

To: KONIG Helena (TRADE); Art.4.1(b) (TRADE); CEBALLOS BARON Miguel (CAB-MALMSTROM); GALLINA Sandra (TRADE); Art.4.1(b) (TRADE); Art.4.1(b) (TRADE); Art.4.1(b) (TRADE); Art.4.1(b) (TRADE); Art.4.1(b) (TRADE)

Subject: Minutes of a meeting between Miguel Ceballos and Art.4.1(b), Heineken - 19 June 2017

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Mr Ceballos (MC) thanked Art.4.1(b) for the reception and the visit of Heineken's brewery offered to Commissioner Malmström on 8 May 2017 in Mexico. Art.4.1(b) explained that the visit of the Commissioner has also facilitated the contact between Heineken and the Mexican authorities.

Art.4.1(b) explained that the interest of his company for the modernisation of the Agreement with Mexico as well as the ongoing negotiations with Mercosur. Heineken has recently acquired 14 breweries in Brazil. It becomes now the second actor in Brazil with a market share of 20%. Similar to the situation in Mexico, sourcing of barley is essential for the breweries in Brazil, as its competitors have agreed exclusivity for the sourcing of barley originating from Uruguay and Argentina.

Art.4.1(b) and Art.4.1(b) briefly exchanged on the difficulties encountered by Heineken to diversify the sourcing of barley in Mexico. Heineken would face difficulties to import from the EU due to SPS requirements. MC invited Art.4.1(b) to provide additional information on this difficulties in order to assess better the situation.