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conference outputs



East-West Business forum

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LATIN AMERICA

"Economic and investment cooperation between the Czech Republic and the region of Latin America"

14th - 15th October, 2014

Ministry of Foreign Affairs, Czernin Palace, Loretánské nám. 5, Prague 1

Under the auspices of:

Bohuslav SOBOTKA, Prime Minister of the Czech Republic
Lubomír ZAORÁLEK, Minister of Foreign Affairs of the Czech Republic
Jan MLÁDEK, Minister of Industry and Trade of the Czech Republic
Marian JUREČKA, Minister of Agriculture of the Czech Republic
Ivan PILNÝ, Chairman of the Economic Committee, Chamber of Deputies, Czech Republic



www.ewbf.cz
www.icc-cr.cz





Prague, 14th & 15th October 2014: During these days, the sixth annual conference East-West Business forum traditionally organised by the ICC Czech Republic was held on the premises of the Czernin Palace in Prague.

The objective of this year's East-West Business Forum was to provide new opportunities for further development of commercial, economic and financial cooperation between the Czech Republic and the region of Latin America with the participation of more than 200 business representatives, non-governmental organisations and governments of 20 countries of the world.

Day One: Tuesday 14th October

PANEL I: LATIN AMERICA

Opening Dignitaries

Mr. Martin Tlapa

Deputy Minister, Ministry of Foreign Affairs of the Czech Republic

Mr. Jan Mládek,

Minister of Industry and Trade of the Czech Republic

Ms. Jaroslava Beneš-Špalková

Deputy Minister, Ministry of Agriculture of the Czech Republic

Mr. Ivan Pilný

Chairman of the Economic Committee of the Chamber of Deputies of the Czech Republic

Trade and Investment Cooperation, Financing Trade between the Czech Republic and Countries of Latin America: Potential and Challenges

↓ **Mr. Michal Mejstřík**

Chairman of ICC Czech Republic

Mr. Vladimír Dlouhý

President of the Czech Chamber of Commerce

↓ **H.E. Mr. Carlos Appelgren**

Ambassador of Chile in the European Union

Mr. Paulo Neves

President, Institute for the Promotion and Development of Latin America

↓ **Mr. Alejandro Álvarez von Gustedt**

Representative, Office of strategic alliances, Inter American Development Bank





Latin America and the Caribbean is a region of

- enormous potential:

- Unprecedented **macroeconomic and political stability**
- It is likely that **economic growth** in LAC continue to outpace that of the most developed economies in the world
 - Even if the latest growth estimates are more modest than in past years
- Vast **natural resources**
 - Raw materials
 - Renewable energy sources
 - 40% of the world's biodiversity is concentrated in LAC
- Substantial **social progress**
 - Emergence of a large middle class - it is expected to continue growing strongly
 - Huge progress on other social dimensions, e.g. healthcare
- Increased **competitiveness**
 - Development of financial markets
 - Emerging internationalization of LAC firms: The “multilatinas”

- substantial challenges:

- Less favorable **external environment**
 - Lower growth in demand for commodities
 - Monetary policy in the USA and EU
- 177 million people in the region still live in **poverty**
 - Highest inequality worldwide
- Pressure on **urban centers and ecosystems**
 - 80% of the region's population lives in cities, it will be close to 90% by 2030
 - Deforestation
- Huge **infrastructure** needs: Need US\$170 – 250 B p.a. until 2020
 - Electricity demand x 2 by 2030, prices unsustainably high
 - Low broadband penetration
- Deficit in **skilled human capital**
 - Low quality of training
 - Pervasive informal economy

Source: IDB



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PANEL II: GOVERNMENT INITIATIVES AND BUSINESS PROSPECTS IN LATIN AMERICA

Overview of Economic Development on the Continent of Latin America, Capacity Building

- ↓ [Mr. Jose Ramon Perea](#)
Economist at the Americas Desk, OECD

Development and Investment Opportunities in Latin America, Role of the Czech Embassies Abroad (New Opportunities, Assistance for Companies)

- ↓ [Mr. Martin Tlapa](#)
Deputy Minister, Ministry of Foreign Affairs of the Czech Republic

Czech Export Bank – Financing Export to Latin America

- ↓ [Mr. Karel Bureš](#)
CEO of Czech Export Bank a.s.

