



**Belgian - Pacific Alliance Cluster of Chambers of Commerce  
Business Forum**  
**"Trade, Investment and Joint Ventures Opportunities in the Pacific  
Alliance Context"**

**Thursday 17, November 2016, Brussels – Belgium**  
**14h30 at Thon Hotel Bristol Stephanie, Av. Louise-laan 93**  
**1000 Brussels**



**Belgo Perú**  
Chamber of Commerce



**BELGO-CHILEAN  
CHAMBER OF  
COMMERCE**



**EURACEN**  
CHAMBER OF COMMERCE  
EUROPE - CENTRAL AMERICA



**BelCol asbl**  
Belgium-Luxembourg – Colombia  
CHAMBER OF COMMERCE  
www.belcol-cc.com - info@belcol-cc.com



**Chile** 



**Organized by**

- The Binational Chambers of Commerce: Belgo-Perú, Belgo-Chilean, EURACEN (Central America) and BelCol
- The Economic and Commercial Office of the Embassy of Perú in Brussels.

With the support of the Belgian Federal Public Service Foreign Affairs, the Belgian-Luxembourg Chambers of Commerce Abroad, ProChile, Brussels Invest and Export, FIT, AWEX and Air Europa

**Free entrance but with compulsory previous inscription through link:**

**<http://www.belgoperu.com/event-investment-and-jv-opportuniti>**

**The THON Hotel Parking will be freely available (back entrance by 12 Livourne street) on a "first come, first served basis", validating ticket at reception desk**



# Alianza del Pacífico

## The context

The Pacific Alliance is a new pragmatic approach to integration between Chile, Colombia, Mexico, and Peru, the so-called “four Pumas”, which share a consensus on a model of economic and political integration based upon macroeconomic stability and openness aimed at attracting investment and creating export platforms for the global market. All have opted for a pragmatic relationship structured around bilateral free-trade agreements (FTAs) with the U.S., the EU and Asian countries.

Its main goal is to create a deeper integrated economic area to foster growth, development, and competitiveness for its member countries, by increasing the free movement of goods, services, capital, and people, and innovative forms of cooperation among them. The Pacific Alliance has quickly caught the world’s attention, with 42 third countries as official observers (among which Belgium).

Created in 2012, this youngest and fastest economic and cooperative integration mechanism in Latin America has achieved remarkable success: radical tariff elimination on a 92% of products, the integration of four national stock markets, the removal of inter-Alliance visa restrictions, the opening of joint international trade missions, the business innovation and academic cooperation. Its outward looking economic approach prioritizes private sector cooperation, announcing to the world that the bloc is open for business and wants to integrate global value chains for diversifying their economic structure.

In 2016, the combined GDP of the Pacific Alliance member countries represented 40% of the total for Latin America and the Caribbean (compared to 44% for Mercosur), and 50% of external trade, which placed it as the 8th largest economy in the world. The Pacific Alliance has been the sixth highest receiver of Foreign Direct Investment (FDI) worldwide in the last decade.

This upcoming event, will present to the audience interesting features concerning trade and investment opportunities in agriculture, natural resources (energy, oil, and mining) and manufacture in Chile, Colombia, Mexico, and Peru, as the member countries of the Pacific Alliance provide important opportunities for incorporating Global Value Chains with European innovative partners.



## Agenda / Program

**14h30-15h00**

### **Registration & Networking Reception**

Announcer/Locutora: Carola Van Raemdonck, Belgo-Peru Chamber

**15h00-15h35**

#### **1. Opening Session**

Moderator: Carlos Cabrejos, President of the Belgo-Peru Chamber

- By the Representatives of Peru as past-Presidency of the Pacific Alliance and Chile, and by current Presidency, by Mr. Juan Fierro, Minister-Counselor to the Embassy of Chile in Brussels (10')
- By the Director Americas & Caribbean, Belgian Federal Public Service Foreign Affairs, Foreign Trade and Development Cooperation, Peter Van De Velde (10')
- By the Director of the Economic and Commercial Office of the Embassy of Peru in Brussels, Luis Olivares Pflücker (10')
- By the Director of the Belgo-Chilean Chamber in the name of the Cluster of Belgian Chambers "Pacific Alliance" in Brussels, Geneviève François (5')

**15h35-17h15**

#### **2. Interactive Panel: The Pacific Alliance: past, present and future**

Moderator: Peter Van De Velde, Director Americas & Caribbean, Belgian Federal Public Service Foreign Affairs

- Introduction: Definition and purpose of the Pacific Alliance. Facts and Figures, presentation by Christian Ghymers, President of the Belgo-Chilean Chamber (10')
- EU trade relations with Pacific Alliance member countries, by Fabio Fabbi, DG Trade, European Commission (20')
- Regional Legal structures for Belgian Firms in Pacific Alliance countries, Manuel Vergara, CEO de BC & MC International Lawyers, and Director of Belgolux - Chilean-Belgian-Luxemburg Chamber of Commerce, Santiago (15').
- Venture Capital possibilities in Pacific Alliance, Edgardo Gamarra Bellido (Gambell group consulting, Lima, Peru) (15')
- Belgium and the Pacific Alliance, Ewa Bulthez, Area manager Americas, FIT (10'); Laurent Lamberts, Project Manager, Brussels Invest & Export (10'); Francis Kania, Director for Americas, AWEX (10'), presentations of respective instruments and activities calendars.

**Open questions to the panel (10')**

**17h15-17h30**

**Coffee Break**



17h30 -18h45

### 3. Interactive Panel: "Doing Business with the economies of the Pacific Alliance

Panels on:

- Opportunities for agronomy business, Manufacturing Area, Natural resources (Energy, Oil and Mining) and services in the countries of the Pacific Alliance.
- Success cases of the Pacific Alliance

Moderator: Laurent De Meester, Vice-President of the Belgo-Chilean Chamber

Introductory remarks: (5 minutes)

**Peru:** Luis Olivares Pflücker (MINCETUR PROMPERU)/ Carlos Cabrejos/Anthony De Clerck (BelgoPeru) (20')

**Chile:** Juan Fierro (Embassy of Chile) /Marie Masset (PROCHILE)/ Laurent De Meester (Belgo-Chilean Chamber) (20')

**Colombia:** Adriana Vargas Saldarriaga (Embassy of Colombia)/ Daniel Jordan (Belcol) & Alain Harvengt (Fabroca) (20')

**Euracem:** Erwin Deweerdt (EURACEN) & firms (10')

Question & Answers time (5')

18h45-18h50

### 4. Closing remarks by the four bilateral Chambers of Commerce

18h50-20h30

Networking cocktail

During this get together, a raffle which unique price will be two free return tickets (except airport taxes) from Brussels to Lima, will be organized. The business cards of each participant duly registered (dropped at the entrance during check in) will be drawn: the sole winner will receive from Air Europa Management this very special price of two tickets.



# Alianza del Pacífico