



Newsletter 4 - 2019

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1. Introduction

The Salvadoran Chamber of Commerce is a non-profit organization founded in the Hague in 2017 and launched on May 15, 2018. During this time we have worked to promote local and international commercial flows. Our main objective is to promote business between El Salvador and Holland for small, medium and big companies. Currently, the Salvadoran Chamber of Commerce works with volunteers of Leiden University, Senior Experts from PUM and CBI, as well as with reputable Dutch business entrepreneurs.

The Salvadoran Chamber of Commerce works closely together with the Latin American Trade Agency. The Chamber and the Latin American Trade Agency could well use the Dutch

expertise in agriculture (Wageningen University), water management (University of Delft), seaport innovation (Port of Rotterdam) and organizations to help develop products and help farmers organize cooperatives.

Sonia Meijer



2 - Mission and objectives

We find a way to help you contact suitable partners. The objectives of the Bilateral Chamber of Commerce El Salvador-Holland are the following:

- To promote business interests of the private and governmental sector of El Salvador in Holland
- To organise forums and seminars for Salvadoran companies, having the confidence that this is an effective opportunity for them to expand their businesses in Holland.
- To grow technical staff and senior experts by sectors of the Bilateral Chamber. More Dutch and Salvadoran entrepreneurs as honorary members.
- To pool the strengths of business people from El Salvador and Holland. Together we can accomplish tasks that cannot be achieved on one's own.
- To work with Dutch and Salvadoran organizations.
- To organise training courses by senior experts for business sectors in need.
- To assist Dutch companies that want to do business with Salvadoran companies.



3 - Honorary members

Senior Experts from PUM and CBI (Coffee Expert and Coating Expert) at the premises of the Chamber. Other Members of the Chamber: Caposa Plants, Embassy of El Salvador, Arrocería San Francisco and Thomas Friis – Konst.

We also work closely with the Embassy of El Salvador and receives much support from the Ambassador of El Salvador, Mr. Agustin Vasquez Gomez.



Entrepreneur Mr. Arjen Lont and Honorary Consul of Israel in Overijssel, Holland.

Construction Company Lont has been established in 1923 and is recognized as a high quality construction company located in the Netherlands.



Volunteers from Leiden University, International Studies with expertise in Latin America.

4 - Products & economic sectors from El Salvador



Exported products

- T-shirts, knitted or crocheted
- Jerseys, pullovers, cardigans, vests and similar articles, knitted or crocheted
- Cane or beet sugar and chemically pure sucrose, in the solid state
- Articles for transport or plastic packaging; plugs, caps, capsules and others
- Stockings, panty hoses, tights, socks and other hosiery articles

Exporting economic sectors

- Manufacture of clothing
- Maquila manufacturing industry
- Processing of food products
- Manufacture of textile products
- Manufacture of plastic and rubber products



[More about Coexport](#)

5 - Interesting Salvadoran companies

Art and Handcraft of CASART

[The Salvadoran Chamber of Craftsmen](#) - CASART is a non-profit organisation which aims to contribute to the integral development of the artisan sector within Central America, stimulating the development of human resources linked to the sector and guaranteeing the sustainability of the environment and the conservation of the cultural heritage of the region. Its goal is to become the most important trade union of craftsmen in Central America.



Casart on Facebook

Cafecito Central

Are you looking for Salvadoran Coffee in the Netherlands? There is no need to look too far: meet [Cafecito Central](#)! Cafecito Central is a Salvadoran coffee distributor that operates from Den Bosch, the Netherlands. Cafecito Central stands for great quality coffee, produced in a transparent and environmental friendly way. The exclusive coffee they import to the Netherlands from their partner farmers received an overall grade of 84 points.



About Cafecito Central

Arrocera San Francisco

[Arrocera San Francisco](#) is a large scale producer and distributor of staple foods in El Salvador. Originally it is the first company in El Salvador to produce parboiled rice. The company currently owns 50% of the rice market of El Salvador and has expanded to include a diversity of other products in their portfolio. Innovation is one of the company's main characteristics when it comes to leadership in national and international markets.



