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Be part of California's Trade Mission to Chile

**September 26-30, 2009**

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# Be Part of California's Trade Mission to Chile

## September 26-30, 2009

The pace of globalization is making it necessary for businesses of all sizes and types to have a strong international component to their business strategy. California is uniquely situated to take advantage of trade opportunities because of its advanced transportation infrastructure, international culture, and geographic location. Governor Schwarzenegger has made it a priority to help California companies export their goods and services abroad. Furthermore, the Governor believes that assisting California

businesses in expanding their trade opportunities is a key component to economic recovery.

It is for this reason, the State of California is partnering with **ProChile**, the **California Chamber of Commerce**, the **Los Angeles Area Chamber of Commerce**, the **Centers for International Trade Development**, and the **U.S. Department of Commerce** to take a delegation of California companies to Chile for a trade mission.

### BENEFITS OF PARTICIPATION

The State of California signed a Memorandum of Understanding (MOU) in June 2008 with Chile to encourage bilateral trade and investment. Participants will have the opportunity to work within the framework established by this MOU, with the support of both governments, to establish new business connections in one of the most dynamic countries in Latin America.

In addition, participants will be part of the Americas Competitiveness Forum. This conference brings together high-level government officials, business leaders and experts from 34 countries for business discussions, panel sessions, and bilateral meetings designed to promote an increased level of competitiveness and economic cooperation for the Americas.

#### The trade mission will also include:

- Meetings with Chilean officials
- Luncheon with Secretary Gary Locke of the U.S. Department of Commerce
- Briefings on the Chilean economy and how to do business in Latin America
- Customized business matchmaking meetings

#### Targeted California Business Sectors

- Renewable Energy (solar, water, alternative fuels)
- Agriculture
- Tourism
- Education
- Infrastructure
- Manufacturing

### WHY CHILE?

Chile has one of the fastest growing economies in Latin America with many opportunities for California companies. Moreover, as one of the most promising markets in the region for a variety of U.S. goods and services, according to the U.S. Department of Commerce, Chile holds an important commercial influence in South America. This is due to the energy and professionalism of its entrepreneurs, the transparency of its regulation, and the predictability of its decision makers. Chile's market-led reforms and an increasingly diversified economy offer a viable option for U.S. exporters operating in a wide range of industries. Additionally, The Economist Intelligence Unit ranked Chile as the safest country in Latin America (2008) and as having the best business environment in Latin America (2009).

In January 2004, the United States and Chile began to implement a Free Trade Agreement (FTA), which established the first FTA negotiated in Latin America since the North American Free Trade Agreement (NAFTA) in 1993. Chilean FTAs are largely responsible for giving Chile access to over 4.2 billion consumers in markets worldwide. While the Chile-USA FTA does involve elimination of tariffs for U.S. products to Chile, non-tariff provisions may have an even greater impact by further strengthening an already open business climate between the two countries. Specific obligations in areas such as intellectual property, services, investment, temporary entry of businesspersons, and telecommunications may serve as model for future trade agreements.

### ITINERARY\*

#### SATURDAY, SEPTEMBER 26TH

Leave for Santiago

#### SUNDAY, SEPTEMBER 27TH

Country briefing with U.S. Department of Commerce

#### MONDAY, SEPTEMBER 28TH

Americas Competitiveness Forum

#### TUESDAY, SEPTEMBER 29TH

Americas Competitiveness Forum

Customized matchmaking meetings

#### WEDNESDAY, SEPTEMBER 30TH

Customized matchmaking meetings

Depart Santiago

#### The following travel arrangements have been made for participants:

- Ground transportation in Santiago from the airport to the hotel and from the hotel to the airport
- 3 nights lodging at Sheraton Hotel standard room
- Business matchmaking meetings
- Admission to the Americas Competitiveness Forum

\* ITINERARY & PRICE IS SUBJECT TO CHANGE. VISIT [WWW.BUSINESS.CA.GOV](http://WWW.BUSINESS.CA.GOV) FOR UPDATES.

**PRICE\*:** us \$2,200.00

**REG. DEADLINE:** AUG. 30, 2009

#### To participate in this unique opportunity, contact:

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