THE GEX PROGRAM
GROUP I EXPERIENCE:

GOURMEX

A positive aproach to joint internationalization of SMEs
• THE MARKET (Food Sector)
  – Detected opportunity: Mexican Gourmet Market
    – Growing healthy layers of population, therefore
    – Growing demand for European Gourmet Products, and
    – Growing demand for Spanish Gourmet Products.
    – A market with a bold Spanish cultural background
    – Hughe Basque–Navarre cultural/gastronomical heritage through large amounts of immigrants from our region in the early 20th Century and after the Spanish Civil War
THE GEX PROGRAM GROUP I EXPERIENCE

• THE COMPANIES:

  – Embutidos Larrasoaña SL: sausages & meat products
  – Panadería Arrasate SL: rusk specialities
  – El Caserío SL: candies
  – Antonio Anaut SL: tradit. spanish cookies & cakes
  – Hacienda Queiles SL: extra virgin olive oil
  – Arriezu Vineyards SL: wines
  – Salazones Udana SL: dry codfish
  – Sanae SL: ready meals for special diets
  – Etxenike SL: foie-gras, duck & goose food products
  – INACO SL: cookies, cakes & pastry
  – Danza SL: canned vegetables

• TOTAL

Jobs – TO

  16 – 1,54
  70 – 5,56
  25 – 3,35
  7 – 0,75
  4 – 0,57
  7 – 2,23
  5 – 1,87
  4 – n.a.
  18 – 2,0
  22 – 3,9
  52 – 21,0

  230 – 42,1
• GEX PILLARS:

– Market opportunity/nische
– At least non competing 3 SMEs willing to exit & cooperate
– A clear, rigorous and quick methodology i.o. to
  – Motivate & dynamize the companies
  – Foresee possible issues & deactivating them
  – Getting forward in Group Consolidation
THE GEX PROGRAM GROUP I EXPERIENCE

THE GOURMEX CASE

BENEFITS

• LEARNING FROM EACH OTHER
• COST SHARING
• MORE ATRACTIONAL PORTFOLIO
• SCALE INCREASE
• FIRST STEP FOR GLOBALIZATION
THE GEX PROGRAM GROUP I EXPERIENCE

THE GOURMEX CASE

MAIN ISSUES

• OVERCOMING INITIAL MISTRUST
• COST PROPORTION Vs SALES
• FINDING THE RIGHT STAFF
• ENTRIES & EXITS OF COMPANIES
THE GORMEX CASE

MOST VALUABLE INSTRUMENTS

• THE MEETING WORKSHOP
• THE GROUP DYNAMICS
• CREATING SUBCOMMISSIONS
• A GOOD STATUTORY ROADMAP WITH DETAILED CASE DESCRIPTION
• THE RIGHT STAFF
THE GOURMEX CASE

MOST VALUABLE INSTRUMENTS

• THE MEETING WORKSHOP
• THE GROUP DYNAMICS
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• A GOOD ROADMAP WITH DETAILED CASE DESCRIPTION
• THE RIGHT STAFF
October 2018 – Present project status

– Gourmex has a Sales Director since July 2018 with huge experience both in the food sector and the Mexican market.
– Market activities have begun in the target market.
– First introduction of the portfolio was performed in last September to selected Mexican distributors.
– The overall reception was encouraging and first samples were ordered.
– Next Friday September 5th the Group will set up a Spanish LLC.
– For the time being, Gourmex will subcontract the secretary work to a suitable local company.
Questions?
Thanks for your attention