

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## **Guatemala**

### **Exporter Guide**

### **Annual Update for 2013**

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**Report Highlights:**

This is a major update to the Guatemalan Exporter Guide. All sections have been revised to reflect the latest regulatory changes.

**Post:**

Guatemala City

**I. MARKET OVERVIEW****A. Current Economic Situation**

Guatemala has the largest economy in Central America, accounting for nearly one-third of the region's gross domestic product (GDP). Agriculture is the principal contributor, and its economy relies on the incomes generated by the tourism sector, remittances from the United States, and international trade; particularly exports to the United States and Central American countries.

The World Bank reports that Guatemala has one of the most unequal income distributions in the Western Hemisphere. The wealthiest 10 percent of the population receives roughly one-half of all income and the top 20 percent receives two-thirds. As a result, 32 percent of the population lives on less than US\$2 a day and 13.5 percent on less than US\$1 a day. The exchange rate has fluctuated significantly over the last twelve months and presently it is US\$1.00 per Q7.80 (Q=quetzal).

Guatemala's economy is dominated by the private sector, which generates about 85 percent of total GDP. According to the Ministry of Labor, the unemployment rate in 2013 is at 3 percent and around three million people work in the informal economy. The informal economy accounts for 75 percent of the working force and it is estimated that almost 6.2 million people are currently working in Guatemala. Agriculture contributes 13 percent of the GDP and accounts for 41 percent of total exports, industry accounts for 24 percent and services reach more than 60 percent of the country's GDP. Most manufacturing consist of light assembly and food processing geared for domestic consumption, exports to the United States, and the rest of the Central American market.

The U.S.-Central America-Dominican Republic Free Trade Agreement (CAFTA-DR) entered into force on July 1, 2006 in Guatemala. CAFTA-DR has had a positive effect on bilateral trade. However in 2012, the U.S. exported US\$985 million in agricultural, fish and forestry products to Guatemala which is a decrease from previous years. In 2011, exports reached US\$1.04 billion, and according to the U.S. Bureau of the Census Trade Data (BICO), these were record export sales to Guatemala. Consumer-oriented products at US\$304 million in 2012 were the largest export category and also have had the highest export level since 1970. Snack foods, red and poultry meat, processed fruits and vegetables, pet foods, and breakfast cereals were among the categories with the largest export numbers.

Besides CAFTA-DR, Guatemala has a free trade agreement with Panama, Mexico, the Dominican Republic, Peru, Taiwan, Colombia, Chile, and the European Union. In addition, it has partial free trade agreements with Cuba, Belize, and Venezuela, and is negotiating an agreement with Canada.

**B. Demographics and Income Distribution**

Guatemala's population is estimated at 15 million in 2013, with an annual growth of approximately 2 percent. The breakdown of the population follows the pattern of an underdeveloped country. According to the Central Intelligence Agency's World Factbook, more than half of the population is below the national poverty line and 13 percent lives in extreme poverty. Poverty among indigenous groups, which make up 38 percent of the population, averages 73 percent and extreme poverty rises to 28 percent. The population of Guatemala City with its surrounding seven cities totals 3.1 million inhabitants.

Approximately 42 percent of the population is under age 15; 54 percent of the population is 15-64 years and only 4 percent is over 65. Internal migration towards Guatemala City has been constant over the last decades. The difference in population density between Guatemala City and the rest of the country is highly significant because it has determined the dynamics of economic and social growth of the nation. The department of Guatemala has a density of 1,376 inhabitants per square kilometer. Huehuetenango has approximately 1,114,389 inhabitants followed by Alta Verapaz with a total of 1,078,942 inhabitants. The rest of the departments have lower than a million inhabitants. Within this framework, it is easy to understand why most economic activity in the country revolves around the metropolitan area. Guatemala City and its surrounding areas offer the biggest concentrated market in the country with an accessible infrastructure.

Income is concentrated in the middle class and above, about twenty percent of the population. The skewed income distribution determines a particular pattern of consumption, while the majority of the population consumes merely for subsistence. Therefore, luxury goods can only be targeted to a significant, but small portion of society. However, U.S. food products are competitively priced and are sought out by both high-income and middle-income consumers. Other U.S. food products such as grains, cereals, meats (poultry and pork), fats and oils, and preserved foods, are cheaper than domestically produced products.

