

# Trade Mission: Chile and Peru

## Chile Overview

Chile continues to be a strong trading partner and export market for U.S. companies, largely due to its open market policies, zero tariffs, democratic government, solid business practices, and low corruption. Chile is consistently the highest-ranked country in Latin America in terms of economic competitiveness. As the United States - Chile Free Trade Agreement concludes its sixteenth year, trade of products and services between the two countries continues to be a resounding success. As of January 1, 2004, duties were reduced to zero on 90 percent of U.S. exports to Chile, and in January 2015, all remaining tariffs were phased out, such that all U.S.-origin products enter Chile tariff-free.

The top opportunities for Virginia exporters in Chile include:

- Agricultural Machinery and Equipment
- Education and Training
- Healthcare
- Safety and Security
- Mining Equipment and Machinery

## Peru Overview

Peru has been one of the fastest growing Latin American economies. Its prudent macroeconomic and fiscal policies, openness to trade, and growing middle class make Peru one of the best places to do business in South America. Peru is well integrated in the global economy through its multiple free trade agreements, including the United States-Peru Trade Promotion Agreement (PTPA), which entered into force in February 2009. In 2019, trade of goods between the United States and Peru totaled \$15.8 billion, up from \$9.1 billion in 2009, the year the PTPA entered into force. Its economy is expected to grow 11% when it bounces back from the impacts of COVID-19.

The top opportunities for Virginia exporters in Peru include:

- Food Processing Equipment
- Education
- Medical Devices
- Safety and Security
- Mining Equipment and Machinery



Santiago, Chile



Lima, Peru

# Opportunities in Chile

## IT

Chile is a leader in technology and an important reference in the region, as one of the most stable countries in Latin America. Recently, the country was ranked 42 out of the 63 nations evaluated by the Digital Competitiveness Index ranking. Chile also has a recognized presence of multinational companies. Entities such as Google, IBM and Cisco have data and innovation centers in Chile which position the country as an interesting business platform for Latin America. In 2018, the Ministry of Science, Technology, Knowledge and Innovation was created to promote an ecosystem focused on the development of new capacities to innovate, integrating national talent together with world-class representatives in technology.

Opportunities for Virginia exporters include: fraud prevention, financial portability, personal data protection, biometrics, cybersecurity and integration systems.

## Green Energy

As a very small oil and gas producer, Chile is increasingly focused on renewable energy. Chile has a unique environment accompanied by state-of-the-art policies and incentives for the development of new sustainable energy technologies. It has optimal conditions for solar energy, wind energy, marine energy, geothermal, biomass fuel, and hydroelectric power production. Public and private energy sector investments focus on diversifying the generation matrix. Chile has set a goal to achieve a 70% sustainable energy matrix by 2050 and to become the world's future energy laboratory.

Opportunities for Virginia exporters include: solar panels, modules, and related equipment, lithium batteries, technology associated to integrated systems, and projects and studies about the types of renewable energy and their potential in the country: hydraulic, wind, geothermal, tidal and biomass.

## Global Services

In Chile there is the talent and the technology to promote services to the world, with a recognized entrepreneurial environment and competitive costs. Chile also provides a "Visa Tech" and other special conditions for the entry of professionals and human capital relevant to the industry. More than 60 multinational companies have chosen Chile as a hub for exporting services to their customers around the world. The global services industry in Chile covers BPO, KPO, IT, IoT, cloud computing and data centers.

Peru has double taxation agreements and international treaties with more than 86% of global GDP and 63% of the global population. Being in a relevant time zone that facilitates the generation of business and services in real-time with the USA and the rest of the region.

“

**The trade mission event has the potential to positively impact our company. We met with quality companies in our sector and we are currently following up. In terms of dollars, I suspect \$5M-\$10M in orders could occur with the follow-up.**

Trade Mission to Peru & Chile



## Mining Equipment, Technology, and Services

Chile is a worldwide leader in mining with 29% of the world's copper reserves, 16% of molybdenum reserves, 15% of silver reserves, 7% of gold, and 54% of lithium. Chile is a mature, transparent, and stable market. It is highly technological, and harbors specialized human capital that can facilitate the development of a cluster of suppliers that meets world-class standards. Today Chile is promoting forward-looking, integrated, and sustainable mining, committed to increasing productivity and sustainability based on innovation and collaboration between mining companies and their suppliers. Between 2015 and 2023, there are \$15.9 billion worth of mining projects in execution and US\$ 36.1 billion worth of projects in evaluation.

