

The Blue Moon

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Uruguay Bicentennial

200
Years

of Independence,
Innovation and
Global Bridges



H.E. Mr. Alberto A. Guani
*Ambassador of Uruguay to India &
GRULAC Coordinator in India*



INDEX

Suave

- 7** From Montevideo to New Delhi Ambassador Guani Charts Uruguay's Bicentennial Vision and India's Strategic Role in Latin America

Jjuliaa Gangwani

Contributors

- 9** Uruguay's Renewable Revolution From Energy Crisis to Global Trailblazer
Tenzing R. Shahv
- 11** From Soil to Software Uruguay's Agricultural Vision Meets Indian Innovation
Kamran del Valle
- 13** Uruguay South America's Strategic Logistics Gateway
Vihaan Deshmukh
- 19** Uruguay Emerges as a South American Tech Leader
- 21** Punta del Este-The "Saint-Tropez of South America" and Its Appeal to Indian Travelers
Mira Devlin
- 23** BEYOND BORDERS THE GLOBAL APPEAL OF TANGO
Lucía Nayak
- 27** Crust, Crumble, Culture Uruguay's Fast Favorites
Mira Devlin
- 29** Tannat Tempts Indian Tastes, but Import Barriers Hold Back the Pour

Pharma Frontlines

- 15** Generics with Heart Zenith's LATAM Vision Begins in Uruguay

Press Pulse

- 18** Uruguay Opens New Consulate in Bangalore, Marking a Strategic South India Presence
- 25** India - Uruguay Talks at BRICS Highlight Sectoral Synergy, But Lack Execution Roadmap
- 26** Uruguay - India Dialogue Gains Momentum in Ministerial Exchange

In Memory of Mr. Amit Mittal
Co Founder, Visionary & Editor

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Chief Editor
Jjuliaa Gangwani

Advisors
Ambassador Jorge Castaneda
Former Ambassador of Peru to India

Kamal Sanghvi
Rotary International Director (2019-21)

Contributors
Tenzing R. Shahv
Kamran del Valle
Vihaan Deshmukh
Mira Devlin
Lucía Nayak

Reporter
Himali Chopra
Rhea Kapoor

Head of Sales & Marketing
Hina Khan

Graphic Designer
Arjun Mehta

Head of Subscriptions
Gagan Sharma

Advertising
for advertising rates and Editorial Content
eh.bluemoon@gmail.com

Subscriptions
for annual subscriptions
admin@thebluemoon2008.com

Feedback
admin@thebluemoon2008.com

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Tel.No: +91- 9873633960
E-mail : admin@thebluemoon2008.com

#jjthebluemoon #jjthebluemoon
www.thebluemoon2008.com
@TheBlueMoonmagazine



Uruguay

Small Country, Giant Impact

When we launched The Blue Moon's Latin America webinar series, we chose to begin with Uruguay not because other South American nations lack brilliance, but because Uruguay stands at a historic crossroads, its bicentennial. This milestone marks 200 years of independence, resilience and democratic evolution, offering a timely and meaningful lens through which to celebrate the nation's achievements and global contributions.

Uruguay is a country that moves with quiet confidence. With just 3.5 million people, it has achieved what many larger economies still aspire to, near total renewable energy, pioneering digital governance and two centuries of uninterrupted democracy. It's a place where ideas are tested quickly, partnerships are built on trust and innovation is not just encouraged it's embedded in the national rhythm.

From green hydrogen pilots and agri-tech collaborations to smart logistics and digital infrastructure, Uruguay is shaping the future with precision and purpose. Its pharmaceutical sector is also gaining global attention offering high-quality generics, biotech research and regulatory transparency that make it a compelling partner for India's health diplomacy and pharma exports.

As a founding member of Mercosur, Uruguay provides preferential access to Argentina, Brazil, Paraguay and beyond, turning local partnerships into regional springboards. That membership smooths customs procedures, harmonizes standards and opens corridors for Indian investors and exporters eager to reach a market of more than 260 million consumers.

But Uruguay's leadership isn't limited to industry and trade. It's also deeply human. In 2007, Uruguay became the first country in the world to provide every schoolchild with a laptop through its Plan Ceibal initiative bridging the digital divide and transforming public education. Literacy rates soared, digital fluency became universal and a generation of young Uruguayans grew up with access to knowledge, creativity and global connection. It's a model that continues to inspire educational reform across continents.

And then there's the soul of Uruguay the pulse of Candombe, the elegance of Tango, the vineyards of Canelones and the quick-bite charm of Montevideo's cafés. Uruguay's tourism isn't just about sightseeing, it's full immersion. Whether you're sipping Tannat wine in a family-run bodega or strolling historic plazas, the country invites you to slow down and connect with its story.

This edition is a tribute to that welcome. Inside, you'll find stories of renewable-energy breakthroughs, agri-tech innovations, logistics success stories, digital education milestones and pharmaceutical partnerships. You'll meet interns, entrepreneurs and visionaries who are shaping the next chapter of India - Uruguay relations. Ambassador Alberto Guani's vision anchors the edition, offering a roadmap for bilateral growth that spans trade, technology and creative exchange.

We hope you enjoy reading this edition as much as we enjoyed creating it. My heartfelt thanks go to our sponsors, whose support made this possible and to the Blue Moon team, whose dedication brought every detail to life. Here's to 200 years of heritage honored and new horizons explored together.

Jjuliaa Gangwani

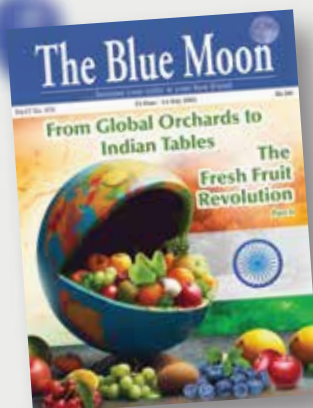
URUGUAY
AT



A NATION OF SPIRIT, SOVEREIGNTY AND GLOBAL GRACE

A Tribute from The Blue Moon on Uruguay's National Day

On this historic occasion of Uruguay's Bicentennial, The Blue Moon extends heartfelt congratulations to the people and government of Uruguay. Two hundred years of independence mark not only a political milestone, but a cultural and philosophical triumph a testament to Uruguay's enduring commitment to democracy, dignity, and dialogue.



From the quiet strength of Montevideo's literary salons to the vibrant pulse of its ports and railways, Uruguay has long stood as a bridge between continents, ideas and identities. Its legacy is not measured merely in treaties or trade, but in the grace with which it has embraced pluralism, innovation and global friendship.

As India and Uruguay continue to deepen their diplomatic and cultural ties, we celebrate the shared values that unite us: respect for sovereignty, love for heritage and a belief in the power of peaceful collaboration.

This edition of The Blue Moon is dedicated to Uruguay's spirit, its poets, diplomats, artisans and dreamers.

May the next century be one of luminous partnerships, poetic trade and enduring resonance.



The Blue Moon's special edition on Uruguay's Bicentennial has been made possible through the generous support of Mr. Sanjiv Shanmugam, Honorary Consul of Uruguay in Bangalore, Mr. Umang Patel, Founder & CEO of Zenith Health Science & Art PpassPublisher. Their sponsorship and diplomatic presence have added ceremonial depth and cultural resonance to this milestone publication.