#### Income Segments:

**AB** - is the top 4 percent of the population. The difference between A and B is that the A's are extremely wealthy.

**C+** - is the upscale middle class that can afford most food products.

**C-** is the general middle class that must watch how they spend their income.

**D-** is the lower class that is just surviving.

**E-** is the population below the poverty line.

It is important for U.S. firms considering exporting to Guatemala to understand that the market conditions are strongly affected by income distribution and there is a major difference between the interior of the country (with the exception of the tourist areas such as Antigua Guatemala, Panajachel, and Puerto Barrios) and Guatemala City.

### **C. Market Size**

U.S. agricultural exports to Guatemala:

- Total U.S. agricultural exports totaled US\$985 million in 2012.
- Bulk commodities decreased from US\$399 million in 2008 to US\$359 million in 2012.
- Intermediate agricultural products grew from US\$250 million in 2008 to US\$309 million in 2012, however, this commodity category decreased by 1 percent from 2011.
- Consumer-oriented products increased from US\$184 million in 2008 to US\$304 million in 2012, an increase of 11.5 percent from 2011.
- Seafood products also had a decrease from US\$4 million in 2008 to US\$3 million in 2012.

Guatemalan exports to the U.S.:

- Total Guatemalan agricultural, fish and forestry exports US\$2 billion.
- Bulk commodities exports US\$794 million.
- Intermediate agricultural exports US\$91 million.
- Consumer-oriented exports US\$1.12 million.

- Seafood exports US\$28 million.

Guatemala's economy is the largest in Central America with a GDP estimated at \$79 billion in 2012.

#### **D. Advantages and Challenges in the Market**

<b>Advantages</b>	<b>Challenges</b>
Guatemala is a trustworthy partner of the United States on trade issues.	The economic condition of the country limits imports and is targeted mainly to the wealthiest 10 percent of the population who receives almost one-half of all income.
There exists a low cost transportation of goods thanks to the proximity to U.S. ports.	Weakness to build confidence and improve the business climate in Guatemala.
In Guatemala, there are around 14,000 restaurants and 2,500 hotels that demand quality products. This creates an opportunity for new imported goods and ingredients.	The tourism sector in Guatemala is large, but security is a concern and the local authorities must improve their security programs.
Importers are taking advantage of CAFTA-DR and favor trading with U.S. exporters.	Free Trade Agreements (FTA's) exist with various countries, including one with the European Union. These FTA's force the United States to be more competitive.
The growing food processing industry is looking for quality food ingredients for bakery, deli meats, beverages, and snacks.	There is limited infrastructure and distribution, especially for perishable products.
The Guatemalan Government (GOG) maintains an open trading policy.	Lack of a civil service careers within the GOG, compliance with international standards, makes regulatory structures fragile and problematic.
Guatemala is unable to meet domestic demand for cereals (corn and rice) and meats.	Although in 2012, the Guatemalan Ministry of Agriculture finally approved the FGIS/GIPSA/USDA certification as equivalent to the Guatemalan Food Safety Certification for any product of plant origin certified by FGIS; there are still some re-classifications to the HS codes applied by the Customs Tax Administration (SAT).
Shipping products from the United States is cheaper and quicker than shipping products from Europe.	The Geographical Indicators (GIs) to some dairy products may affect the imported products from the United States.

## **II. EXPORTER'S BUSINESS TIPS**

### **A. Business Customs**

The Guatemalan Government (GOG) welcomes foreign investment and generally there are few legal or regulatory restrictions. Guatemala represents a growing market for U.S. companies and is a country with relative stability, strategic geographic access to the region to both the Atlantic and Pacific oceans, and is also close to the United States. With the implementation of CAFTA-DR, the major benefits for U.S. exporters have been the legal changes that improve Guatemala's transparency in customs dealings, anti-corruption measures in government contracting and procurement, and legal protection for U.S. investors.

Most businesses conducted in Guatemala are based on personal relationships. Business executives and government officials place great importance on personal contacts with suppliers. U.S. suppliers

should have a local representative or distributor and be prepared to travel to Guatemala. U.S. businesspersons often are surprised at the accessibility to key decision-makers and the openness and frankness of local buyers.