## Opportunities in Peru

### Mining

A worldwide mining powerhouse, Peru finds itself as the world's 7th largest mining producer. It is currently the top producer of silver, the second top producer of copper and 5th top producer of gold. Peru also produces lead, zinc and iron. In recent years, mining has contributed to an average of 58% of total exports from Peru.

### Security

Demand for residential, office, industrial, immigration/customs, and port security equipment remains strong in Peru. To prevent break-ins and to aid security guards, companies (headquarters and operation sites), government agencies, and households invest in a wide range of security equipment. In terms of Cybersecurity, Peru has suffered the third most spyware attacks in Latin America, only behind Brazil and Mexico.

### FinTech

Peru is undergoing a technological revolution with Fintech leading the way. Fintech gives essential access to banking and payment options, a service especially popular in a country where a large proportion of businesses and people do not have access to necessary financial tools.

### Food and Beverage Processing

Peru's food processing industry is one of the country's most vibrant sectors, representing over 2% of the country's GDP and over 20% of its industrial GDP. Peru's increasing culinary reputation has marked an increase in non-perishable foods produced and packaged locally. This trend is expanding the use of native Peruvian ingredients. There are over 3,000 companies in Peru engaged in food processing.



Lima, Peru

# Trade Mission Details

## Objective:

The objective for this trip is to arrange and conduct quality meetings between you, our VEDP client, and potential sales partners (agents, representatives, or distributors) and/or customers in Chile and Peru. Our ultimate goal is for these meetings to help you generate new sales for your company to customers in Chile and Peru and to provide you with market intelligence only attainable by an in-country visit.

## Trade Mission Dates

May 11-18, 2022

## Registration Deadline

March 11, 2022

## Schedule:

We will visit Santiago in Chile, and Lima, Peru. However, there may be meetings in other cities depending on your particular needs. Our consultants will ensure that your meetings are scheduled with the best contacts, regardless of their location. We will keep you apprised as your itinerary develops and suggest travel and logistics options if your itinerary takes you outside of the capital cities.

The itinerary is planned as follows, and is subject to change:

Date	Day	Activity
March 11, 2022	Friday	Last day for registration
May 9, 2022	Monday	Latest day to depart United States
May 11, 2022	Wednesday	Trade Mission begins, Individual meetings in Chile
May 12, 2022	Thursday	Individual meetings in Chile
May 13, 2022	Friday	Individual meetings in Chile
May 14–15, 2022	Saturday– Sunday	Travel to Peru, time on your own
May 16, 2022	Monday	Individual meetings in Peru
May 17, 2022	Tuesday	Individual meetings in Peru
May 18, 2022	Wednesday	Individual meetings in Peru
May 19, 2022	Thursday	Return to United States



# Frequently Asked Questions:

## How many Virginia companies will participate?

The registration process is ongoing. Based on past trade missions, we expect 6-10 Virginia companies to participate.

## What is the cost for my company to participate?

You must pay the trade mission participation fee of \$2,500 to VEDP at the time of registration. The participation fee includes the following:

- Identifying, contacting and pre-qualifying local distributors, reps and/or partners and organizations of your meetings with interested prospects
- Briefings on “Doing Business in Chile and Peru”
- Your VEDP Trade Mission Leader and in-country consultant on hand during the week to ensure everything runs to plan

Additional *estimated* costs you will incur include (but are not limited to):

Expense	Estimated amount (\$)
Roundtrip airfare from Dulles to Santiago, Lima to Dulles, economy class + regional flight Santiago to Lima	1,500
Hotels (9 nights at \$250/night)	2,250
Meals	600
Airport transfers, taxis, public transportation & other miscellaneous items	400

## How are the meetings organized?

The VEDP has engaged the services of Southbridge S.A. and BusinessHub, highly qualified consulting firms, to identify, screen, and arrange meetings with potential partners for each of our trade mission delegates. Southbridge S.A. and BusinessHub were selected through a competitive bidding process and have demonstrated extraordinary expertise, enthusiasm and commitment to the work of introducing Virginia companies to Chile and Peru market. If you would like to learn more about Southbridge S.A., please view their website: <https://www.southbridge.cl/>, and for BusinessHub, please review their website: <https://www.businesshubconsultants.com/>.

## How will I get to my meetings?

Southbridge S.A. and BusinessHub will provide detailed instructions and recommendations for transportation during the mission for your appointments.

**Note:** charges for ground transportation, such as car rental (with or without a driver), will be the responsibility of each trade mission participant.



## Will I need an interpreter?

Spanish is the official language and spoken throughout Chile and Peru. Interpreters will be provided by VEDP and are included in your registration fee.

