



INTERNATIONAL ASSOCIATION OF AGRICULTURAL PRODUCTION INSURERS
ASSOCIATION INTERNATIONALE DES ASSUREURS DE LA PRODUCTION AGRICOLE
INTERNATIONALE VEREINIGUNG DER VERSICHERER DER LANDWIRTSCHAFTLICHEN PRODUKTION
ASSOCIAZIONE INTERNAZIONALE DEGLI ASSICURATORI DELLA PRODUZIONE AGRICOLA

JUAN CARLOS CORTES GARCIA

ALASA

President

Mr. Cortes has a BA in Economics and a Master's degree in Public Policy from the Instituto Tecnológico Autónomo de México (ITAM), graduating with honors.

His professional activity has been oriented mainly to the Agribusiness Sector and to the Rural Financing Sector (Banking and Insurance).

His family have been coffee farmers for 140 years and 4 generations.

Mr. Cortes created in 1993 "Protección Agropecuaria, Compañía de Seguros" (PROAGRO). PRO AGRO was the first new insurance company authorized in Mexico in 35 years and the only one specialized in agricultural insurance, distinguished for its technological innovation. Today, PROAGRO operates as a leader in the agricultural insurance business in Mexico and in several Latin American countries.

As a business leader, Juan Carlos has been President of the Consejo Nacional Agropecuario (National Agricultural and Livestock Council) which is the leading organization of agricultural businessmen in Mexico, Member of the Board of Directors of the Consejo Coordinador Empresarial (National Businessmen Council), the leading Mexican business organization, President of the Agricultural Insurance Committee of the Mexican Association of Insurance Institutions (AMIS) and President of the Latin American Association for the Development of Agricultural Insurance (ALASA).

Within the Mexican Government, he has been Director of Economic Advisors in the Presidential Office, Vice Minister of Agriculture and CEO of the National Bank for Agricultural, Rural, Forestry and Fisheries Development (FND), the main government development Bank for the Agri-food Sector.

He has received numerous awards for his philanthropic approach such as the "Professional Merit" Award by his alma matter (ITAM) in recognition of his contribution to the well-being of Mexican society. In 2015, he received the highest honor awarded by his home city of Puebla, the official copy of the "Royal Certificate" of the foundation of the city (1538). This prestigious distinction is given only to those who most honorably represent the city of in their careers.