From First Steps to Strategic Embrace India - Uruguay Visits Through Time

Indian Visits to Uruguay

Date	Visitor/Delegation	Purpose/Details
1968	PM Indira Gandhi	First Indian Prime Minister to visit Uruguay
16 Nov 2017	Smt. Maneka Gandhi, Minister of Women & Child Development	Met VP Lucía Topolansky
29 Apr 2020	EAM Dr. S. Jaishankar (telephonic)	Spoke with FM Ernesto Talvi during COVID-19
14 -17 Jun 2023	Minister Pralhad Joshi & 10-member delegation	Parliamentary visit, met VP Beatriz Argimón & Speaker Sebastián Andújar
25-27 Sep 2023	Rajya Sabha delegation (4 MPs)	Attended 2nd World Summit of Committees of Future in Montevideo
28 Feb-01 Mar 2025	MoS Pabitra Margherita	Attended President Orsi's swearing-in; met Minister Fernanda Cardona
2012	Parliamentary delegation	Bilateral engagement
26 Nov 2019	Indian diaspora event at TCS Montevideo	Constitution Day celebration

Uruguayan Visits to India

Date	Visitor/Delegation	Purpose/Details
1999	VP Dr. Hugo Fernandez Faingold	Official visit
Feb 2011	VP Mr. Danilo Astori Saragosa	Official visit
Oct 2015	FM Rodolfo Nin Novoa	Attended India-LAC Conclave with commercial delegation
2010	Parliamentary delegation	Bilateral engagement
Mar 2023	DFM Nicolás Albertoni	Attended 5th FOC & Raisina Dialogue
Feb 2024	FM Omar Paganini	Met MoS V. Murleedharan at G20 FMs Meeting in Rio
July 2022	4 young political leaders	Participated in ICCR Gen-Next Democracy Program
2023 (4) & 2024 (2)	Journalists	XP Division familiarization programs

Bilateral/Virtual Engagements

Date	Visitor/Delegation	Purpose/Details
07 Jul 2025	PM Narendra Modi & President Yamandú Orsi	Met at BRICS Summit in Rio de Janeiro
17 Aug 2024	President Luis Lacalle Pou	Participated in 3rd VOGSS (virtual)
Jan 2023	Education Minister Pablo da Silveira	Participated in 1st VOGSS (virtual)
Nov 2023	FM Omar Paganini	Participated in 2nd VOGSS (virtual)
2024	Vice Minister Andrea Brugman & AGESIC Dir. Hebert Paguas	Participated in 3rd VOGSS Youth & IT sessions (virtual)
16 Sep 2024	Secretary Jaideep Muzumdar & DFM Nicolás Albertoni	6th Foreign Office Consultations in Montevideo

As Uruguay steps into its third century, the India - Uruguay partnership is no longer a quiet footnote, it's a growing chapter in South - South diplomacy. From parliamentary exchanges and ministerial visits to shared visions in renewable energy, pharma and digital education, the relationship is evolving with purpose and poise. What began with a historic handshake in 1968 is now a multi-sectoral embrace rooted in trust, scaled through innovation and enriched by culture. The road ahead is not just bilateral, it's beautifully bicontinental.



From Montevideo to New Delhi

Ambassador Guani Charts Uruguay's Bicentennial Vision and India's Strategic Role in Latin America

As Uruguay commemorates 200 years of independence, Ambassador Alberto Guani offers a grounded yet forward-looking view of the nation's evolving identity and its expanding diplomatic and economic ties with India. From historical paradoxes and cultural resilience to renewable energy leadership and digital governance, Uruguay positions itself as a stable gateway to South America. With India poised to open a resident embassy in Montevideo and bilateral trade ambitions accelerating, Ambassador Guani outlines the milestones, micro-engagements and strategic collaborations shaping Uruguay's next chapter on the global stage.

In the following editorial narrative, Ambassador Guani shares his reflections in full, uninterrupted and in his own words, offering clarity, candor and a compelling vision for the bicentennial and its evolving partnership with India.

by Jjuliaa Gangwani



H.E. Mr. Alberto A. Guani
Ambassador of Uruguay to India &
GRULAC Coordinator in India

As Uruguay celebrates its bicentennial, Ambassador Alberto Guani reflects on a nation shaped by paradox, resilience, and reinvention. The country's birth was never meant to be a solitary act. National hero José Gervasio Artigas envisioned a confederation of states, not independence in isolation. Yet history, nudged by British interests, positioned Uruguay as a buffer state between Brazil and Argentina. Independence came with support from the

United Kingdom, Brazil and Argentina, but the country's identity has always been a work in progress.

Over two centuries, Uruguay has woven a rich cultural tapestry. Tango, shared with Argentina and Candombe, a vibrant Afro-Uruguayan rhythm born from African immigrants form part of its living heritage. Its carnival, the longest in the world, stretches from late December to mid-April, echoing a national spirit of celebration and endurance. Politically, Uruguay has experimented with various models, even adopting Swiss governance structures at one point. The nickname "Switzerland of America" stuck, though Ambassador Guani jokes that Switzerland should aspire to be the Uruguay of Europe.

The country's journey has not been without shadows. During the Cold War, Uruguay faced its own dark chapter of human rights violations under the guise of anti-communism. But democracy returned 40 years ago and since then, Uruguay has rebuilt with conviction.

Appointed in 2021, Ambassador Guani arrived in India during the height of the COVID-19 pandemic. Borders were closed, diplomacy went virtual and adaptation became essential. By early 2022, opportunities for deeper engagement began to emerge. While he also serves as ambassador to Sri Lanka, Bangladesh and Nepal, India

remains his primary focus. Quoting President Luis Lacalle Pou, he affirms: "We must press the accelerator with India." The potential is vast and Uruguay is ready to move forward on strategic collaborations.

A major milestone will be the opening of an Indian embassy in Uruguay a symbolic and practical step that could elevate bilateral relations. Uruguay has already welcomed high-level visitors, including Minister Pabitra Margarita on 1st March. A forthcoming meeting in Rio de Janeiro between Prime Minister Modi and Uruguay's president is expected to solidify and accelerate engagement.

The success of Tata Consultancy Services (TCS) in Uruguay stands as a testament to the country's reliability. Amid regional economic instability in Brazil and Argentina, TCS chose Uruguay for its stability, transparency and low corruption. Other Indian investments have followed, including agribusiness ventures. On the reverse, Uruguayan company Berkes has established itself in Noida, contributing to India's fight against pollution. These exchanges reflect a maturing relationship built on trust and mutual benefit.

Uruguay is entering a new generation of bilateral engagement. Electric mobility is a key area of interest, supported by Uruguay's global leadership in renewable energy ranking second after Denmark.

This foundation opens doors to joint development in green hydrogen, which Uruguay sees as the future fuel for aviation.

Audio-visual collaboration is another frontier. Uruguay offers competitive filming conditions, diverse landscapes and a welcoming regulatory environment. Bollywood's global reach makes it a natural partner and Uruguay is ready to host Indian productions and co-create stories that travel across continents.

In agriculture, Uruguay is studying the possibility of exporting lamb to India, given restrictions on beef. This initiative is part of a broader effort to rebalance trade flows, as India currently exports far more to Uruguay than it imports.