Sales, service, and support rank high in the minds of Guatemalan buyers. U.S. firms, more than other foreign firms, generally have a reputation for providing good service and support. U.S. firms interested in penetrating the Guatemalan market should make a commitment to offer excellent service support to their buyers, agents, or distributors. This commitment should be made clear. Poor or mediocre service often results in lower sales. The Guatemalan business community is comparatively small and word travels fast about local and foreign firms that offer poor service.

## **B. Consumer Taste**

Culturally speaking, Guatemalans have adopted much of the U.S. culture such as music, sports, fashion, and fast food. Through the remittances sent by the Guatemalans living in the United States, the local food consumption trend is changing and more high-value foods are affordable to them, and consumers are accustomed to U.S. products. Many Guatemalans have traveled to the United States and have been introduced to American food products.

U.S. products are viewed by consumers as higher quality and are preferred to other imports. Approximately 42 percent of all Guatemalan imports of agriculture, fish and forestry products come from the United States. Guatemalans have also followed the trend in the United States towards more natural and healthy products and consumers are demanding food with less sugar, saturated fat, and cholesterol. Convenience products have more demand and there is a niche market for refrigerated, ready-to-eat products and organic foods. The local processing industry is taking advantage of this trend and is developing and increasing the production of processed products such as tacos, tortillas, burritos, corn-based tamales, instant soups, etc., which are among the preferred foods in the supermarkets not only for being easy to cook/heat but also because of their lower prices as they are locally produced.

## **C. Food Standards & Regulations**

### **1. Import Procedures and Product Registration**

The first step to import food products in Guatemala is to register a product. All producers, processors, packers, or distributors need to operate under a sanitary license issued by Food Control. Importers need to be legally registered and imported products need to be registered as well. Product registration is required for all packaged food products.

Food Control in the Ministry of Public Health is responsible for all registrations. Regulations and registration procedures and requirements can be consulted on-line at:  
[http://portal.mspas.gob.gt/indice\\_de\\_alimentos.html](http://portal.mspas.gob.gt/indice_de_alimentos.html)

As of July 1, 2013, the Ministry of Health is enforcing the legal requirement for "legalization of foreign public documents" of the Certificates of Free Sales. This legal requirement applies only to Certificates of Free Sales issued for processed food products that must be registered in Guatemala or the renewal of an existing registration. Registrations of processed food products are valid for only 5 years and a renewal process is required by Food Control.

Exporters should complete the following two steps to legalize a Certificate of Free Sales:

- 1) the Certificate of Free Sales issued by U.S. government authority will have to be sealed and signed in any Guatemalan Embassy in the United States, certifying that the U.S. signature is legal. This process is to be completed by the U.S. exporter; and
- 2) the Certificate of Free Sales, once in Guatemala, must be sealed and signed by the Ministry of Foreign Affairs, certifying that the signature from the Guatemalan Embassy in the United States is legal as well. This process is completed by the Guatemalan importer.

After requesting the registration of a product, it takes approximately 7-10 days to obtain the registration number and laboratory tests are within routine surveillance, scheduled annually according to product category. If products do not comply with labeling standards or food safety parameters, importers will be notified as necessary. Non-animal products do not require a phyto- or sanitary certificate; a Certificate of Free Sales applies in this case. The Certificate of Free Sales is required for registration purposes only, and can be a federal or state document, or can be issued by a chamber of industry or chamber of commerce. The objective of the Certificate of Free Sales is to verify that the product is fit for human consumption in the country where it is processed.

For registration purposes, the sample must come with the following documentation: a) Certificate of Free Sales, b) Bill of Lading, and c) Invoice (with any negligible quantity), specifying it is a sample only. The Certificate of Free Sale can include a list of products to be registered, as long as all the products in that list are registered simultaneously. For example, if 20 products are to be registered at the same time, Food Control allows for one original certificate and 19 copies to accompany the rest of the products, since one complete file is kept per registered product.

For animal origin products, Food Control issues a sanitary registration number after a laboratory test has been performed; this registration number is valid for five years and takes six weeks to be issued.

