



Miguel Valero,
General Manager,
Agriquem

With a unique product worldwide Agriquem monitors the quality and safety of the agroindustry

With a patent in agronomic services protected in 15 countries, this Spanish company, with 24 years in the market, came to Chile in 2000. It is a diversified business, that differentiates them, there's no competition and is a product unique globally. Under this system they are strong in agriculture in monitoring the crop and optimizing nutrition.

They considered themselves very Chilean; the country has allowed them to develop their business throughout South America: Argentina, Peru, Ecuador, Colombia, as well as Central America. Chile currently represents 45% of the group sales, thanks to its position and to the regional market that they have. Today there are 70 professionals in the company, with sales of about five million Dollars and offer services to different sectors. The main is food, which constitutes 75% of revenue. Also the environmental sector, mining, pharmaceuticals recently and they are starting to work on industrial issues.

The general manager of the company, Miguel Valero, explains that it is a technology center that from the value and knowledge of what happens in all the processes, tries to offer solutions to its customers in terms of processes, products, food quality, safety, environmental control, recognize the mineral wealth, i.e., everything from the analytical basis. The core business of the company is to provide analytical services and to do so; they have in each area a team of professionals that gives added value.

The group has grown a lot lately, they are in 25 countries; America has become the main platform and has replicated the model in other countries. Chile was the first country where they were internationalized. Here in Chile they repeated what they did in Spain eleven years before, and have done the same in neighboring countries, including North America. The model is a technology center based in analytical services with specialized teams.

The company performs analysis of any type of matrix, substrate or material. In the agro part, i.e.,

the production itself, works with leading producers in the country. They chose Chile because of its great potential, is an export-oriented country, a major producer and global leader in grape, avocado, berries among others. It fitted well with the business model and the development they wanted.

In food the principal issues are quality and safety of all agricultural exporters. They started in the food area basically in agriculture sector, but today they are in fishing, processed, dried fruit, in the food industry in general.

In 2007 they began to identify needs in the environmental area. In his opinion Chilean law is a bit immature, but progressing, there is a good control on issues such as drinking water, sewage, liquid waste, but lack in others as contaminated soil, waste, air, among others. They provide this service to the agricultural export sector because of its own environmental control needs, as contracts with the environment ministry, the ministry of health and the superintendence of sanitation.

With great analytical capacity of the best level, they cooperate with many universities, they complement each other in various projects where they do not reach the company deliver the analytical service to them, that's the differential that they offer, which has enabled them to diversify their positioning, the product portfolio has expanded gradually. So, they have maintained a steady growth each year from 12% to 15%.

They have a great expertise and a great background in the food industry, Valero stressed that "we are positioned and working with key players of the production sector in the world".

In Europe was one of the first companies to analyze food safety "that know-how and international positioning is very useful for the Chilean exporter, because when he has to export to USA, Europe or Asia, we give him the information of the destination markets he needs", he concludes.