Academic collaboration is also gaining momentum. An agreement with Woxsen University in Hyderabad has laid the groundwork for faculty and student exchange. This November, a professor from the Catholic University of Uruguay will visit India. At the embassy, a student named Mandip is currently interning, engaging directly with the challenges and opportunities of India - Uruguay relations. These micro-engagements create lasting impressions and plant seeds for future diplomacy.

Digital identity and e-governance are emerging areas of cooperation. Uruguay is working toward a unified

Continue on page 24

Uruguay's Renewable Revolution

From Energy Crisis to Global Trailblazer

by Tenzing R. Shahv
Sustainability Watch

Once synonymous with blackouts and an overwhelming reliance on imported fossil fuels, Uruguay has transformed itself into a beacon of renewable energy innovation an achievement that has captured the attention of experts worldwide.



Just over a decade ago, the nation found itself in the throes of an acute energy crisis: in 2008, more than half (55%) of Uruguay's power came from imported oil, leading to chronic outages and a staggering drain of up to 2% of its GDP on fuel imports. Droughts only made matters worse, periodically slashing hydroelectric output and exposing the fragility of the country's energy backbone.

But Uruguay's turnaround was as bold as it was rapid. The linchpin of this transformation was a pioneering public-private financing model. The state-owned utility UTE committed to 20-year purchase contracts, effectively guaranteeing a long-term market for private investors. Under this system, private firms shouldered the burden of installing and maintaining wind and solar infrastructure, while UTE managed the distribution and guaranteed

purchases. This financial innovation unlocked an extraordinary influx of capital—USD 6.0 billion, the equivalent of 12% of Uruguay's GDP without the need for direct subsidies. The result: the landscape is now dotted with more than 700 wind turbines and numerous solar farms.

The numbers tell a remarkable story. Today, Uruguay generates 98% of its electricity from renewable sources, crafting one of the world's most diversified and resilient energy matrices: wind supplies 38 - 40.6% of the mix, hydroelectric accounts for 42.9 - 50%, biomass contributes 12.9% and solar power shines at 3.5%. Between July 2023 and April 2024, Uruguay ran on 100% renewable energy for 10 consecutive months a feat made possible by favorable weather, smart investments and a grid fine tuned for efficiency.

Looking ahead, Uruguay's ambitions remain undimmed.

The nation's future strategy unfolds across three dynamic fronts. First comes solar expansion: with targeted auctions for small and medium sized producers, the country aims to add 200 MW of solar capacity by 2025.

Projects like the San José and Cerro Largo solar farms backed by a USD 100 million investment signal Uruguay's intent to capture more of the sun's potential. Second, Uruguay is betting big on green hydrogen. The Chilean firm HIF Global plans to invest USD 6.0 billion in a green hydrogen plant in Paysandú, leveraging local renewable surpluses and prime export geography, with construction set to start in 2026. Finally, systemic modernization is underway: the Ministry of Industry, Energy, and Mining is prioritizing battery storage, smart grids to navigate renewable intermittency and electrification of Uruguay's transportation sector (the last major holdout for fossil fuels), channeling support through the Renewable Energy Innovation Fund.

Yet, challenges persist. To truly maximize its export potential, Uruguay must strengthen

regional interconnection
with Brazil and

Argentina unlocking new
markets for its surpluses. And
as climate risks such as
droughts loom, the National
Adaptation Plan for the Energy
Sector aims to bolster resilience
and safeguard hard-won gains.

Uruguay's renewable revolution
is more than a national
triumph, it's a blueprint for
emerging economies seeking
energy sovereignty and
sustainability. The formula-
political continuity, financial
innovation and an unwavering
belief that access to clean
energy is a basic human right.

This expertise has not gone
unnoticed beyond Latin
America's borders. Today,
Uruguay is actively courting
investment and collaboration
from India, seeing clear
synergies between both
countries' renewable energy
aspirations. With its
renewables-based energy
matrix and a proven track
record of attracting private
capital, Uruguay offers enticing
possibilities for Indian
companies, especially those
with strengths in scaling
technology, financing and
supply chains.

Solar energy stands out as a
particularly lucrative area.
Indian firms like Adani Green
Energy and LONGi Green
Energy Technology could find a
welcoming market in Uruguay's
rapidly growing solar sector,
where capacity skyrocketed
from just 1 MW in 2015 to 248
MW in 2022, yet still accounts



for only 1.5 - 3.5% of the grid.
Opportunities abound for
high-efficiency modules,
decentralized installations and
new financing models
especially as the country gears
up for its upcoming 200 MW
solar auction in 2025. In
storage, too, Indian companies
are well positioned, with India
tendering 6.1 GW of standalone
energy storage systems in the
first quarter of 2025 alone.
Models such as Energy Storage
as a Service or grid stabilizing
batteries could help Uruguay
smooth renewable
intermittency.

Wind power, a cornerstone of
Uruguay's clean energy matrix,
also beckons. With more than
700 turbines already spinning,
the country is seeking partners
to optimize operations and
maintain its edge. Indian
companies like RRB Energy
veterans of the Mercosur
market could offer wind
turbines tailored for Uruguay's
moderate winds, localize
component manufacturing and
apply predictive AI-based
maintenance, crucial for a
maturing turbine fleet.

The green hydrogen revolution,

meanwhile, is gaining steam.
The USD 6.0 billion HIF
Global project in Paysandú is
set to produce green hydrogen
for forestry trucks and
synthetic fuels; Indian players
like Greenko could take part
through low-cost electrolyzers,
desalination technologies,
export logistics and tech
transfer in renewable hydrogen
integration.

Collaboration is being made
easier by Uruguay's transparent
public auction system and its
20-year power purchase
agreement model a mechanism
that minimizes risk and
guarantees stable returns for
investors. Bilateral finance, with
Indian banks such as Exim
Bank, could unlock sustainable,
profitable projects combining
solar and storage and even
electrify Uruguay's rural
heartlands.

The story of Uruguay's clean
energy revolution is still being
written, but what's clear is this,
by blending bold vision with
creative policy and open arms
to international collaboration,
Uruguay is redefining what's
possible not just for itself, but
for the world.

From Soil to Software

Uruguay's Agricultural Vision Meets Indian Innovation

by Kamran del Valle
AgriBusiness & Food Diplomacy

In Uruguay's vast countryside, agriculture is more than an economic engine. It's a philosophy of resilience, innovation and quiet global influence. Over 90% of the nation's land is suitable for farming and the country has steadily cultivated its reputation as a reliable supplier of food and agricultural products. From soybeans and rice to barley and sunflowers, Uruguay's crop

commitment to sustainability and traceability. The country's agricultural systems are increasingly guided by georeferencing technologies that track products from origin to consumer whether it's honey from the highlands or citrus from the southern valleys. These systems are not just technical upgrades, they are Uruguay's quiet promise to the world: food that is safe, ethical,

but of mindsets inviting innovation and technology to shape a future where agriculture is environmentally responsible, socially inclusive and economically viable. The vision is clear: adapt to climate change, reduce dependence on monoculture and build rural infrastructure that supports both growth and dignity.

Yet challenges persist. Climate



diversity reflects both international demand and a strategic embrace of agro-export. Livestock, especially cattle and sheep, remain central to the rural economy, anchoring traditions while adapting to modern standards.

