

ORGANIZAN:

---



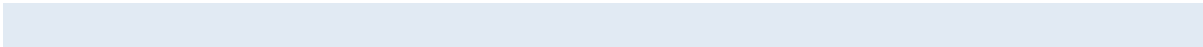
---

**INBOUND DELEGATION TO SILICON VALLEY  
FROM THE ARAUCANIA REGION, CHILE  
NOVEMBER 13TH – 18TH, 2011**



## TABLE OF CONTENTS

<b>BACKGROUND</b> .....	<b>3</b>
Relationship between Araucania and the Greater San Jose Hispanic Chamber of Commerce.....	3
About the Araucania Region.....	3
About the Mapuches .....	3
About the Greater San Jose Metro Area.....	<b>Error! Bookmark not defined.</b>
About the Chilean Agencies .....	3
<b>Objectives of Trade Mission</b> .....	<b>4</b>
<b>Strategy to Meet Objectives</b> .....	<b>4</b>
Visits to major markets and distribution centers .....	4
Visits to production, processing and packaging facilities.....	5
Visits to government resources .....	5
Media and Hispanic community exposure .....	5
Network with GSJHCC members and partners.....	5
<b>Strategy realization</b> .....	<b>6</b>
<b>Schedule, Agenda, and Activities</b> .....	<b>7</b>
<b>Members of the Delegation and their individual objectives</b> .....	<b>11</b>



## ORGANIZAN:



## BACKGROUND

### RELATIONSHIP BETWEEN ARAUCANIA AND THE GREATER SAN JOSE HISPANIC CHAMBER OF COMMERCE

The Greater San Jose Hispanic Chamber of Commerce (GSJHCC) has been in close collaboration for over a year with the Agencia La Araucania (La Agencia) which is the Regional agency for economic development of the Araucania Region in Chile. GSJHCC and La Agencia have been planning the visit of a Mapuche delegation for over six months. This is the first in history commercial visit of an Indigenous Chilean Tribe to California.

### ABOUT THE ARAUCANIA REGION

The IX Araucanía Region (Spanish: IX Región de La Araucanía) is one of Chile's 15 first order administrative divisions. The Araucania has a population of over 900,000 people in an area of over 31,000 Km2. Overall the Region has good economic indicators and has undergone a strong modernization of its production systems. Exports from the region represent over 70% of GDP. The top five export destinations for the Araucania are China, USA, Italy, South Korea and Holland accounting to close to 50% of all exports. The majority of exports are agricultural commodities, forestry and livestock products. Araucania is starting to create higher value-added products with high standards of quality and using advanced technology for their manufacture.

### ABOUT THE MAPUCHES

The Mapuche are a group of indigenous inhabitants of south-central Chile and southwestern Argentina. They constitute a wide-ranging ethnicity composed of various groups who shared a common social, religious and economic structure, as well as a common linguistic heritage. The Mapuche make up about 4% of the Chilean population or about 600,000 people, and are particularly concentrated in Araucanía Region

### ABOUT THE CHILEAN AGENCIES AND ITS US COUNTERPARTS

There are several Chilean agencies supporting this delegation. GSJHCC has reached out to the US counterparts to also support the development of trade between California and Araucania.

Chilean Government Agency	USA Agency
CONADI – <a href="http://www.conadi.cl">www.conadi.cl</a> - Chile's Indigenous People Development Corporation -	Bureau of Indian Affairs – <a href="http://www.bia.gov">www.bia.gov</a>
PRO-CHILE – <a href="http://www.prochile.cl">www.prochile.cl</a>	US Commercial Services – <a href="http://www.export.gov">www.export.gov</a>
CORFO – <a href="http://www.corfo.cl">www.corfo.cl</a>	International Trade Administration – <a href="http://www.trade.gov">www.trade.gov</a>
Ministry of Exterior Relations – <a href="http://www.minrel.cl">www.minrel.cl</a>	State Department – <a href="http://www.state.gov">www.state.gov</a>
Consulate General of Chile in San Francisco - <a href="http://chileabroad.gov.cl">http://chileabroad.gov.cl</a>	US Embassy in Santiago – <a href="http://www.chile.usembassy.gov">www.chile.usembassy.gov</a>

## ORGANIZAN:



## OBJECTIVES OF TRADE MISSION

The overall objectives of the delegation are as follow:

1. Direct contact with companies that are looking to work with Chilean producers
2. Obtain letters of interest to buy products from Chilean companies
3. Media exposure during and after the delegation visits Northern California
4. Direct contact with leaders of Native American Tribes
5. Identify partners who can represent the Mapuche producer association in the United States through the Chamber of Commerce
6. Exposure to other international markets in Mexico, Central America and Peru where there is a large indigenous population that would like to replicate the model of the Mapuches
7. Attraction of investment to the Mapuches and the Araucania Region
8. Promote the Araucania as a tourist attraction

## STRATEGY TO MEET OBJECTIVES

The strategy to meet the different objectives of the delegation is to leverage the relationships and contacts of the members of the Greater San Jose Hispanic Chamber of Commerce through out Northern California and Fresno. The strategy is comprised of five components

