

# COUNCIL OF GREAT LAKES GOVERNORS BRAZIL, CHILE AND PERU TRADE MISSION 2010 OVERVIEW

The Council of Great Lakes Governors (CGLG) is leading a multi-sector trade mission to Brazil, Chile and Peru from April 10-20, 2010. The goal of this mission is to assist small to medium sized companies from the Great Lakes region export products and services to these rapidly-growing markets.

## Mission participants will receive:

- Customized one-on-one business appointments in each country with interested distributors, agents, et al. set up by the CGLG Brazil and Chile Trade Offices (average 3 - 5 appointments per day). The CGLG Chile Trade Office will conduct research and appointments for Peru.
- Market overview including industry sector information and target company profiles.
- In-country business briefings.
- Services of CGLG Brazil and Chile Trade Office staff throughout the mission.
- Group airport-hotel-airport ground transportation in all three countries.
- Assistance with hotel bookings.
- CGLG staff will assist with follow-up after the mission.

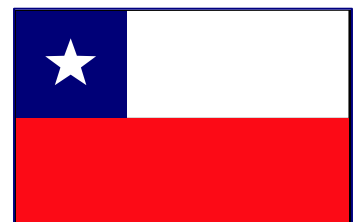
## WHY BRAZIL, CHILE & PERU

### BRAZIL:

- Largest and most diversified industrial market in Latin America.
- The U.S. is Brazil's largest single trade partner in both imports and exports.
- Political and economic stability.
- U.S. companies have a strong presence in the Brazilian market, and approximately 450 of the U.S. Fortune 500 companies have local subsidiaries in Brazil.
- U.S. exports to Brazil in 2008 were estimated at US \$32.29 billion.

### CHILE:

- U.S. exports to Chile in 2008 were estimated at US \$11.9 billion (46% increase over 2007).
- US-Chile Free Trade Agreement in place since January 1, 2004 (90% of U.S. products automatically duty-free).
- Excellent macroeconomic stability.
- Springboard to South American markets and Asia.
- Well prepared to confront global financial crisis.
- Net creditor.





### Peru:

- U.S. exports to Peru in 2008 were estimated at US \$6.2 billion (50% increase over 2007).
- U.S. Peru Free Trade Agreement in place since February 1, 2009 (duty-free access for 80% of US products).
- Political, economic and social stability.
- Free market economy.
- Free repatriation of capital and dividends.
- Non-discriminatory treatment for foreign investors.
- Access to international arbitration of disputes.

If you are not already active in these important markets, now is the time to get started.

### KEY INDUSTRY SECTORS

- Air Conditioning & Refrigeration Equipment
- Agricultural Machinery & Equipment
- Airport & Ground Support Equipment
- Biotechnology
- Construction
- Energy (Renewable and Power)
- Environmental Control
- Financial Services
- Food Processing & Packaging Equipment
- Information Technology
- Medical and Clinical
- Mining Equipment & Services
- Pollution and Environmental Control
- Plastics Machinery & Equipment
- Safety and Security
- Telecommunications
- Testing and Control Instruments
- Travel and Tourism Services

### TRADE MISSION ITINERARY

April 10	Depart U.S. for São Paulo, Brazil
April 11	AM: Arrive in São Paulo Country Business Briefing
April 12	Individual Business Appointments
April 13	Individual Business Appointments
April 14	AM: Travel to Santiago, Chile PM: Chile & Peru Country Briefing
April 15	Individual Business Appointments
April 16	Individual Business Appointments
April 17	Free Day
April 18	AM Travel to Lima, Peru
April 19	Individual Business Appointments
April 20	Individual Business Appointments Depart Lima for U.S.

### REGISTRATION & COSTS

Registration deadline is February 12, 2010

Mission Participation Fee: \$625 per person - Includes group airport-hotel-airport transportation; country briefings; networking events and in-country staff support

Market Research/Appointment Setting Fees\*:

Brazil	\$1,320
Chile	\$1,350
Peru	\$1,750

\*Varies by State you reside in

For additional information, please contact:

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Additional information on the CGLG Brazil, Chile and Peru Trade Mission is available at <http://www.cglg.org/projects/bcp2010mission/index.aspx>