What sets Uruguay apart is not just its fertile soil, but its

and traceable.

The "2030 Vision for Uruguayan Agriculture" is a blueprint for a sector that refuses to choose between productivity and planetary care. It calls for resilient farming practices, protection of seed diversity, and smarter water use. It urges diversification not just of crops,

variability threatens harvests, and the technological gap limits the adoption of smart irrigation to less than half the sector. Uruguay's competitiveness hinges on its ability to secure environmental certifications and meet the standards of demanding markets like the European Union. This is where India enters the frame not as a distant observer, but as a

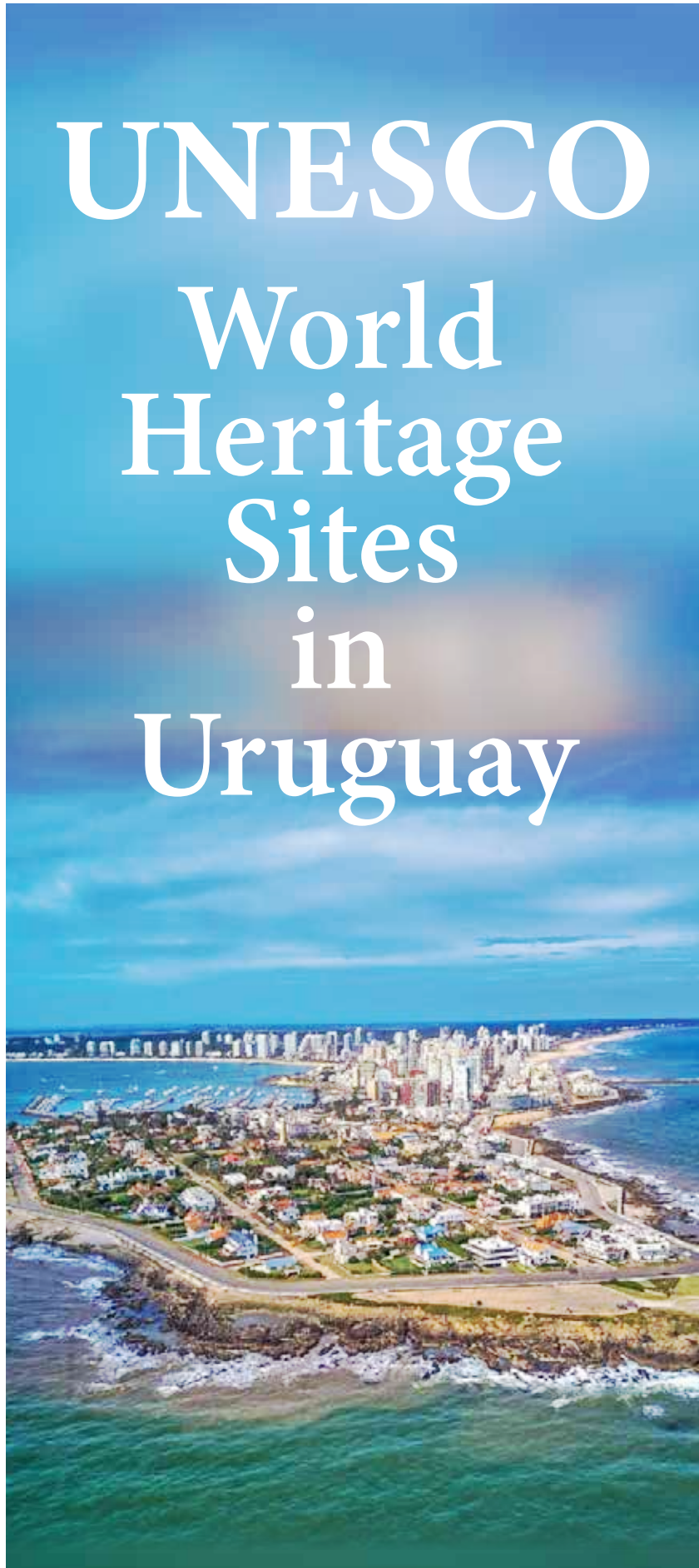
potential co-architect of Uruguay's agricultural future.

For Indian ICT firms, Uruguay offers fertile ground literally and figuratively. Precision technologies like IoT and robotics can optimize planting and irrigation. Blockchain platforms can certify eco-friendly practices and unlock premium markets. ERP and CRM systems can streamline operations and deepen customer engagement. There's room, too, for training programs that build digital capacity and e-commerce platforms tailored to Uruguay's agro-export rhythm.

Joint ventures, free zones in Montevideo and Canelones and events like Agro en Punta and the Agro Hackathon offer Indian companies direct access to producers, policymakers and the pulse of Uruguay's agricultural transformation. The Uruguayan Chamber of Information Technology (CUTI) stands ready as a bridge between sectors, inviting collaboration that is both strategic and soulful.

In the quiet corridors of trade diplomacy, Uruguay is not just exporting food it's exporting a model. And for India, the opportunity is not just to invest, but to co-create. As Uruguay cultivates resilience and India codes precision, the corridor between them may well become Latin America's most quietly transformative alliance.

UNESCO World Heritage Sites in Uruguay



Uruguay

South America's Strategic Logistics Gateway

by Vihaan Deshmukh
Trade & Infrastructure

In the shifting tides of global trade, Uruguay has emerged as a quiet powerhouse a logistics and connectivity hub anchoring the South Atlantic. With its geostrategic location, multimodal infrastructure, and forward-looking regulatory frameworks, Uruguay offers more than access, it offers alignment.

Positioned at the heart of Mercosur, Uruguay connects seamlessly to Argentina, Brazil, Bolivia and Chile via land, while maintaining direct air links to major economic centers across Latin America. For Indian companies seeking a foothold in the region, Uruguay is not just a



Uruguay Logistics

gateway it's a launchpad.

Infrastructure That Moves More Than Goods

Uruguay's logistics backbone is built on world-class multimodal assets:

- Montevideo Freeport: South America's only free port, enabling duty-free foreign trade operations with

regulatory flexibility.

- Carrasco International Airport: A modern hub linking Uruguay to global supply chains with efficiency and reach.
 - Latin America's densest road network: Facilitating swift land transport across borders.
 - Rail Reactivation: A revitalized rail system complements road transport, enhancing cargo flow and reducing costs.
- These assets are supported by progressive regimes such as Temporary Admission and Customs Warehouses, allowing



companies to operate as Regional Distribution Centers (RDCs) with tax exemptions and operational agility.

Logistics as Statecraft

Uruguay's logistics evolution is no accident, it's a state priority. Since the creation of INALOG (National Logistics Institute) in 2010, public-private collaboration has driven sectoral growth, contributing 4–5% to national GDP and generating over 22,000 direct jobs.

“Uruguay doesn't just build infrastructure—it builds trust,” says a senior INALOG official. “Our model is collaborative, resilient, and future-facing.”

Pharma Hub & Digital Resilience

Among Uruguay's standout achievements is its emergence as Latin America's leading pharmaceutical logistics hub, distributing over USD 900 million in medical products annually. Strategic alliances with AstraZeneca, Roche, and others have created over 1,500 specialized jobs.

