

Online Event Program: Mercosur – Business Opportunities for European Companies

Date: February 17, 2026

Time: 15:00 – 17:00 (CET)

Format: Online Event | Language: English

Introduction

- **15:00 – 15:10**

Welcome and event overview

Speaker: Fimago Team & IVEJM

- Event purpose: To present concrete business opportunities and practical guidance for entering Mercosur markets: Mateja Milost, CEO Fimago, Econ. Jose E. Villasanti, Founder of IVEJM, CEO of Estigarribia d.o.o., and board member of SloPar.

Speakers and Presentations

1. Mercosur-specialist: Dr. Ernesto Andrés María Velazquez Argaña

16:10 – 16:40

- **Title:** Former member of the Board of Directors en Central Bank of Paraguay
- **Experience:** an international law expert, arbitrator, and academic with extensive experience in MERCOSUR, international trade, and investment law. He has held senior advisory roles in public institutions and brings a practical, high-level perspective on regional integration and international agreements.
- **Topic:** MERCOSUR–EU Agreement
- **Content:** EU & Mercosur. Opportunities
 - Competitive tax environment and low operating costs
 - Favorable logistics and operational strategy
 - Market entry structure and risk reduction

2. Mario Paz

15:40 – 16:10

- **Title:** Consultant and legal expert from Paraguay

- **Experience:** Extensive experience working with companies in Mercosur markets
- **Topic:** Legal and regulatory guidance for doing business in Mercosur
- **Content:**
 - Impact of the EU–Mercosur agreement on business
 - Legal framework and risks
 - Practical advice for companies

Conclusion and Q&A

- **16:10 – 17:00**
 - Answers to participants' questions
 - Summary of key insights
 - Recommendations for next steps
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Registration

- **Link to register:** <https://forms.gle/7bY6WFpkAFUSkp4a7>