

From the Agreement to Action

The European Union-MERCOSUR Partnership Agreement opens a new chapter in the economic relationship between the two regions. Within the framework of Uruguay's Pro Tempore Presidency of MERCOSUR and the European Union's Global Gateway strategy and Investment Agenda, the first MERCOSUR – European Union Business Forum brings together companies, authorities and financial institutions from both blocs in Punta del Este to turn the agreement into concrete business, trade and investment opportunities.

The day combines thematic panels, bi-regional business success stories, an official ceremony with the signing of investment agreements and a sector-based B2B *networking* space.

4
thematic panels

5
bi-regional business success stories

1
official ceremony and signing of agreements

+5h
of B2B *networking*

Thematic areas

01
Sustainable agribusiness

More efficient, traceable and competitive agri-food chains in response to new environmental market requirements.

02
Innovation and digital economy

Cooperation in technology, digitalisation and R&D to build business capabilities and boost integration.

03
Finance and investment

Financial instruments, guarantees and public-private partnerships to support business expansion.

04
Infrastructure, logistics and energy

Transport, renewable energy and interconnections to reduce costs and strengthen supply chains.

AGENDA

Provisional programme

9:00 – 10:00	**Registration**
10:00 – 10:40	OPENING **Welcome remarks** • **MERCOSUR Pro Tempore Presidency** • **European Union** • **Inter-American Development Bank** (IDB) • **CAF** – Development Bank of Latin America and the Caribbean • **European Investment Bank** (EIB)
10:40 – 11:25	PANEL 1 **Sustainability and competitiveness in MERCOSUR and European Union agribusiness** The transition towards more sustainable, efficient and traceable production models is a shared priority and an opportunity to deepen cooperation, strengthen the competitiveness of agri-food chains and respond to growing environmental market requirements. MODERATOR **European Union**
11:25 – 11:35	MERCOSUR-EU BUSINESS SUCCESS STORIES 1 **Agribusiness** Dynamic presentations of up to three minutes, delivered by one company from the European Union and one from MERCOSUR, sharing concrete experiences that reflect the potential of bi-regional business ties.
11:35 – 12:20	PANEL 2 **Innovation and digital competitiveness in the MERCOSUR – European Union space** Strengthening cooperation in technology, digitalisation, research and development can help companies acquire new capabilities, foster innovation ecosystems and support more dynamic economic integration. MODERATOR **Inter-American Development Bank (IDB)**
12:20 – 12:30	MERCOSUR-EU BUSINESS SUCCESS STORIES 2 **Digital** Dynamic presentations of up to three minutes, delivered by one company from the European Union and one from MERCOSUR, sharing concrete experiences that reflect the potential of bi-regional business ties.
12:30 – 14:00	**Lunch for participants**
14:00 – 14:10	MERCOSUR-EU BUSINESS SUCCESS STORIES 3 **Services and logistics** Dynamic presentations of up to three minutes, delivered by one company from the European Union and one from MERCOSUR, sharing concrete experiences that reflect the potential of bi-regional business ties.

14:10 – 14:40

OFFICIAL CEREMONY

Official ceremony and signing of agreements

Signing ceremony and presentation of investment agreements.

- **Maroš Šefčovič**, Commissioner for Trade and Economic Security, European Commission
- **Mario Lubetkin**, Minister of Foreign Affairs of Uruguay

14:40 – 15:25

HIGH-LEVEL PANEL

Finance and investment for a new stage in MERCOSUR – European Union relations

To access capital and make the most of the new opportunities in the bi-regional market, it is important to understand the financial instruments, guarantees, investment mechanisms and public-private partnerships that can support the business expansion resulting from the Agreement.

MODERATOR **Government of Uruguay**

15:25 – 15:35

MERCOSUR-EU BUSINESS SUCCESS STORIES 4

Renewable energy and critical raw materials

Dynamic presentations of up to three minutes, delivered by one company from the European Union and one from MERCOSUR, sharing concrete experiences that reflect the potential of bi-regional business ties.

15:35 – 16:20

PANEL 3

Infrastructure, logistics and energy for deeper MERCOSUR – European Union economic integration

Modern infrastructure, efficient logistics systems and sustainable, competitive energy are essential to unlock the full potential of economic integration between the EU and MERCOSUR. Investment in transport and logistics, renewable energy, grids and electricity interconnections can help reduce costs, facilitate trade and investment, strengthen supply chains and increase the competitiveness of both regions.

MODERATOR **CAF – Development Bank of Latin America and the Caribbean**

16:20 – 16:30

MERCOSUR-EU BUSINESS SUCCESS STORIES 5

Infrastructure

Dynamic presentations of up to three minutes, delivered by one company from the European Union and one from MERCOSUR, sharing concrete experiences that reflect the potential of bi-regional business ties.

16:30 – 17:00

Closing

18:00 – 20:00

Reception · *MACA Museum*

IN PARALLEL

B2B *Networking*

9:30 – 12:30 | 14:00 – 16:30

Sector-based B2B *networking* and meeting space to facilitate concrete business connections between participants from MERCOSUR and the European Union.