During global crises, Uruguay's logistics sector demonstrated remarkable resilience through initiatives like the Uruguay Pharma Hub, leveraging AI and blockchain to optimize supply chains and ensure continuity.

Uruguay's logistics roadmap is anchored in two strategic pillars:

- Digitalization: Real-time tracking, blockchain-enabled

customs, and predictive analytics for supply chain transparency.

- Sustainability: Green hydrogen projects, port electrification, and carbon reducing transport corridors like Durazno - Florida, decentralizing logistics and enhancing efficiency.

These initiatives aim to position Uruguay as a low-carbon logistics leader, attracting companies committed to environmental stewardship.

Despite its strengths, Uruguay faces critical hurdles:

- Aging port and rail infrastructure
- High labor and energy costs
- Need for specialized human capital
- Vulnerability to geopolitical shifts (e.g., U.S. trade policy, Panama Canal dynamics)

Addressing these will be key to sustaining Uruguay's logistics momentum.

Uruguay offers a compelling canvas for Indian enterprises:

- Regional Distribution: Serve Mercosur markets via Uruguay's RDC model
- Storage & Cargo Handling: Leverage efficient ports, airports and road-rail networks
- Free Trade Zones: Benefit from tax exemptions and regulatory incentives
- Infrastructure Development: Participate in modernization of ports, airports and railways
- Tech Solutions: Provide

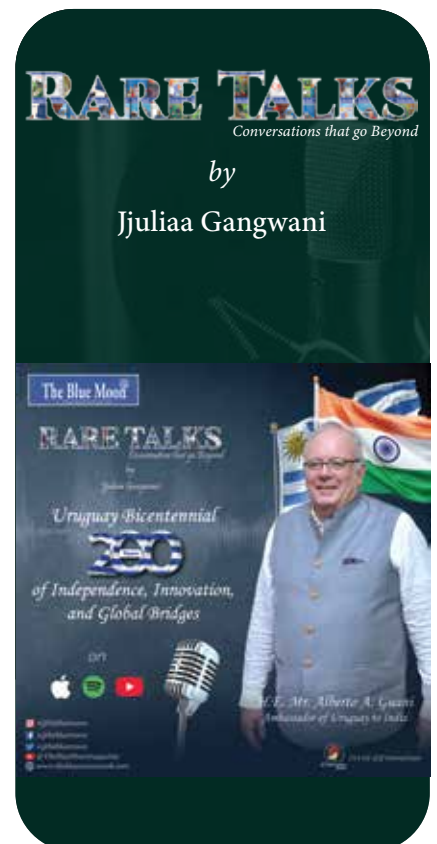
inventory systems, shipment tracking and AI-powered logistics tools

Partnerships with Uruguayan firms and government agencies can unlock new revenue streams while contributing to regional development.

A Gateway with Soul

Uruguay's logistics sector is more than a system it's a philosophy. Rooted in resilience, collaboration and innovation, it offers Indian companies not just access to South America, but a strategic ally in navigating its complexities.

As the Bicentennial Edition celebrates Uruguay's legacy, its logistics story reminds us: in trade, as in diplomacy, infrastructure is intimacy.





Generics with Heart

Zenith's LATAM Vision Begins in Uruguay

From formulation labs to foreign corridors, Mr. Umang Patel founder & CEO of Zenith Health Science carries a generics mission rooted in compassion and clarity

by Jjuiaa Gangwani



Umang Patel
Founder & CEO

Zenith Health Science may be a young enterprise, but its foundation is anything but novice. Spearheaded by Mr. Umang Patel a seasoned pharmaceutical professional with decades of experience across formulation, regulatory strategy and global partnerships the company enters Latin America with a rare blend of startup agility and industry wisdom.

In this exclusive conversation, Mr. Patel shares how Uruguay's transparent governance and skilled ecosystem align with Zenith's mission to deliver complex generics with integrity. From niche therapies to sovereign collaborations, his vision is clear, to build a generics company that leads with heart and scales with purpose

Q. Uruguay is often viewed as a strategic gateway to MERCOSUR. Beyond geography, what specific factors regulatory clarity, healthcare policy or unmet market needs made it the ideal launchpad for Zenith's expansion into Latin America and the Caribbean?

Zenith is an international company focusing on improving access of niche products across markets. Geopolitical factors like stable currency, enforcement of contracts, transparent policies, connectivity, efficient regulatory body for drug approval and skilled workforce plays critical role to achieve our mission of improving access of medicines. Uruguay offers it all. It is already home to some large companies like Megalabs which shows why Uruguay is ideal launchpad.

Q. Access to affordable medicine remains a critical challenge across Latin America. How does Zenith's generics mission align with the region's public health priorities and what measurable impact do you hope to have on affordability

and access?

We, at Zenith lead business with heart that prioritizes purpose, well being of people and impact over solely focusing on profit and financial success. Over 2 decades of experience in industry, we have identified number of inefficiencies lying from manufacturing till distribution to patients which significantly increases cost of medicines and create shortages. We aim to bring efficiencies in operation through tailor made solutions i.e. smaller batch sizes, harmonization , micro planning and localization. We have already proven to reduce cost by minimum 30% where we play.

Q. Will Zenith focus on specific therapeutic areas such as cardiology, diabetes or CNS or adopt a broader portfolio strategy? What informed your decision on which product lines to introduce first in Uruguay and the wider LATAM market?

We are pharmaceutical technology powerhouse. We are therapy agnostic. Our focus is on improving access of complex and niche generic products where competition is low and faces regular shortages i.e. IPF, PAH, Crohn's disease, Critical care, Cancer drugs anti-infectives etc.

Q. Building trust in product quality is essential for any new entrant. What steps will Zenith take to assure healthcare professionals and

patients in Latin America of your generics' efficacy, safety and compliance with international standards?

Quality is topmost priority for us. Most of our products are approved in high vigilance countries like Europe, Australia, Canada, US. Raw materials we use are DMF/CEP grade. All our products have bio-equivalence studies with innovator which proves drugs effectiveness. Manufacturing sites are EU GMP with strong successful audit track records. Product testing and release methods are as per SRA standards which ensures safety and effectiveness of medicines.

Q. To ensure cost-effectiveness and supply chain resilience, does Zenith plan to establish local manufacturing or distribution partnerships in Uruguay or the region or will operations remain India-centric?

We want to be Global Local company. We are actively looking for local partners for local manufacturing as well as distribution. To this testament, we are already establishing JV in Chile and have distribution partnership in Dominican Republic. We believe in building long-term, trust-based relationships in other countries too with local partners to co-create sustainable healthcare solutions.

Q. The generics market in Latin America is competitive, with pressure from both

global giants and domestic producers. What is Zenith's strategy to differentiate itself on price, value or innovation?

Absolutely right, generic market is highly competitive. We are carefully creating opportunities for us through identifying white-spaces where competition is limited. Most companies focuses on high value products while our focus is on drugs with low volume and requires innovative technology to produce which limits competition i.e. Hot melt extrusion, OROS technology, nano particle tech, increase in-use shelf-life etc. Our strength lies in solving complex formulation challenges and delivering value where others hesitate. This puts us in unique positioning.

Q. Looking five years ahead, what does success look like for Zenith in Latin America and the Caribbean? Is the goal market share alone or do you envision becoming a strategic partner in strengthening regional healthcare infrastructure?