1. Visits to major markets and distribution centers
2. Visits to production, processing and packaging facilities
3. Visits to government resources
4. Media and Hispanic community exposure
5. Network with GSIHCC members and partners

## VISITS TO MAJOR MARKETS AND DISTRIBUTION CENTERS

## ORGANIZAN:

---



The delegation will be taken to the major cities in the Bay Area such as San Jose, San Francisco, Oakland to visit the main markets and where most of the consumers in the area live. The delegation will meet with merchant associations in Story Road in San Jose the Mission District in San Francisco, the Fruitvale area in Oakland. The delegation will also visit the major supermarkets in those cities such as Mi Pueblo, Trader Joes, Whole Foods and Safeway.

---

### VISITS TO PRODUCTION, PROCESSING AND PACKAGING FACILITIES

The delegation will visit production, processing and packaging centers in Salinas, Watsonville, and Fresno. The delegation will see the advances in production, technology and supply chain management. In Salinas, the delegation will visit production and processing of vegetables. In Watsonville, the delegation will visit producers, processor and packaging houses of strawberries and vegetables. In Fresno, the delegation will visit production facilities and Fresno State University to learn about the latest technology advances.

---

### VISITS TO GOVERNMENT RESOURCES

Through out the visits in the different cities the delegation will interact with US and Chilean government officials to learn about the different resources for micro-small businesses. In San Jose the delegation will meet with San Jose City College, US Commercial Services, Small Business Development Center, the US MAC. In San Francisco, the delegation will meet with visit the Small Business Administration, the Minority Business Development Agency and the Chilean Consulate in San Francisco. In Salinas, the delegation will meet with the US Department of Agriculture. In Fresno, the delegation will visit the Center for International Trade Development.

---

### MEDIA AND HISPANIC COMMUNITY EXPOSURE

The delegation will set time aside to visit the major media outlets in TV, Radio and Newspapers specifically for the Hispanic Community. Delegates will have the opportunity to express the purpose of their visit to California.

---

### NETWORK WITH GSIHCC MEMBERS AND PARTNERS

The delegation will attend several networking events with members of the Greater San Jose Hispanic Chamber of Commerce and its partners around the Bay Area. These networking events will expose the delegation to the diverse community that is interested in supporting the economic development of the Araucania region.

**ORGANIZAN:**



**STRATEGY REALIZATION**

The following table shows how the strategy meets the objectives of the delegation and the measurable outcome that aligns the strategy to the objectives. The delegation will measure the outcomes of each objective with the following measures

1. Number of contacts
2. Number of interest letters obtained
3. Number of articles written about the delegation

Strategies	Visits to major markets and distribution centers	Visits to production, processing and packaging facilities	Visits to government resources	Media and Hispanic community exposure	Network with GSJHCC members and partners
Objectives					
1. Direct contact with companies that are looking to work with Chilean producers	# of contacts	# of contacts	# of contacts	# of contacts	# of contacts
2. Obtain letters of interest to buy products from Chilean companies	# of letters	# of letters			# of letters
3. Media exposure during and after the delegation visits Northern California				# of articles # of contacts	
4. Direct contact with leaders of Native American Tribes		# of contacts	# of contacts		
5. Identify partners who can represent the Mapuche producer association in the United States through the Chamber of Commerce	# of letters	# of letters	# of letters	# of letters	# of letters
6. Exposure to other international markets in Mexico, Central America and Peru where there is a large indigenous population that would like to replicate the	# of contacts	# of contacts	# of contacts	# of contacts	# of contacts

**ORGANIZAN:**



model of the Mapuches					
7. Attraction of investment to the Mapuches and the Araucania Region				# of contacts	# of contacts
8. Promote the Araucania as a tourist attraction			# of contacts	# of contacts	# of contacts

**SCHEDULE, AGENDA, AND ACTIVITIES**

The following table is a tentative agenda as of October 20, 2011. GSJHCC members are updating this agenda on a daily basis.

Time	Meeting Description and Expected Outcomes	Meeting Place	Attendees	Responsible GSJHCC Member
<b>SUNDAY, NOVEMBER 13<sup>TH</sup> – ARRIVAL IN SAN FRANCISCO INTERNATIONAL AIRPORT</b>				
9:20 AM - 10:20 AM	Arrival in San Francisco Airport	San Francisco International Airport	Delegation and GSJHCC Welcoming Committee	TBD – Logistics Sunday
10:20 – 12:20 PM	Travel to Hotel in San Jose	N/A		TBD – Logistics Sunday
12:20	Check Into Hotel	Hotel TBD		TBD – Logistics Sunday
12:00 – 5:00	Rest	Hotel TBD		
5:30 PM	Welcoming Event	TBD		
<b>MONDAY, NOVEMBER 14<sup>TH</sup> – SAN JOSE AND SURROUNDINGS</b>				