For additional information please refer to the FAS Guatemala FAIRS 2012 Report:  
[www.fas.usda.gov/scriptsw/attacherep/default.asp](http://www.fas.usda.gov/scriptsw/attacherep/default.asp)

### **III. MARKET SECTORS**

#### **A. Retail Sector**

The retail sector in Guatemala is dominated by three supermarket chains: PriceSmart, Wal-Mart, and Unisuper (La Torre/Econosuper.) It is estimated that only 30 percent of food sales are made through the supermarkets and the rest are divided between corner stores and open-air markets. Smaller supermarkets have begun operations in the country and are trying to gain territory on the retail sector, but these supermarkets are more targeted to the middle-low and lower classes. These are stores smaller than a regular supermarket and consequently have smaller shelf space for their products. These supermarkets are as follows: 1) Super Elmar, S.A. 2); Comercializadora Gigante, S.A., also known as La Barata; 3) Super Del Barrio, and 4) Supermercado Los Tiburoncitos.

Most of these small supermarkets have units within Guatemala City and surrounding cities. Their biggest challenges are keeping prices low and competing with the larger supermarkets to capture the customers in the income segments C+ to C- who usually acquire goods on a daily basis. In addition, these stores have to consider the expenses of paying security guards in all of their units since most of them are located in areas where delinquency is very high.

Supermarket sales are expected to continue to grow by at least 10 percent a year for the next few years. The rest of the consumers still rely on open-air markets and the mom and pop stores. The open-air market is where local farmers sell their products, mostly fresh produce. They are similar to farmers' market in the United States. The mom and pop stores, also known as "tiendas de barrio",

are small stores, on average 30 square feet in size, and carry an inventory worth approximately US\$500. Their major suppliers are distributors, wholesalers and importers, which also supply to supermarkets. However, they offer very few imported products.

Walmart Mexico y Centroamérica is Guatemala's largest supermarket chain. In 2009, Wal-Mart Mexico bought 100 percent of Wal-Mart Central America's stock and became "Walmart de México y Centroamérica" it became Guatemala's leading supermarket chain, accounting for more than 31,000 direct jobs within their 655 units (as last reported in August 2013.) In Guatemala, the company has grown with their concept stores of Despensa Familiar and Maxi Despensa. Total stores are: Supertiendas Paiz (31), Walmarts (7), Despensa Familiar (144), ClubCo (1) and Maxi Despensa (20). Walmart is now importing directly around 85 percent of their food products including, produce, grains, processed foods and beverages. Walmart Guatemala and Costa Rica make most of the purchasing decisions for the rest of the Central American stores and are interested in expanding the lines of imported goods to supply their high-end stores of hyper and Paiz' stores. Approximately 70 percent of the goods sold come from local suppliers.

UNISUPER is the second largest supermarket in Guatemala with 49 stores under the names of La Torre (41) and Econosuper (8). For the past three years, UNISUPER has been remodeling its stores and upgrading the Econosuper stores which are smaller and sell mostly domestically produced products and very few imported items. Their main goal is to have the same structure and quality service in all their facilities, regardless of the name of the stores and the sectors they serve. In the past, UNISUPER kept the individual names of the stores so that customers keep in mind that La Torre's stores cater to the more affluent sector, while Econosuper serviced the lower income customers.

UNISUPER is also a member of Supermercados de Centroamérica y Panamá – SUCAP (Panama and Central America Supermarkets.) SUCAP incorporates 16 different supermarket chains in Central America (approximately 279 stores), small, medium, and large stores that are present not only in the larger cities but also in the rural areas. SUCAP's main objective is to keep its market share in Central America and to compete with Wal-Mart.

This alliance among these well-known Central American supermarket chains, will allow them to exchange and share their knowledge on software technology, to train their personnel, and to provide other market intelligence resources that will allow them to reduce prices and transfer lower prices to their customers.

The members of SUCAP are: El Machetazo, Super 99, Mega Depot and Super El Rey from (Panamá); Perimercados, Super Compro, Jumbo and Automercados (Costa Rica), UniSuper /La Torre (Guatemala), La Colonia (Nicaragua), Super Selectos and Super Market (El Salvador) and La Colonia (Honduras).