Certainly strategic partner. Our vision is to be best technology and innovation partner to local governments and to our business partners holding hand in hand solving patient needs. This is our USP. We see Latin America not just as a market, but as a region of collaboration, compassion and co-creation.



Sanjiv Shanmugam
Hon. Consul of Uruguay in Karnataka

The Hon. Consulate of Uruguay in Karnataka Joins Uruguay in Celebrating Years of Independence

On the occasion of the 200th anniversary of Uruguay's independence, the Hon. Consulate of Uruguay in Karnataka extends its warmest congratulations to the government and people of Uruguay on reaching this extraordinary milestone—an achievement attained by few nations across the globe.

Uruguay's growing presence on the global stage reflects its enduring commitment to international cooperation and diplomacy. India is proud to share a longstanding and friendly relationship with Uruguay, underpinned by over 75 years of formal diplomatic ties since 1948. This relationship continues to deepen through collaboration in areas such as trade, cultural exchange, and multilateral engagement.

We look forward with optimism to the next chapter in Uruguay's journey and to the continued strengthening of ties between our two nations.



Uruguay Opens New Consulate in Bangalore, Marking a Strategic South India Presence

On November 22, 2024, Uruguay inaugurated its Consulate in Bangalore, deepening its diplomatic and cultural footprint in South India. The opening ceremony was attended by senior officials, business leaders and cultural delegates, signaling Uruguay's intent to foster multidimensional ties with India's southern corridor.

The new consulate complements Uruguay's

existing diplomatic missions in New Delhi and Mumbai and is expected to facilitate:

- Trade and textile partnerships, especially with Karnataka's growing export ecosystem
- Cultural exchanges, including literary collaborations and bicentennial celebrations
- Consular services for Uruguayan nationals and

Indian travelers

This move aligns with Uruguay's broader outreach strategy ahead of its 2025 bicentennial. Bangalore, known for its innovation and global connectivity, offers Uruguay a vibrant base for economic and cultural diplomacy.

"This consulate is not just a building, it's a bridge," between Montevideo's vision and Bangalore's vitality."



Uruguay Emerges as a South American Tech Leader

Investments, Digital Transformation and Opportunities for Indian Companies

by the Special Correspondent

Uruguay's Digital Transformation: Regional Leadership in ICT

Uruguay has distinguished itself as a regional frontrunner in information and communications technology (ICT) in South America. Backed by robust infrastructure, forward-thinking education policies and a strong digital government, the nation is rapidly advancing its tech sector.

Infrastructure and Digital Penetration

Uruguay's fiber optic network now covers more than 80% of homes and businesses, delivering internet speeds that rival the best in the region. Internet access is widespread, with 93% of the population online, totaling 3.15 million users. The country boasts 7.18 million mobile connections an impressive 212% penetration rate with 92.3% supporting broadband (3G/4G/5G).

Global Recognition for Digital Government and Cybersecurity

Uruguay's progress in digital governance is notable. The nation rose to 25th in

the UN Digital Government Index, up from 35th in 2022, leading digital government growth across the Americas. In cybersecurity, Uruguay joins Canada and Mexico in the "advanced" group according to the 2024 Global Cybersecurity Index.

ICT Development and International Rankings

In the International Telecommunication Union's (ITU) ICT Development Index, Uruguay ranks third in the Americas, trailing only the United States and Chile. Strategic Policies and

National Initiatives

Digital



Agenda 2025

The Uruguay Digital Agenda 2025, revised in 2024, sets ambitious goals: expanding cross-border digital services within Mercosur including the mutual recognition of digital signatures with Argentina, Brazil and Paraguay and reinforcing its role in the UN Digital Public Goods Alliance to advance open-source technology.

AI and Data Strategies

The government has recently adopted the National Artificial Intelligence Strategy 2024-2030 and the National Data Strategy 2030, both designed to accelerate technological innovation.

Achievements and Persistent Challenges

Uruguay ranks 19th out of 138 in the Global Responsible AI Index. However, experts note the need for greater R&D investment to close the innovation gap with regional competitors like Brazil. Digital inclusion remains a challenge, particularly in rural areas and for older adults, who make up 16.3% of the population.

Green-Digital Economy and Sustainable Innovation

Uruguay is pioneering the transition to a green digital economy. Projects such as Movil-Melo (a sustainable mobility initiative) and unified digital platforms for consular services are underway. The country also leads in renewable energy, which strengthens its appeal to energy-intensive

industries.

Business Opportunities for Indian Companies

Uruguay's growth presents significant opportunities for Indian firms:

- **Fintech, Agritech, Cybersecurity and Digital Transformation:** Indian companies can leverage Uruguay's strong reputation and invest in these emerging sectors.
- **Renewable Energy:** Ongoing projects and the nation's clean energy leadership offer avenues for investment in green technology and energy storage solutions.
- **Infrastructure Modernization:** Uruguay is expanding connectivity and preparing for 5G, inviting telecom and tech sector collaborations.
- **Cybersecurity Training and Solutions:** The government seeks advanced methods to detect and respond to cyber incidents, creating demand for expertise and training.
- **AI and Big Data:** There is rising demand for specialists, representing new market potential.

Leading Indian companies including Tata Consultancy Services (TCS), Infogain, Wipro, Infosys and Tech Mahindra already maintain a presence in Uruguay. The nation offers 100% corporate tax exemptions for software companies meeting local expenditure criteria, plus dividend exemptions for

foreign investors in free zones or technology projects.

Market Entry Strategies and Networks

Joint ventures with local partners, such as the Uruguayan IT Chamber (CUTI), are recommended. Participation in industry events like eMerge Americas and Punta Tech Meetup can provide valuable connections. Replicating the TCS model combining regional talent training with software development has proven successful. Engagement with the Uruguay Digital Agenda 2025 and national priorities in cybersecurity and e-government can help companies align offerings for market entry.

Outlook

Uruguay's political stability, skilled workforce and competitive tax incentives underpin its technological ecosystem. High potential sectors include applied AI, digital health and smart renewable energy. Initiatives like the planned India -Uruguay Center of Excellence and partnerships with venture capital groups such as URUCAP are set to strengthen bilateral ties.

Analysts recommend Indian firms seek project evaluations from trade promotion agency Uruguay XXI to access incentives and cement their presence in the Southern Cone's growing tech hub.

Punta del Este

The "Saint-Tropez of South America" and Its Appeal to Indian Travelers

by Mira Devlin
Travel Correspondent

Overview of Punta del Este

Punta del Este, nestled along Uruguay's Atlantic coast, has earned the nickname "Saint-Tropez of South America" due to its combination of luxurious appeal and unspoiled natural beauty. This destination captivates Indian travelers with its unique mix of pristine beaches, striking architecture, lively nightlife and a rich cultural scene. Spiritual sunset rituals and inclusive spaces further enhance its reputation as a welcoming and diverse travel spot.

Main Attractions

- **Pristine Beaches:** Playa Mansa offers calm waters perfect for families, while Playa Brava is a favorite among surfers. Playa Bikini in La Barra is renowned for its glamorous beach clubs, and Playa Chihuahua stands out for its naturist and gay-friendly environment, echoing inclusive destinations like Goa in India.

