

# FERRERE REPRESENTS CRUZIMEX IN ACQUISITION OF APEGO

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Ferrere, through its Bolivia team, has advised Cruzimex Comercio Exterior, a consumer goods company with a portfolio of more than 500 brands, on the acquisition of the brand and know-how of Apego.

In addition to the acquisition of the brand and know-how, the company also acquired the assets of Apego and partnered with its CEO to bring all its intangibles into a new partnership. Furthermore, an investment of half a million dollars was announced to continue the expansion of the brand in Bolivia.

The consultancy involved the incorporation of the new company, the structuring of the asset and intangibles purchase agreement, and the shareholders' agreement. The firm is also advising shareholders on the issuance of preferred shares.

Apego is a food startup launched in 2020, dedicated to industrialisation and innovation in the syrup and cold beverage sector.

Ferrere's team was led by partner **Diego Villarroel Salvatierra** (pictured) and lawyer **Pablo Heredia**, assisted by lawyers **Alberto Rivera Teran** and **José Rivero**.