## **Trends and Highlights**

- Supermarkets continue their expansion to other cities in the interior of the country and to some of the nearby areas within Guatemala City.
- Supermarket sales continue to grow and are still competing with wet markets and corner stores. For this reason, supermarkets are building stores closer to the residential areas to capture more costumers.
- Business people that live in residential areas outside the city limits have no option but go to a supermarket close to their homes for smaller purchases during the week after business hours when most open-air markets are closed.

- The membership discount club and bulk purchase concept have gained acceptance among consumers, as many find wholesale clubs more suited for one-stop shopping.
- Going to the supermarket is a family activity and therefore, marketing activities to promote new products during the weekends occur more often than any other day of the week. Many products are sampled during peak hours to motivate and attract consumers.
- In the three major supermarkets, convenience and prepared foods are gaining ground as consumers try to reduce time spent preparing foods at home. Also, business people who do not want to spend money on fast-food restaurants for lunch look for prepared meals inside the supermarkets. A wide variety is offered from typical foods to roasted turkey.
- Overall, frozen prepared foods account for 10 percent of imported food sales. The product variety is very small and few frozen vegetables are found.
- There is a trend to eat healthy food that is low in calories and cholesterol. Most supermarkets have a diversity of dry, frozen, and ready-to-eat products. Also, sugar and gluten-free products are expanding their shelf share and growth every year. These products include items such as yogurts, candies, jams, cookies, and crackers.
- Supermarkets offer a variety of services under the same roof from bill payment services, coffee shops, deli stores to dry cleaning services.
- Discounts of 10 percent on total purchases are being offered by supermarkets when paying with credit cards issued by the local banks Ficohsa and G&T Continental.

## **B. Hotel, Restaurant and Institutions**

### **Hotels**

Almost 2,500 hotels operate in Guatemala and this number includes 3 to 5 star hotels located in Guatemala City, as well as the bed and breakfast hotels which are mainly located in the rural areas of the country. From the 2,500 hotels in Guatemala there is a total of 25,000 rooms available; the hotels occupancy is around 50 percent year round and it has been stable at that level for the past years, with the exception of last year. Antigua Guatemala is the tourism site closest to Guatemala City and has more than 150 hotels from which 15 are boutique hotels. According to the Guatemalan Tourism Institute (INGUAT), close to 70 percent of the tourists that travel to Guatemala visit Antigua and it is considered the most important tourism area in Guatemala.

Guatemalan Tourism Institute (INGUAT) reported that income from the tourism sector in 2012 totaled US\$1,418 million which represents around 1.9 million tourists that visited Guatemala. This sector also contributes to 2.2 percent of the country's GNP. Guatemala City is the area where most 3 - 5 stars hotels are located.

In 2012, the highest number of travelers was from El Salvador totaling 604,871 followed by the United States with 434,175 visitors.

#### **TOURISTS IN GUATEMALA BY NATIONALITY -- PERIOD 2007-2012 NUMBER OF TOURISTS**



COUNTRY	2007	2008	2009	2010	2011	2012
United States of America	409,771	423,000	499,357	517,830	429,216	434,175
Mexico and Canada	86,466	92,905	105,456	127,691	175,380	197,772
El Salvador	617,798	647,568	507,802	485,888	542,316	604,871
Other Central America countries	266,495	288,036	384,894	447,929	387,942	405,882
South America and West Indies	63,132	66,031	66,425	65,416	58,670	68,375
Europe	145,188	156,978	173,057	179,824	173,074	185,871
Other Countries	38,702	40,908	39,877	51,199	56,065	52,310
<b>Total</b>	<b>1,627,552</b>	<b>1,715,426</b>	<b>1,776,868</b>	<b>1,696,133</b>	<b>1,822,663</b>	<b>1,949,256</b>

