

Assignment name: Metropolitan Food Cluster Aguascalientes, Mexico	Approx. value of the contract: € 230,000
Country: Mexico Location within country: State of Aguascalientes	Duration of assignment (months): 12 months
Name of Client: FOCIR (Fondo de Capitalización e Inversión del Sector Rural)	Total N ^o of staff-months of the assignment: 9 months
Address: Circuito Guillermo González Camarena No. 1000, piso 3, Colonia Centre de Ciudad Santa Fe, Delegación Álvaro Obregón, México, D.F. 01210	Approx. value of the services provided by your firm under the contract: €230,000
Start date (month/year): February 2011 Completion date (month/year): March 2012	N ^o of professional staff-months provided by associated Consultants: 3 months
Name of associated Consultants, if any: - Buijs Consultancy - Robert van der Geest Consultancy	Name of senior professional staff of your firm involved and functions performed - Madeleine van Mansfeld (Project leader, Wageningen UR team) - Peter Smeets, Alterra (Metropolitan Agriculture) - Arjen Simons, FBR (Fresh Chain Logistics) - Olga van der Valk, Agricultural Economics Institute (Regional development, market analysis)
<p>Narrative description of Project: In order to increase the production and competitiveness of the Mexican rural sector, assigner has requested advice on the design of an Integrated Agropark, its Intelligent Agrologistic Network and Rural Transformation Hubs in the state of Aguascalientes, Mexico. To that end a pre-feasibility study was executed in 2010 and the feasibility study will be carried out in the beginning of 2012, determining feasibility of the agropark on given location(s), its business potentials and assessment of the total value of the park, its structural elements as a base for the design of the conceptual master planning and analysis of KENGi stakeholders and their mutual relations/preliminary risk analysis.</p>	
<p>Description of actual services provided by your staff within the assignment:</p> <ul style="list-style-type: none"> • Project management • Execution of pre-feasibility study • Execution of feasibility study • Process management of participatory co-design process • Stakeholder analysis • Market analysis • Analysis of Fresh Chain Logistics • Design of rural transformation process • Landscape Ecology input in design • Hydrology input in the design 	

- Industrial Ecology input in design
- Spatial design
- Agricultural Science input in the design

Firm's Name: Alterra / Wageningen UR

[References](#)