At present time ASF innovates around 50 products per year and aims to launch even more products in the near future in the categories of tamales, flours, and pickles, both for local consumption and export to the European Union. The shelf-life of the company's rice, beans and flour is one year. The shelf-life of the company's products sealed in doypacks is two years, except for the tamales. The corn tamale lasts six months and chicken flavoured tamale lasts for one year. The company is able to deliver rice, beans and flour 15 days after purchase order has been placed. The delivery period of all other products is 21 days due to quarantine time. The minimum production is one pallet if it is going to be consolidated and not shipped in a container of 20 pallets. The company does not have a maximum and can produce according to its customer needs.

About Arrocera San Francisco

CARICIA

Caricia Shoe Company,

the Salvadoran industry that fits Central America:

In 2018, the company exported a total of 300.000 pairs of shoes. Caricia Shoe Company has 48 years of experience, with the chain of stores in El Salvador consisting of 50 branches that employ 880 employees between industry and marketing.

Caricia has been awarded the Emprendor Prize awarded by the Salvadoran Association of Industrialists (ASI); a well-deserved recognition of a company that has undoubtedly left an indelible mark for its dedication and constant search for innovation.



Valdes, Suarez & Velasco (VSV) Legal Associates

a reputable, high quality and trustworthy Salvadoran Law Firm:

[Valdes, Suarez & Velasco \(VSV\) Legal Associates](#) is a full service law firm located in San Salvador, its strength lying in their quality of lawyers who are well equipped to handle complicated cases and provide credible legal solutions.

Their associate lawyers have an exhaustive knowledge of law, and considerable expertise in foreign investment, public procurement, corporate law, mergers and acquisitions, antitrust and consumer protection law, intellectual property, banking and financial law, labour law and real estate law. The legal services provided by their firm are widely acknowledged for timely execution and reliability. It is the only firm in EL Salvador which is a member of TAGLaw, a worldwide alliance of high quality, independent law firms.

[More about VSV](#)



ENA - National School of Agriculture Roberto Quiñónez

On my visit to the agroexpo in May to El Salvador, I saw urgent needs of the ENA. The ENA needs supporting initiatives to improve the technical training for teachers and students, update their skills and their knowledge on topics of agriculture, and improve their in capacitating. The Chamber needs and wants to help the ENA.

The [ENA is an autonomous Salvadoran institution](#) specialized in high quality agricultural higher education. The ENA offers graduate, postgraduate and doctorate courses to educate students on the relevant knowledge and skills that are necessary in the agricultural working field.

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[More about ENA](#)



6 - Valuable partners



Sonia Meijer, President of the Bilateral Chamber of Commerce El Salvador -Holland in a meeting with Lic. Jorge Arriaza, director executive of ASI and Mr. Oscar Panameño, director of Torogoz.

ASI - Salvadoran Association of Industrialists

ASI's mission is to promote the economic and social development of El Salvador through the strengthening of the industrial sector, promoting and protecting the national industrial production, and defending the legitimate interests of industrialists. Their clients vary from associates to industrial businesses, from media to universities and from government institutions to international organizations.

ASI is comparable to the Dutch VNO-NCV, the organisation in the Netherlands that represents the interests of the business community and it does so on behalf of the 185.000 companies that are members, with the ambition to make the Netherlands the most prosperous country in the world. The Netherlands is one of the world's 10 leading exporters and the European Union's 6th largest economy. The foodstuffs industry is one of the country's biggest industries, while other major industries include energy, chemicals, trade, machinery, metallurgy, electrical goods and services, and tourism.

It would be very interesting to bring these two organisations in contact with each other. The two organisations could possibly set up a platform for Salvadoran and Dutch business industries where they could expand their business possibilities and knowledge.

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[More information about ASI](#)



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