- **Yoga and Spirituality:** Cultural and spiritual bonds are strengthened through open-air yoga sessions by the sea, organized by groups such as Art of Living and Brahma Kumaris, especially during International Yoga Day at Playa Mansa. The serene

surroundings offer a tranquil setting for these ancient practices.

- **Iconic Landmarks:** The famous "La Mano" sculpture at Playa Brava has symbolic connections to the Indian Hamsa, representing protection and good fortune. This landmark, now a symbol of the city, holds special meaning for many and is a popular spot for photos.

- **Sunset Ceremonies:** At Casapueblo, sunset rituals create a cultural bridge for Indian travelers, reminiscent of traditional Indian aarti. The building's unique architecture,



Punta del Este



La Mano

designed by Carlos Páez Vilaró, provides a stunning backdrop for this memorable experience.

- **Art and Culture:** The Ralli Museum offers free admission and features works by renowned artists such as Dalí and Botero, making it an excellent opportunity to immerse oneself in local and international art.

- **Outdoor Escapes:** Gorriti Island, a short ferry ride from Punta del Este, boasts beautiful natural scenery and is ideal for relaxation and outdoor activities.

Culinary Experiences

Punta del Este is known for its

premium dining. La Huella in José Ignacio offers gourmet menus with breathtaking sea views, while Ártico, located at the port, serves fresh seafood at accessible prices.

Travel Logistics and Accessibility

The high tourist season runs from December to February, coinciding with Indian school holidays and enjoys pleasant temperatures around 24°C.

Despite its luxury image, Punta del Este offers a variety of affordable options, including self-catering accommodations, free activities like beach visits and museums and economical local bus transport.

Flights from India connect through Europe or the US, with convenient ground transfers (about 1.5 hours from Montevideo).

Indian travelers holding valid US or Schengen visas can obtain visas on arrival, making spontaneous trips easier.

Punta del Este provides Indian tourists with a distinctive blend of culture, natural beauty and exceptional cuisine. As a destination, it offers relaxation and adventure, making it a compelling choice for those seeking to experience the vibrant and diverse spirit of Uruguay.

Beyond Borders

The Global Appeal Of Tango

by Lucía Nayak
Cultural Affairs & Heritage

The Origins and Cultural Significance of Tango

Tango stands as one of the most unique and genuine cultural creations from the Río de la Plata, reflecting the layered

tango's music, dance and poetry, all of which have charmed audiences across the globe. In recognition of its cultural and artistic value, UNESCO declared tango an

tradition. Across the year, these countries celebrate tango with a variety of festivals and events that showcase its depth and richness. At its heart, tango expresses feelings of



history of the Cono Sur in South America. As a heritage jointly claimed by Uruguay and Argentina, tango was born among the marginalized communities of Montevideo and Buenos Aires in the late nineteenth century. It is the result of a fusion of traditions brought by European immigrants, Afro-descendant populations and Creoles. This rich heritage can be seen in

Intangible Cultural Heritage of Humanity in September 2009.

Tradition, Practice and Celebration

Both Uruguay and Argentina host vibrant communities of tango enthusiasts, with numerous milongas iconic venues where people dance tango and schools dedicated to teaching and sharing this

melancholy, resilience and passion, drawing emotional parallels to the grace and intensity of Indian classical dances such as Bharatanatyam or Kathak. This emotional resonance helps create a universal language, enabling people from diverse backgrounds to appreciate and enjoy tango's beauty, no matter their culture.

Tango Around the World

From its humble beginnings, tango has grown into a global phenomenon. Today, it is danced internationally, with competitions attracting participants and fans from every corner of the world. India, for example, has seen thriving tango communities emerge in cities like Mumbai, Bangalore and Auroville. There, annual events such as the Auroville Holi Tango Festival bring together international tango maestros, who reveal the meditative side of this dance. For many, tango becomes more than a combination of skill and passion, it transforms into a deeply spiritual and emotional journey.

Opportunities for Cultural Exchange

The shared appreciation of tango and Indian classical dance provides fertile ground for deeper cultural ties between Uruguay and India. This connection can open doors to increased cultural and artistic exchanges, such as artist residencies, collaborative performances and mutual learning opportunities for dancers of both traditions. Innovative productions blending musical and dance elements from both cultures could highlight the creative potential found at this intersection. Organized festivals and cultural events would not only celebrate these forms but also encourage tourism and forge stronger links between

the two nations. Finally, educational and training initiatives focused on tango and Indian classical dance could allow students and professionals to learn, collaborate and grow together in an intercultural setting, strengthening the longstanding connection between Uruguay and India.

Continued from page 8

digital identity document that serves as ID, travel authorization, and passport. With strong national Wi-Fi coverage, citizens can access government services online, reducing bureaucracy. The embassy's own website is regularly updated with news and resources, reflecting Uruguay's commitment to digital outreach.

Cultural diplomacy remains central. Uruguay is championing constructivist art, pioneered by Joaquín Torres García, whose work laid the foundation for Latin American modernism. Candombe, rooted in African heritage, is another treasure being shared. Tango singer Natalia Volani's recent performances in New Delhi and Bangalore were met with enthusiasm, reinforcing Uruguay's cultural connection with India. Meanwhile, Uruguayans are increasingly embracing Ayurveda and yoga, pillars of Indian wisdom highlighting the potential for reciprocal cultural flows.

Uruguay's carbon-neutral roadmap aligns naturally with

India's renewable energy ambitions. Since 2007, Uruguay has pursued a consistent and serious approach to sustainability. A university program in renewable energy engineering now trains professionals to support regional wind and solar projects. While no formal pilot projects with India are active yet, Uruguay is eager to bridge that gap and welcome Indian students to its technical university.

The embassy is also exploring digital tools like podcasting like the Rare Talks and virtual reality to reach stakeholders across India. Collaborations with The Blue Moon have helped spark curiosity about Uruguay and the mission is committed to expanding these efforts to showcase landscapes, culture and investment opportunities.

Uruguay's domestic market may be modest just 3.5 million people but its location is strategic. Positioned at the doorstep of northern Argentina and southern Brazil, Uruguay offers strong infrastructure and road connectivity. A recent agreement with Peru aims to expand trade capacity and efforts are underway to improve intra regional trade. India has already sold over \$50 billion to South America in recent years, with a goal of reaching \$100 billion by 2030. Uruguay stands ready to serve as a stable, strategic and welcoming platform for Indian businesses to grow, connect and thrive.



India - Uruguay Talks at BRICS Highlight Sectoral Synergy, But Lack Execution Roadmap

by Soraya El-Karim
Diplomacy & Foreign Affairs

Prime Minister Narendra Modi met with President Yamandú Orsi of Uruguay on the sidelines of the 17th BRICS Summit in Rio de Janeiro, Brazil, in a gesture that underscored India's expanding diplomatic footprint in Latin America. The encounter, while brief, carried symbolic weight as Uruguay celebrates its bicentennial and India continues to deepen ties beyond traditional geographies.

The leaders discussed a range of sectors including digital infrastructure, pharmaceuticals, agriculture, defence, railways and energy areas where India has established global credibility and Uruguay seeks strategic partnerships. Modi acknowledged Uruguay's condemnation of the recent terror attack in Pahalgam, a moment that reinforced shared democratic values and a mutual stance against extremism.

