Global Gateway
EUROPEAN UNION

MERCOSUR
PRESIDENCIA PRO TEMPORE URUGUAY 2026

1ST BUSINESS FORUM

MERCOSUR – EUROPEAN UNION

From Agreement to Action: Business, Trade and Investment

December 2, 2026 | Punta del Este, Uruguay

Coorganizers: CAF Development Bank of Latin America and the Caribbean · European Investment Bank · Uruguay XXI Investment, Export and Country Brand Promotion Agency · 30 YEARS · IDB Group

Declared of Tourism Interest by: UruguaySorprende, Ministerio de Turismo

From 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 1st 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

Draft programme

8:30 – 9:30	**Registration**
9:30 – 10:00	**Welcome remarks**
10:00 – 10:45	PANEL 1 **Sustainability and competitiveness in European Union and MERCOSUR 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 agribusiness value chains and respond to growing environmental requirements in markets. • **Latifi Chelala**, Director of Communications and Sustainability, Paracel (Paraguay) • **Barbara Cimmino**, Vice-President, CONFINDUSTRIA (Italy) • **Leandro Sabignoso**, CEO and Founder, Auravant (Argentina) MODERATOR **EU**
10:45 – 10:55	MERCOSUR-EU BUSINESS SUCCESS STORIES 1 **Agribusiness** Short, dynamic presentations of up to three minutes by one company from the European Union and one from MERCOSUR, sharing concrete experiences that demonstrate the potential of biregional business ties. • **Gustavo Idígoras**, President, Deforestation-Free Soy and Beef Platform (VISEC) (Argentina and Paraguay) • **Jimena Tortorella**, Director, FoodSmart Group (Uruguay)
10:55 – 11:40	PANEL 2 **Innovation and digital competitiveness in the European Union-MERCOSUR area** Stronger cooperation in technology, digitalisation, research and development can help businesses acquire new capabilities, foster innovation ecosystems and support more dynamic economic integration. • **Andrés Burghi**, Country Manager for Argentina and Uruguay, INDRA (Spain) • **Celedonio von Wuthenau**, Head of Institutional and Government Relations – Southern Region, NOKIA (Finland) • **Marco Stefanini**, CEO, Stefanini Group (Brazil) • **Josefina Puig**, Chief Technology Officer, Kinzbio (Uruguay) MODERATOR **IDB**
11:40 – 11:50	MERCOSUR-EU BUSINESS SUCCESS STORIES 2 **Digital** Short, dynamic presentations of up to three minutes by one company from the European Union and one from MERCOSUR, sharing concrete experiences that demonstrate the potential of biregional business ties. • **Marcio Lino**, Senior Advisor, EllaLink (France) • **Juan de Urraza**, CEO and Founder, Posibillian Tech (Paraguay)
11:50 – 12:00	MERCOSUR-EU BUSINESS SUCCESS STORIES 3 **Services and logistics** Short, dynamic presentations of up to three minutes by one company from the European Union and one from MERCOSUR, sharing concrete experiences that demonstrate the potential of biregional business ties. • **Christian Wylie**, Managing Director, Bodega Garzón (Uruguay)
12:00 – 13:30	**Lunch**
13:30 – 14:00	OFFICIAL CEREMONY **Official MERCOSUR-European Union ceremony** • **Mario Lubetkin**, Minister of Foreign Affairs of Uruguay • **Maroš Šefčovič**, European Commissioner for Trade and Economic Security

14:00 – 14:30

High-level remarks by the co-organisers

- **James Scriven**, CEO, IDB Invest
- **Sergio Díaz-Granados**, Executive President, CAF – Development Bank of Latin America and the Caribbean

14:30 – 15:00

Remarks by MERCOSUR-European Union Authorities

- **Márcio Elias**, Minister of Development, Industry, Trade and Services of Brazil
- **Maria Tripodi**, Undersecretary of State for Foreign Affairs and International Cooperation of Italy

15:00 – 15:45

PANEL 3

Financing and investment for a new phase in European Union-MERCOSUR relations

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

MODERATOR **EIB**

15:45 – 15:55

MERCOSUR-EU BUSINESS SUCCESS STORIES 4

Global value chains

Short, dynamic presentations of up to three minutes by one company from the European Union and one from MERCOSUR, sharing concrete experiences that demonstrate the potential of biregional business ties.

- **Luciana Brum**, General Manager of External Relations, Vale (Brazil)
- **Paula Daroca**, Director, International Business Development for Latin America and the Caribbean, Airbus (France)

15:55 – 16:40

PANEL 4

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

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

- **Myriam Ferran**, Deputy Director-General, Directorate-General for International Partnerships, European Commission
- **Daniel Godinho**, Global Vice-President for Institutional Relations and Sustainability, WEG (Brazil)
- **Markus J. Beyrer**, Director General, BusinessEurope (Belgium)
- **Fernando Ruiz de la Torre**, General Manager for Uruguay and Paraguay, SACYR (Spain)
- **Alejandro Ruibal**, Managing Director, SACEEM (Uruguay)

MODERATOR **CAF**

16:40 – 16:45

MERCOSUR-EU BUSINESS SUCCESS STORIES 5

Infrastructure

Short, dynamic presentations of up to three minutes by one company from the European Union and one from MERCOSUR, sharing concrete experiences that demonstrate the potential of biregional business ties.

- **Laura Pernas**, CFO, Berkes (Uruguay)

16:45 – 17:15

High-level closing remarks

18:30 – 20:30

Reception

IN PARALLEL

B2B *networking*

9:30 – 12:30 | 14:00 – 16:30

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