## How are airline and hotel reservations handled?

**Airline tickets:** You book (and pay for) your own airline ticket via local travel agent or online air travel website. If you do not have a travel agent, the Trade Mission Leader can recommend one for you.

**Hotels:** VEDP will select the hotels and, if possible, arrange for blocks of rooms. For efficiency and security all participants must stay in the same designated hotel in each city. Participants will be responsible for making their own hotel reservations by using a group code provided by the Trade Mission Leader (if a block rate is available). You will pay all hotel room charges directly to the hotel.

## How can I verify that Chile and Peru are good markets for my company before we register for the trade mission?

Contact your local International Trade Manager or the Trade Mission Leader (see next page) **immediately!** We only want you to make the trip if we think there is good market potential in Chile and Peru for your company. We can perform exploratory market research within a short period of time to verify market potential for you. The more time you give us, the better job we can do!

## What are the entry requirements for Chile and Peru? Will I need a passport or visa?

**Chile:** US Citizen: U.S. citizens entering Chile must have a valid passport. U.S. citizens traveling to Chile for business or academic conferences do not need to obtain a visa prior to their arrival in Chile. A Tourist Card will be issued for a stay of up to 90 days.

**Peru:** US Citizen: A valid passport is required with a 6-month validity remaining. Travelers entering Peru on a tourist visa receive a card and an entry stamp from Peruvian Immigration upon arrival stating the length of approved stay (usually 90 days).

“

This was an enriching trip where I had the opportunity to meet with new companies that showed special interest and curiosity in learning more about our products. Business relations in LATAM are based on dedicated and constant communication with people; it takes time and a lot of effort, but once that trust is built, the possibilities are unlimited.

Trade Mission to Peru & Chile

## Registration:

### How do I register to participate?

You can register and pay the trade mission fee online. You may do this visiting the following page on our website:

<https://chile-peru-trade-mission-2022.eventbrite.com>.

### Contact the Trade Mission Leader for more information:

John Elink-Schuurman

VALET Program Manager

Phone: 703.506.9741

Email: [jelink-schuurman@vedp.org](mailto:jelink-schuurman@vedp.org)

“

Our Company had successful business partner meetings with three companies, and we believe we could have future work with each of them. Thanks to VEDP for supplying us with some great insights and for a great experience.

Trade Mission to Peru & Chile

# Consultant Bios

## Chile

### Barbara Prado

Barbara has over two decades of experience in market research and competitive intelligence. She began her career at TIME Research in Santiago, Chile, on specific research projects for companies such as Procter & Gamble, UNICEF and 3M among others. She has also worked as an analyst for Equitable in San Francisco, California, a member of the global AXA group, conducting in-depth research in several Latin American markets. For the past twenty years, she has been working for Southbridge SA, providing valuable support to clients that require a more in-depth understanding of Chilean and other Latin American markets. She is accompanied on specific projects by a team of analysts and other specialists on a project-by-project basis, not only in Chile but also in, Argentina, Brazil, Colombia and Mexico.

## Peru

### Veronica Medina

Veronica Medina has 20 years of experience in international business development and has assisted companies expand their business to markets such as Canada, Europe, South America and the U.S.A. Veronica has also worked in international business development in London, England and Denver, Colorado. This work has been in numerous sectors with a focus in agriculture, biotechnology, environmental, energy and renewable energy, food, health, manufactured goods, mining, ICT, retail, infrastructure and transportation. Veronica is the Founder and CEO of BusinessHub, an international trade consultancy with offices across South America.

Veronica's past experience includes serving as the Chief Operating Officer at TradeChile S.A. for 14 years- an international business consulting firm who represented the Council of the Great Lakes Governors including the states of New York, Ohio, Pennsylvania and Wisconsin and the Province of Ontario. As COO, Veronica focused on international business development for the American companies in the markets of Chile, Peru, Colombia and Argentina, operations, global sales and negotiations.

Previously, Veronica was the European Manager for the Colorado Trade Office in London, England. Other work experiences include working as the Medical Information Manager at the biotechnology firm Gensia Europe Ltd., Drug Surveillance Officer for Merck Sharp & Dohme (MSD), and Events Organizer at the British Red Cross. All of the former positions were located in England.

Veronica earned her Master's of Science in Clinical Pharmacology from the University of Aberdeen, in Scotland and undergraduate degree in biology from the University of Dallas, Texas.

Veronica has lived in Argentina, Brazil, Chile, England, Italy, Peru, Scotland, United Arab Emirates, and the United States. She has also traveled extensively, giving her an extensive view of international business cultures.

Veronica is bilingual in Spanish and English and has advanced knowledge of Portuguese.