

# COLMADOS FROM SPAIN





WHAT IS IT?

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Colmados from Spain is a quality certificate awarded by ICEX to retailers abroad who sell Spanish products and meet a series of excellence requirements







AIMS

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To give recognition to shops that are committed to promoting the quality and excellence of Spanish products, as well as Spain's culture and image

To stimulate the promotion and consumption of Spanish products beyond our borders



# BENEFITS

WHAT WILL CERTIFIED SHOPS WIN?

1. Bolster the shop's image and reputation
2. Promotion of their business via ICEX and the Cervantes Institute
3. Access to product training programs
4. Opportunity to attend gastronomic fairs in Spain
5. A chance to stand out from the competition
6. Possibility of accessing new markets and customers



WHO IS IT AIMED AT?

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Both physical shops and online retailers are eligible to apply for the certificate if they have a certain minimum number of Spanish product references in their inventory. This includes large supermarkets, single-product establishments and franchises.



2024 PILOT PROJECT

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Applications by invitation  
only from the economic  
and commercial offices



GERMANY  
UNITED STATES  
HONG KONG  
MEXICO  
UNITED KINGDOM



# PROCEDURE

The procedure involves meeting certain requirements under the principles of objectivity, truthfulness, transparency, flexibility and adaptability



# HOW DO I GET THE CERTIFICATE?

The shop must meet a series of criteria, assessed in five categories:

1. There must be Spanish products present
2. In-store visibility
3. Certification of origin
4. Background information that highlights the value of the product
5. Promotion of the product associated with the image of Spain

The shop must score at least 60/100 points



# ASSESSMENT PROCESS

1.

Review of the application form, the supporting documents and visits to the shops

2.

External audit carried out by a third party

3.

Final decision by a certifying body



# THANK YOU

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