

# WISCONSIN ECONOMIC DEVELOPMENT CORPORATION COUNCIL OF GREAT LAKES GOVERNORS BRAZIL, CHILE & COLOMBIA TRADE MISSION 2012

## Trade Mission Details

**Who:** Small to medium-sized companies from the Great Lakes region looking to initiate or expand their export sales in these exciting markets

**When:** April 14-24, 2012

**Where:** São Paulo, Brazil; Santiago, Chile and Bogotá, Colombia

## Trade Mission Itinerary

- April 14 U.S. for Brazil
- April 15 Arrive São Paulo, Brazil  
PM: Country Briefing
- April 16 Individual Business Appointments
- April 17 Individual Business Appointments
- April 18 AM: Travel to Santiago, Chile  
PM: Country Briefing
- April 19 Individual Business Appointments
- April 20 Individual Business Appointments
- April 21 Free Day
- April 22 AM: Travel to Bogotá, Colombia
- April 23 Individual Business Appointments
- April 24 Individual Business Appointments  
PM: Depart Bogotá for U.S.

The Wisconsin Economic Development Corporation, in coordination with the Council of Great Lakes Governors (CGLG), is leading a multi-sector trade mission to Brazil, Chile and Colombia from April 14-24, 2012. The goal of this mission is to assist small to medium-sized companies export products and services to Latin America.

## Why Export to Brazil, Chile and Colombia?

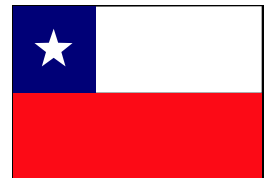
### Brazil

- Brazil is Latin America's largest economy with a population of nearly 200 million people. It has one of the world's fastest growing economies and a GDP per head that is greater than either India or China.
- U. S. exports to Brazil in 2010 were \$35 billion, up 36% from 2009.



### Chile

- With a population of about 17 million, Chile offers a dynamic, transparent and low risk business climate for exporters.
- U.S.-Chile Free Trade Agreement in place since 2004 (90% of U.S. products automatically duty free).



### Colombia


- U.S. exports to Colombia reached \$12 billion in 2010, up nearly 30% from 2009.
- The World Bank ranked Colombia as the third most business friendly country in all of Latin America.



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

## HOT INDUSTRY SECTORS

- Agriculture Machinery and Equipment
- Aerospace and Aviation
- Construction
- Electrical Power
- Energy
- Environmental Technology
- Food Processing/Packaging
- Healthcare
- Information Technology
- Medical Equipment
- Mining
- Safety and Security
- Telecommunications
- Travel and Tourism
- Oil and Gas



### Growing Blue Industry

The Great Lakes region is North America's "water belt," accounting for nearly 20% of the world's surface freshwater. As a result, and building on a history of water-intensive industry, the region is a hub for hundreds of small and medium-sized water technology companies and institutions. To help promote these companies' products and services, the trade mission to Brazil, Chile and Colombia will feature special water-specific briefings; government and industry meetings. These special events are in addition to the rest of the mission program which is for all companies regardless of their particular industry sector.

#### Mission Costs:

*Mission Participation Fee: \$795 per person*

Includes in-country staff support; group airport transfers; country briefings; networking events and pre-trip staff support.

#### *Market Research & Appointment Setting Fees:*

Brazil	\$550
Chile	\$1,900
Colombia	\$2,100

*Remember to inquire about the Trade Show Grant which can offset some of your mission related expenses!*

**Mission registration deadline is  
February 15, 2012**

#### **For additional information please contact:**

Wisconsin Economic Development Corporation  
International Division

Brad Schneider

Phone: (608) 347-2480

Email: [brad.schneider@wisconsin.gov](mailto:brad.schneider@wisconsin.gov)

Wisconsin Economic Development Corporation



Additional information on the CGLG Brazil, Chile and Colombia Trade Mission is available at [www.cglg.org/projects/bcc2012mission/index.aspx](http://www.cglg.org/projects/bcc2012mission/index.aspx).

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## MISSION COSTS

### Paid to the Council of Great Lakes Governors

**Mission Participation Fee (per person)** **\$795**  
Includes group airport transfers; country briefings; networking events; pre-trip and in-country staff support

#### Market Research and Appointment Setting Fees

Brazil	<b>\$550</b>
Chile	<b>\$1,900</b>
Colombia	<b>\$2,100</b>

Because the Wisconsin Economic Development Corporation has an existing contract with the CGLG Office in Brazil to assist Wisconsin exporters in that market, the fee charged to participants in Brazil is substantially lower than for other markets without a Wisconsin presence.

**Trade Show Grant:** Remember to inquire about the Trade Show Grant which can offset some of your mission related expenses!

**Cancellation Policy:** If for any reason a mission participant cancels his/her participation, the mission participation fee (\$795) will be refunded up to 30 days prior to the start of the mission. The market research and appointment setting fee is non-refundable. If the participant decides to travel at a future date, appointment setting services will be provided by the Trade Offices at no extra charge assuming the trip takes place within three months of the original mission date.

#### Please make checks payable to:

Council of Great Lakes Governors, Inc.  
Attn: Zoë Munro  
20 North Wacker Drive, Suite 2700  
Chicago, Illinois 60606



**MISSION COSTS**  
**Paid Directly by Participant**  
**Estimated and Subject to Change (including exchange rate change)**

**International Airline Ticket**

US-Brazil-Chile-Colombia-US (United and LAN) **\$2,238 Approx.**

It is understood that each of the participants will make their own flight arrangements to travel both to/from and within Brazil, Chile and Colombia. Due to logistical complications, CGLG cannot obtain a discounted rate. Recommendations for the "Group" internal flights within South America are provided at <http://www.cglg.org/projects/BCC2012mission/TravelInfo.aspx#Flights>.

Airport transfers will only be available to participants that travel on recommended group flights.

**Hotels in São Paulo, Santiago and Bogotá**

9 nights **\$1,808 Approx.**

CGLG will reserve a block of rooms at hotels in São Paulo, Brazil; Santiago, Chile and Bogotá, Colombia. Detailed information will be available soon.

**Visa Fees**

Brazil	<b>\$140</b>
Chile	<b>\$140</b>
Colombia	N/A

More information on visa requirements can be found at <http://www.cglg.org/projects/BCC2012mission/Docs/VisaRequirementBCCMission.pdf>. It is the responsibility of each individual participant to handle their visa processing prior to departure.

**Interpreters and Drivers (if needed)**

Brazil:  
Interpreter/Driver **\$696 per day**

Chile:  
Driver (4hrs min) **\$18 per hour**  
Interpreter **\$270 per day/\$150 half day**

Colombia:  
Driver N/A  
Interpreter **\$200 per day**

Due to heavy traffic and construction in Bogotá, meetings will be held in the hotel ballroom. Please also be aware that driver and interpreter fees are paid directly to the service provider in country prior to departure.