EGAP: Insuring Export of Czech Companies

- ↓ [Mr. Jan Procházka](#)
CEO of EGAP a.s.

CzechTrade Supporting Opportunities in Latin America

- ↓ [Mr. Filip Tůma](#)
Export Consultant, CzechTrade Promotion agency

Success Story: R.JELINEK Investment in Chile – Goal(s), Evaluation, Decision, Experiences & Plans

- ↓ [Mr. Martin Déva](#)
Export Director, Rudolf Jelinek a.s.

Sectoral opportunities in Latin America:

machinery (mining, food industry, wood processing, ...)
 means of transport (motor & rail vehicles)
 infrastructure development
 energy (oil extraction, biofuels, ...)
 environment – waste management
 air & space industry
 plastic industry





CEB plans to support the diversification of Czech export and strengthen its activities in Latin America.

The Client Centre for Export:

- consultation of export plans, resolving queries and Unified Foreign
- Contact point of the MIT and MFA for exporters Network of Embassies and CT Representative Offices



<http://www.czechtrade.cz>



PANEL III: DOING BUSINESS, TRADE AND INVESTMENT IN LATAM

Brazil - Economic outlook and business opportunities

↓ [H.E. Mr. George Monteiro Prata](#)

Ambassador of Brazil in Prague

Pacific Alliance

↓ [Mr. Alejandro Álvarez von Gusted](#)

Representative, Office of Strategic Alliances, Inter American Development Bank

Business and Investment Opportunities in Peru

↓ [Mr. Gycs Gordon](#)

Director of the Commercial Office of Peru in Hamburg

Recent Development of the Commercial Relations between the Czech Republic and Peru

Mr. Raul Alta-Torre

Honorary Consul, Honorary Consulate of the Czech Republic in Lima

Colombia as a Strategic Investment Destination

↓ [Mr. Sergio Calderon](#)

Director, Proexport Colombia – Frankfurt Commercial Office

EGAP: Insuring Export of Czech Companies

↓ [Mr. Marek Dlouhý](#)

EGAP a.s.

Managing Business Projects in Latin America

↓ [Ms. Ana Vich](#)

Economic and Commercial Counsellor, Embassy of Spain in Prague

PANEL IV: DOING BUSINESS IN LATIN AMERICA, KEY SECTORS FOR CZECH TRADE AND INVESTMENT

Foreign Direct Investment and Emerging Market Economies

↓ [Mr. Mauricio Pozo](#)

CEO of [Multienlace](#) and Former Minister of Economy and Finance, Ecuador

New Investment Act in Cuba and the Special Development Zone Mariel

↓ [Mr. Salvador Guillermo Cabeiro Quintana](#)

Economic Counsellor, Embassy of Cuba in Vienna

Machinery as One of Key Sectors for Trade and Investment in LA

↓ [Mr. Christian Schroeder](#), *General Manager, Grupo Antolin*

↓ [Mr. Břetislav Nitka](#), *Business Unit, Vítkovice Machinery Group*

Starting Business Projects in Latin America

↓ [Mr. Aleš Stýblo](#)

Partner & Global Sales Director, Lasvit s.r.o.