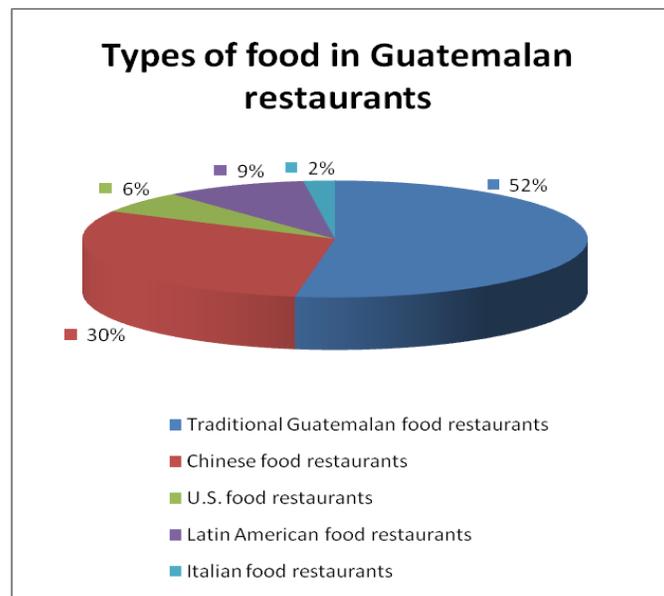
Source: Guatemalan Tourism Institute (INGUAT)

## Restaurants

According to the Guatemalan Restaurant Council (GREGUA), over the past five years there has been an increase of almost 54 percent in sales. In 2006, sales totaled US\$1.3 million and in 2011, sales totaled approximately US\$2.1 million.

Guatemala has around 14,600 restaurants from which 79 percent are formal restaurants; 4 percent fast-food restaurants and 16 percent are informal restaurants. The majority of restaurants, 52 percent, serve Guatemalan traditional food, 30 percent are Chinese restaurants, 6 percent are U.S. food restaurants, 9 percent are international food restaurants, and 2 percent are Italian food restaurants.

The Guatemalan cuisine is diverse but most local dishes include the main staple of the country: white corn.



Source: GREGUA

The fast-food restaurant is a sector that has grown rapidly not only on their sales at their restaurants, but because of their home delivery services. The most popular types of fast-food in Guatemala are: hamburgers, pizzas, tacos, and fried chicken.

Fast-food restaurants are also an option for business people in Guatemala that have had to change their eating habits of eating breakfast and lunch at home to dining in restaurants near their offices, thus this has opened opportunities for this sector.

### The Institutional Market

The following sectors are considered important within the institutional market in Guatemala and depend on the Government of Guatemala (GOG) for acquisition of food products:

- Government social programs
- Public hospitals
- Penitentiary system
- Public schools for their lunch feeding programs (when budgeted and approved.)
- 

In Guatemala there are more than twenty social and sport clubs; most of them are located within Guatemala City. These clubs buy food and beverages from local importers/distributors, open air markets and wholesale markets.

Many of the clubs rent their facilities for social activities like weddings, baby showers, etc. and are available not just for their members but also for non-members.

For additional information please refer to FAS Guatemala’s Hotel Restaurant and Institutions 2012 Report at [www.fas.usda.gov/scriptsw/attacherep/default.asp](http://www.fas.usda.gov/scriptsw/attacherep/default.asp).

### IV. BEST PRODUCT PROSPECTS

The following is a list of product categories with the best export potential for U.S. suppliers.

Product Category	2012 Market Size (Metric Tons)	2012 Imports (US\$ in thousands)	5-Yr. Avg. Annual Import Growth (%)	Import Tariff Rate	Key Constraints Over Market Development	Market Attractiveness for U.S. products
Beef	6,463	25,880	10.14	Immediate duty-free access for “prime” and “choice” cuts. Other cuts phased-out over 15 years. Duties on other products, including offal’s phased-out over 5-10 years.	Competition from Nicaragua, Costa Rica and Honduras	Of the 14 million Guatemalans, one-half million are in a position to afford imported goods, and an additional 4 million can afford competitive U.S. food products.
Poultry Meat	73,851	62,093	7.11	All Central American tariffs on poultry and poultry products will be	Competition from: local production, Central American	Guatemalans view U.S. products as of higher quality and safer than local

				eliminated within 18 years. Chicken leg quarters are at 0% within quota.	countries and Panama	p r o d u c t s .  Importers are eager to take full advantage of CAFTA-DR and favor trading with U.S. exporters.
Processed Fruit & Vegetables	64,175	94,672	8.42	All U.S. vegetables are tariff free, except the following: Frozen Vegetables (10 yrs); Mixed Vegetables (5 yrs).	Competition from: Chile and Canada	
Dairy Products (excl. cheese)	66,745	128,169	4.12	Under CAFTA-DR dairy products will achieve free trade within 20 years. Duty-free TRQs expand at an annual compound rate of 5 percent. The over-quota tariffs on dairy TRQs remain at base rates for years 1-10th.	Costa Rica and Nicaragua offer competitive prices due to low transportation costs.	
Snack Foods	43,007	97,370	7.12		Competition from Mexico, El Salvador and Costa Rica	