Yet, despite the cordiality and thematic breadth, the meeting stopped short of delivering concrete outcomes. No joint statements, memoranda or timelines were announced, leaving observers to question whether the dialogue was more ceremonial than catalytic. The mention of expanding the India - MERCOSUR Preferential Trade Agreement hinted at economic ambition, but lacked the specificity needed to anchor future collaboration.

In a year marked by Uruguay's historic milestones and India's assertive global posture, the Modi - Orsi exchange offered a diplomatic snapshot, warm, promising, but still waiting to be translated into enduring policy architecture.





Uruguay - India Dialogue Gains Momentum in Ministerial Exchange

by the Correspondent

New Delhi - In a gesture that reaffirmed Uruguay's growing engagement with India, Ambassador Alberto Guani met with Shri Pabitra Margherita, Minister of State for External Affairs and Textiles, for a focused diplomatic exchange. The meeting, held in New Delhi, explored avenues to deepen bilateral cooperation across strategic sectors including digital public infrastructure, pharmaceuticals and textile innovation.

Both sides emphasized the importance of diversifying the partnership beyond traditional trade, with Ambassador Guani highlighting Uruguay's interest in

collaborating on sustainable textile practices and cultural exchange. Minister Margherita echoed India's commitment to strengthening ties with Latin America, noting Uruguay's role as a gateway to the MERCOSUR bloc.

The interaction marked an early pulse in a series of high-level dialogues between the two nations. As Uruguay prepares for its bicentennial celebrations, the meeting signals a shared intent to build a more dynamic and multidimensional relationship.





Crust, Crumble, Culture

Uruguay's Fast Favorites

In Uruguay, even the simplest snack carries the weight of memory. From flaky pies born of migration to jam-filled parcels passed between generations, these fast favorites offer more than flavor, they're edible archives of a nation in motion. As Uruguay celebrates 200 years, its vegetarian delicacies whisper stories of resilience, reinvention and quiet joy.

*by Mira Devlin
Travel Correspondent*

Pascualina - Spinach & Cheese Pie

A flaky pastry filled with spinach, onions and creamy cheese served hot or cold.

Originally Italian, now a staple in Uruguayan bakeries. "Pascualina: A pie where migration meets memory."



Empanadas de Verdura-Vegetable-Filled Pastries

Stuffed with spinach, mushrooms, sweet potato or cheese, these golden parcels are perfect for gifting or café rituals.

Found in every corner bakery, often paired with mate.

Fainá - Chickpea Flatbread

Made from chickpea flour, olive oil and water, crispy outside, soft inside.

Served alongside pizza, a nod to Genoese immigrants. The humble flatbread that holds centuries."





Guiso de Verduras – Vegetable Stew

A hearty mix of squash, potatoes, carrots, peas and lentils simmered with herbs.

A comfort dish in rural homes, now veganized in urban cafés.

Chivito Vegetariano-Plant-Based Sandwich

Grilled eggplant, zucchini, bell peppers and vegan mayo layered in a soft bun.

A modern twist on Uruguay's national sandwich.



Uruguay Bites - Jam-Filled Bread Parcels

Soft wheat buns folded with jam—baked to golden perfection.

Often gifted during football matches or family rituals. “Two bites, one memory - Uruguay’s sweet resilience.”

Sweet Corner

Vegan Churros with Coconut Dulce de Leche

ried dough sticks rolled in sugar, paired with caramel made from condensed coconut milk.

A fairground favourite, now reimagined for conscious indulgence. “Nostalgia dipped in kindness.”



Tannat Tempts Indian Tastes, but Import Barriers Hold Back the Pour

by a Sommelier Who Knows Her Masalas and Her Macerations

There's a quiet revolution fermenting in Uruguay's vineyards, and its name is Tannat. Bold, structured and unapologetically intense, this grape has found its second life on the Atlantic coast far from its French origins, yet perfectly attuned to the drama of Indian cuisine.

For Indian palates that revel in spice, smoke and layered textures, Tannat is not just compatible, it's symphonic. Its dark fruit core, firm tannins and whispers of cocoa and black tea make it a natural companion to mutton curry, tandoori platters and even the regal chaos of a biryani. It's a wine that doesn't shy away from heat or

complexity. It leans in.

But while the pairing potential is undeniable, the path to Indian shelves is anything but smooth. Uruguay's wine exports to India remain minimal, tangled in a web of import duties, fragmented distribution, and limited consumer awareness.

Boutique wines like Tannat often struggle to compete with mass-market labels or Old World familiarity. And without embassy led tastings, curated menus or sommelier advocacy, the grape risks being

misunderstood too bold, too niche, too foreign.

Yet the opportunity is ripe. Uruguay's winemakers are crafting Tannat with finesse aging in French oak, experimenting with rosé and sparkling styles and blending tradition with innovation. For Indian importers, chefs and wine educators, this is a chance to introduce a varietal that doesn't just complement our cuisine it elevates it.

Tannat is not a wine for the timid. It's for those who know that flavor is memory and that a good bottle should linger like a well-told story. If India can clear the path from policy to palate, boldest grape may finally find its rightful place at our table.





ON THE OCCASION
OF
URUGUAY BICENTENNIAL



We extend our heartfelt congratulations to the people of Uruguay as you celebrate a legacy of resilience, innovation and global partnership. At Zenith Health Science, we are honoured to begin our Latin American journey in a country that exemplifies transparency, trust and forward thinking governance.

Uruguay's commitment to public health, regulatory excellence and regional connectivity inspires us deeply. As a purpose driven generics company, we look forward to contributing to your vision bringing high-quality, accessible medicines to communities across the region.

May this milestone year mark the beginning of new collaborations, shared progress and enduring goodwill.

With admiration and respect,

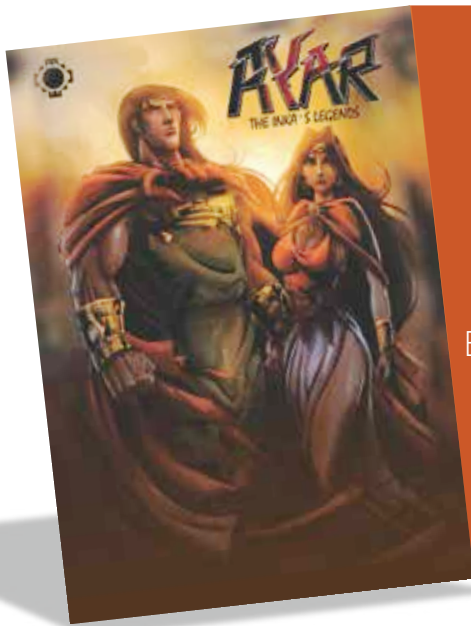
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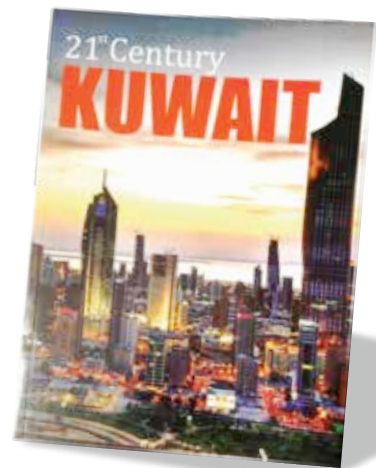
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