Day Two: Wednesday 15th October

NETWORKING AND MATCHMAKING MEETINGS BY COUNTRY PANELS

Brasil

Mr. Marcelo Vaz de Campos

Economic Officer, Embassy of Brazil in the Czech Republic

Chile

H.E. Mr. Rodrigo Gaete

Ambassador of Chile for the Czech Republic

H.E. Mr. Carlos Appelgren

Ambassador of Chile for the European Union

Mr. Anders Alcayaga

Consul of Chile

Mr. Máximo Cattán

Prochile

Mexico

H.E. Mr. Pablo Macedo

Ambassador of Mexico for the Czech Republic

Ms. Patricia Chumacero

Economic Analyst, Embassy of Mexico in the Czech Republic

Ms. Kateřina Mašková

Commercial Assistant, Embassy of Mexico in the Czech Republic

Peru

H.E. Mrs. María Susana Landaveri Porturas

Ambassador of Peru for the Czech Republic

Mr. Gyco Gordon

Director of the Commercial Office of Peru in Hamburg

Mr. Julio Ubillús Ramírez

Commercial Affaires, Embassy of Peru

Mr. Raul Alta-Torre

Honorary Consul, Honorary Consulate of the Czech Republic in Lima



INCLUSIVE AND SUSTAINABLE INDUSTRIAL DEVELOPMENT - A POWERFUL FORCE IN THE POST-2015 DEVELOPMENT AGENDA AND THE ROLE OF DEVELOPED COUNTRIES

Mr. Li Yong

Director General,

United Nations Industrial Development Organization (UNIDO)



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About ICC

ICC - International Chamber of Commerce - is the world business organization that speaks with authority on behalf of enterprises in all sectors from all over the world. It was established in 1919 in Paris. Today, ICC represents thousands of companies and associations in more than 120 countries at the G-20 meetings and elsewhere.

Through the National Committees of ICC, businessmen transmit their interests, positions and ideas to high official representatives, institutions and governments of all countries, including OSN, EU, WTO, OECD, where ICC has been granted the highest level consultative status.

ICC has an unrivalled authority in making rules for the international trade. Although these rules are voluntary (don't have legislative nature), they are being respected and used in everyday business, thus became one of the most important pillars of international trade.

ICC provides large portfolio of services, among which plays very important role the ICC International Court of Arbitration. Over 87 years of its existence, the ICC International Court of Arbitration, the world's leading arbitration institution, has handled more than 16,500 cases within the ICC Rules of Arbitration.

Every two years, ICC organizes World Chambers Congress, the only international forum for chamber leaders to share best-practice experiences, exchange insights, develop networks, address the latest business issues affecting their communities, and learn about new areas of innovation from chambers around the world. Last World Chambers Congress took place on 22-25 April 2013 in Doha, Qatar and was followed by the initiative of Dubai Chamber of Commerce "Africa Global Business Forum 2013" on 1-2 May 2013 in Dubai.

www.iccwbo.org

About ICC Czech Republic

The main aim of ICC Czech Republic is to assist Czech companies and other businesses to integrate into world events through this prestigious world organization. Within the framework of its activities, ICC Czech Republic creates opinions and statements on issues sent by ICC Headquarters for examination. At the same time, this agenda is influenced so as it is in compliance with interests of ICC Czech Republic members.

National Committee of ICC in the Czech Republic serves the role of coordinator of the business community activities in the Czech Republic and represents its interests in dealing with both national and international organizations and governments.

ICC Czech Republic promotes wide range of business activities including seminars, conferences, workshops and roundtables mostly those related to the promotion of Czech export as part of non-barrier international trade and mediation of useful business contacts.

ICC Czech Republic is active in the field of international trade and export, where provides wide range of educational and advisory services, e.g. seminars, round tables, conferences, publications etc.

In the year 2011, ICC Czech Republic has established cooperation with Ministry of Foreign Affairs of the Czech Republic on territorial seminars, organized within the project International Trade in Practice, where Czech companies meet with newly appointed Czech ambassadors. This action should promote Czech economic diplomacy and facilitate market entry for Czech exporters to perspective territories.

In cooperation with Ministry of Industry and Trade and other entities, ICC Czech Republic has published two significant governmental papers "Competitiveness strategy of the Czech Republic for the period 2012 to 2020" and "Export strategy of the Czech Republic for the period 2012 to 2020". In the future, ICC Czech Republic considers as one of its main priorities creating conditions for successful implementation of both papers.

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