## **V. POST INFORMATION**

If you need assistance exporting to Guatemala, please contact the U.S. Agricultural Affairs Office at the following address:

Office of Agricultural Affairs  
Avenida Reforma 7-01, Zona 10  
Guatemala, Ciudad 01010  
Tel: (502) 2332-4030  
Fax: (502) 2331-8293  
Email: [AgGuatemala@fas.usda.gov](mailto:AgGuatemala@fas.usda.gov)

For more information on exporting U.S. agricultural products to other countries, please visit the Foreign Agricultural Service's home page: <http://www.fas.usda.gov>.

## **VI. LIST OF MAJOR REGULATORY AGENCIES**

Name:  
Title: Director  
Institution: Food Control Unit/Ministry of Health (MSPAS)  
Address: 3 Calle final, 2-10 Zona 15. Valles de Vista Hermosa. Guatemala  
Telefax: (502) 2369-8784 / 6  
Website:  
[http://portal.mspas.gob.gt/direccion\\_general\\_de\\_regulacion\\_vigilancia\\_y\\_control\\_de\\_la\\_salud.html](http://portal.mspas.gob.gt/direccion_general_de_regulacion_vigilancia_y_control_de_la_salud.html)

Name: Lic. Guillermo Ortiz  
Title: SPS Director  
Institution: Norms and Regulations Unit/Ministry of Agriculture (MAGA)  
Address: 7 Avenida 3-67 Zona 13, Guatemala City, Guatemala  
Telephone: (502) 2413-7000  
Website: <http://www.maga.gob.gt>

Name:  
Title: Director OIRSA-SEPA-SITC  
Institution: Inter-Regional Organism for Plant and Animal Health/Ministry of Agriculture (MAGA)  
Address: 21 Avenida 3-12, Zona 15, Guatemala  
Telephone: (502) 2500-9200  
Fax: (502) 2500-9349  
Website: <http://www.oirsa.org/portal/Default.aspx>

Name: Lic. Alejandro Cutz  
Title: CAFTA-DR Administrator  
Institution: Foreign Commerce Administration Direction/Ministry of Economy  
Address: 6 Avenida 10-43 Zona 1, Guatemala  
Telephone: (502) 2412-0200  
Website: <http://www.mineco.gob.gt/>

Name: Lic. Osmar Telon  
Title: Director of Operations Unit  
Institution: Superintendence of Tax Administration (SAT)/Customs Authority  
Address: 7a Av. 3-73, Zona 9, Edificio Torre SAT, Guatemala City  
Telephone: (502) 2329-7070

Website: <http://portal.sat.gob.gt/sitio/>

## APPENDIXES

### APPENDIX I STATISTICS

Table A. Key Trade and Demographic Information 2011

Agricultural, Fish & Forestry Imports from all countries (millions) / U.S. Market Share (%)	2,533 / (42)
Consumer Oriented Agricultural Imports from all countries (millions) / U.S. Market Share (%)	1,147 / (27)
Fish & Seafood Imports from all countries (millions) / U.S. Market Share (%)	57/ (9)
Total Population (millions) / annual growth rate (%)	14 / (2.0)
Urban Population (millions) / annual growth rate (%)	3 / (3.5)
Number of metropolitan areas	38/1
Per Capita Gross Domestic Product (U.S. Dollars)	5,300
Real GDP growth (%)	3
Unemployment rate (%)	4.1
Exchange Rate (US\$1 = X.X local currency)	Q7.8

1/ These are cities with more than 100,000 inhabitants

Source: Ministry of Economy  
National Statistics Office  
Central Bank of Guatemala  
The World Fact Book