



II International Seminar "Investing in Agricultural Potential of Alqueva: Agribusiness and Distribution as levers for creating value in Agricultural Products"

26 May 2014

Lisbon

BES – "Banco Espírito Santo" and EDIA – "Empresa de Desenvolvimento e Infra-estruturas do Alqueva, S.A." have in progress a program of attracting foreign investment for agricultural and agro-industrial in the region of Alqueva. This promoting partnership of the potential of Alqueva includes a road show in Spain, and the jointly organization of an international seminar which will be held at "Museu Oriente" in Lisbon, on 26 May, followed by a visit on 27 to Alqueva main infrastructures and to several farms in the region.

In the seminar "Investing in Agricultural Potential of Alqueva: Agribusiness and Distribution as levers for creating value in Agricultural Products" are expected to come to Portugal investors from different countries, such as Austria, Russia, Germany, France, Brazil and Spain, to introduce them to the productive and business potential of the region, taking advantage of the guarantee of Alqueva water.

How to maximize this enormous productive potential? Through the association between Producers, Agribusiness and Distribution?

Can this joint work be a lever for the value creation in agricultural products and thus stimulate the production?

This seminar gather in the same place, farmers and owners of agricultural land, management authorities of industrial and agro-industrial parks, but also international investors and businessmen connected to the Agribusiness and Distribution, aims to identify opportunities to invest in Alqueva agricultural potential to create value to agricultural products in all its line, from production to sale to the final consumer.

This seminar will have the presence of the Portuguese Minister of Agriculture and Sea Assunção Cristas, Wolfgang Braunstein, expert consultant in agricultural producer organizations, EDIA`s CEO, José Salema, and BES`s CEO, Ricardo Salgado.

In order to illustrate the enormous potential of Alqueva region will be presented and discussed experiences of agricultural and agro-industrial companies with projects of high ambition and performance.

Shall be communicated Vitacress project, responsible for the production, packaging and distribution of fresh vegetables; the Monliz Company, food products from Mondego and Liz, a freezing company of fruits and vegetables and Agromais, a producer organization that already today includes Alqueva region through its associates.

The organizers of event are EDIA - public limited company exclusively focused on the management and profitability of Alqueva Multipurpose Project and BES - a portuguese bank that has a leadership position in



supporting agriculture and offering financial products and services oriented for companies of the sector. This event also has the support of the portuguese newspaper "Jornal de Negócios" , and of the High Patronage of the Ministry of Agriculture and Sea.

Alqueva Dam is the largest water reservoir in Europe and one of the largest and most important hydro-agricultural projects in Europe. In this region agriculture has a huge production potential to develop both the farm level, such as the setting of new agricultural industries, essential to the sustainability of the project and to generate added value in the region.

SEMINAR PROGRAM

Location : Museu do Oriente

Lisbon

May 26

- 9h00 : Reception of the invitees
- 9h30 – 10h15 : Keynote Speaker (Wolfgang Braunstein - Austrian expert consultant in agricultural producer organizations)
- 10h15 – 11h00 : 1st roundtable with:
Wolfgang Braunstein
Ricardo Salgado (BES – CEO)
José Salema (EDIA/Alqueva - CEO)
Moderated by: Helena Garrido (Jornal de Negócios)
- 11h00 - 11h30 Coffee Break
- 11h30 - 12h30: 2nd roundtable with:
VITACRESS (Luis Mesquita Dias)
MONLIZ (Mauro Cardoso)
AGROMAIS (Luis Vasconcelos e Sousa)
Distribution Company (to be defined)

Moderated by : Helena Garrido
- 12h30 –Closing session –Portuguese Minister of Agriculture and Sea, Assunção Cristas