**ORGANIZAN:**



6:30 AM – 9:00 AM	<p>Breakfast with GSJHCC Members and Delegation Committee</p> <p>Purpose: The purpose of this breakfast is a meet and greet between the delegation and members of GSJHCC and guests.</p> <p>Agenda: During this breakfast the following topics will be discussed</p> <ol style="list-style-type: none"> <li>1. Introduction of the Mapuche delegates and the Araucania Agency Officials.</li> <li>2. Presentation by GSJHCC leadership about the Chamber and its interests with the Araucania and the Mapuche Nation</li> <li>3. Presentation by Araucania Agency Officials regarding the region</li> </ol>	Capital Club Silicon Valley (TBC)	Delegation, members of GSJHCC and guests	TBD- Logistics Monday
9:00 AM – 6:00 PM	Business Meetings in San Jose			
6:30 PM – 9:30 PM	Dinner at local restaurant to debrief and network	TBD	TBD	
<b>TUESDAY, NOVEMBER 15<sup>TH</sup> – SAN FRANCISCO AND OAKLAND</b>				
6:00 – 7:30 AM	Breakfast in Hotel			
7:30 – 8:30 AM	Travel to San Francisco			

**ORGANIZAN:**



8:30AM – 6:00 pm	<p>Meetings in San Francisco and Oakland</p> <p>Possible Meetings</p> <ul style="list-style-type: none"> <li>– Meetings with Merchant Associations in the Mission</li> <li>– Meeting with Consul General of Chile</li> <li>– Meetings with US and State Agencies such as EXIM Bank, SBA, CITD</li> <li>–</li> </ul>			
6:00 – 7:00 PM	Travel back to San Jose			

**WEDNESDAY, NOVEMBER 16<sup>TH</sup> – FRESNO AND SURROUNDINGS**

3:00 – 6:00 AM	Travel to Fresno			
6:00 AM – 7:00 AM	Breakfast in Fresno			
7:00 AM – 5:00 pm	<p>Meetings with producers, production centers, processing facilities and packaging facilities.</p> <p>Meetings in Fresno State</p>			
5:00 PM – 9:00 PM	Return to San Jose			

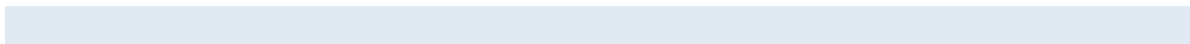
**THURSDAY, NOVEMBER 17<sup>TH</sup> – SALINAS/WATSONVILLE**

5:00 AM – 7:00 AM	Travel to Salinas			
7:00 – 8:30 AM	Breakfast in Salinas			

ORGANIZAN:



8:30 – 5:00 PM	Meeting in Salinas with producers, packaging companies			
5:00 – 7:00 pm	Return to San Jose			
<b>FRIDAY, NOVEMBER 18<sup>TH</sup> – SAN JOSE AND SURROUNDINGS</b>				
7:00 AM – 8:00 AM	Breakfast in San Jose			
8:00 – 5:00 pm	Meetings in San Jose and surrounding areas. Press conference with Media Outlets			
6:00 - 9:0 0PM	Closing Reception			
<b>SATURDAY, NOVEMBER 19<sup>TH</sup> – DEPARTURE BACK TO SANTIAGO</b>				
7:00 – 9:00 AM	Breakfast with GSJHCC members and leadership			
9:30 – 10:30	Travel to Airport			



**ORGANIZAN:**



**MEMBERS OF THE DELEGATION AND THEIR INDIVIDUAL OBJECTIVES**

<b>Name</b>	<b>Company/Organization</b>	<b>Description of Business</b>	<b>Commercial Objectives</b>
JORGE DIONEL REINAO NECUÑIR	Cooperativa REWE	Cooperativa REWE leads the project for the development of Agricultural production of Mapuche Fruits. The members of the project grow about 40 hectares of berries which equates to about 20 tons of berries a year.	Export to USA and Attraction of Investment, know-how, and Technology. # of contacts # of letters
Francisco Segundo Cheuque Ancaten	Asociación Indígena Amuley	This is an indigenous association of berry producers and it is made up of 29 members.	Export to USA and Attraction of Investment, know-how, and Technology
Juan de Dios Paillafil Calfulen	Plan de Desarrollo Turístico de Lago Budi	Traditional agricultural products, cattle, and building of housing around Lake Budi.	Attract Tourists and Investment
José Rafael Quintriqueo Parada	Jewelry Business	Mapuche Jewelry production and trade.	Export to USA and Attract technology to Chile
María Ester Llancaleo Calfulen	Producción y Servicios artesanos y turismo mapuche "RUKA WITRAL"	Fabrics and crafts in the textile industry.	Export to USA and Attract technology to Chile
FLOR LUZMIRA CALBUQUEO CID	AGRUPACIÓN DE PRODUCTORES DE MERKÉN LUMACO	Production of spices and other food commodities.	Export to USA and Attract technology to Chile
Cristian Pichara	Agencia La Araucania	General Director of the Economic Development Agency of La Araucania.	Attraction of Investment, technology and know-how from USA to Araucania.