 NORTE 5N 91 CALI CO		7. NAME OF CARRIER AVA (RF# 38)	
9. OWNER/CONSIGNEE OF ARTICLES RAMITRANS USA 100 SE 2ND ST SUITE 2000 MIAMI, FL 33131 US		10. PORT OF LADING CLO - ALFONSO B ARAGON 11. DATE OF ARRIVAL 07/26/2018	
12. ID OF PEST(S), NOXIOUS WEEDS, OR ARTICLE(S) Prohibited Product 12a. PEST ID NO. 12b. DATE INTERCEPTED 07/26/2018		13. COUNTRY OF ORIGIN COLOMBIA 14. GROWER NO	
15. FOREIGN PHYTOSANITARY CERTIFICATE NO. Certificate Status 15a. PLACE ISSUED 15b. DATE		16. ACTION REQUIRED <input type="checkbox"/> TREATMENT <input type="checkbox"/> RE-EXPORTATION <input type="checkbox"/> DESTRUCTION <input type="checkbox"/> OTHER This shipment contains a prohibited product. The shipment must be re-exported or destroyed. Please discuss options with an Agriculture Officer. Note: No cost in the remedial measures for this shipment will be incurred by The United States Government. 7 CFR 319.56 - Fruits And Vegetables Product shipped as frozen Mango (Without Seed). Shipment arrived without dry ice. Shipment, upon inspection, was not frozen and above 20 degree F. Shipment was regulated as per MISC manual as a fresh product. Fresh Mango is prohibited from Colombia	
17. AFTER RECEIPT OF THIS NOTIFICATION COMPLETE SPECIFIED ACTION WITHIN (Specify No. Hours or No. Days) 24 Hours 18. SIGNATURE OF OFFICER TIMOTHY C KIRKLAND ACKNOWLEDGEMENT OF RECEIPT OF EMERGENCY ACTION NOTIFICATION I hereby acknowledge receipt of the foregoing notification. SIGNATURE AND TITLE: <i>[Signature]</i> FAUCIO ESTRADA, Cargo Asst. DATE AND TIME: 07-26-18 08:00 Remittrans / Avianca, Broker / Airline ACTION TAKEN: Destroyed with 100% duty destroyed 4/3/2018 SIGNATURE OF OFFICER: <i>[Signature]</i> DATE: 9/3/2018			

Under sections 411, 412, and 414 of the Plant Protection Act (7 USC 7711, 7712, and 7714) and Sections 10454 through 10457 of the Animal Health Protection Act (7 USC 6303 through 6306), you are hereby notified, as owner or agent of the owner of said cargo, premises, animal articles, to apply remedial measures for the pest(s), noxious weeds, and/or article(s) specified in item 12, in a manner satisfactory to and under the supervision of an Agriculture Officer. Remedial measures shall be in accordance with the action specified in item 16 and shall be completed within the time specified in item 17.

AFTER RECEIPT OF THIS NOTIFICATION, ARTICLES AND/OR CARRIERS HEREIN DESIGNATED MUST NOT BE MOVED EXCEPT AS DIRECTED BY AN AGRICULTURE OFFICER. THE LOCAL OFFICER MAY BE CONTACTED AT: 3058692600

* Should the owner or owner's agent fail to comply with this order within the time specified below, USDA is authorized to recover from the owner or agent cost of any care, handling, application of remedial measures, disposal, or other actions incurred in connection with the remedial action, destruction, or removal.

TGL Environmental, Inc.
107 NE 2nd Ave
Deerfield Beach, FL 33441

Aug 3, 2018
DELIVERY TICKET
 Delivery Ticket Number 35002
 Delivery Date:
 Aug 3, 2018

Patrick Dubrenat

Voice: 954 327-9995

Fax: 888-292-5763

Deliver to:
Avianca Cargo
Building #708
1650 NW 66th Ave
Miami, FL 33122

Avianca Cargo
1650 NW 66th Ave
Miami, FL 33122

Avianca Cargo 305-894-1638

karta.luna@aviancataca.com, dianastelle.guierrez.@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

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.

	Embalaje y tramitación	Carga	Transporte	Trámites de exportación	Carga a bordo	Coste y flete	Descarga de buque	Trámites de importación	Transporte a destino	Descarga en destino
EXW	EXWORKS	LUGAR CONVENIDO								
FCA	FREE CARRIER	LUGAR CONVENIDO								
FAS	FREE ALONGSIDE SHIP	PUERTO DE ENVÍO								
FOB	FREE ON BOARD	PUERTO DE ENVÍO								
CFR	COST AND FREIGHT	PUERTO DE DESTINO								
CIF	COST, INSURANCE AND FREIGHT	PUERTO DE DESTINO								
CPT	COST PAID TO...	PUERTO DE DESTINO								
CIP	CARRIER AND INSURANCE PAID TO...	PUERTO DE DESTINO								
DAP	DELIVERY AT PLACE									
DPU	DELIVERY AT PLACE UNLOADED									

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

Conocimiento De Logística

- **Capacidad del contenedor:** 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

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CEO One Frost Logistics

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