



Department of  
Development

John R. Kasich, Governor

Christiane Schmenk, Director

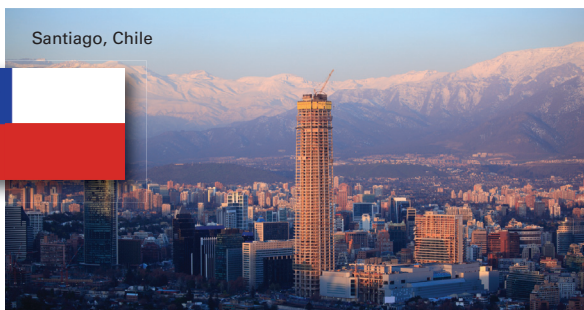


## Council of Great Lakes Governors/Ohio Department of Development Brazil, Chile, and Colombia Trade Mission 2012

The Ohio Department of Development invites you to take part in a trade mission to São Paulo, Brazil, Santiago, Chile, and Bogotá, Colombia from April 14–24, 2012. The mission will be led by the Ohio Department of Development's Office of Export Assistance, in partnership with the Council of Great Lakes Governors. The purpose of the mission is to assist Ohio small- to medium-size companies from the Great Lakes region to export their products and services to these dynamic and rapidly growing markets.

### Ohio Mission Participants Will Receive:

- **Business Matchmaking:** Customized one-on-one business appointments with prospective agents, distributors, or buyers in each city. Participants will average three to five business appointments each day, depending on the company's products, services, and objectives.
- **Market Research:** Valuable market research including industry sector information and target company profiles.
- **In-Country Business Briefings:** Local business and government officials will provide extensive market knowledge.
- **Trade Office Support:** Global Trade Manager, Emily Tucker and Council of Great Lakes Governors Manager, Zoë Munro will assist companies with preparation for the mission, accompany the delegation, and provide post-mission follow-up. Council of Great Lakes Governors Brazil and the Chile Trade Office staff will also provide in-country support services.
- **Ground Transportation:** Group airport-hotel-airport ground transportation will be provided in all three countries.
- **Group-rate Accommodations:** Block hotel bookings will be available.
- **Other Services:** Recommendations for suitable drivers, interpreters, and business services will be available upon request.



### Trade Mission Itinerary

<b>Saturday, April 14</b>	P.M. Depart for São Paulo, Brazil
<b>Sunday, April 15</b>	A.M. Arrive in São Paulo, Brazil P.M. Brazil Country Briefing, Networking Dinner
<b>Monday, April 16</b>	Individual Business Meetings in São Paulo
<b>Tuesday, April 17</b>	Individual Business Meetings in São Paulo
<b>Wednesday, April 18</b>	A.M. Depart for Santiago, Chile P.M. Chile and Colombia Country Briefing, Networking Dinner
<b>Thursday, April 19</b>	Individual Business Meetings in Santiago
<b>Friday, April 20</b>	Individual Business Meetings in Santiago
<b>Saturday, April 21</b>	Free
<b>Sunday, April 22</b>	A.M. Depart for Bogotá, Colombia
<b>Monday, April 23</b>	Individual Business Meetings in Bogotá P.M. Networking Dinner
<b>Tuesday, April 24</b>	Individual Business Meetings in Bogotá P.M. Depart for United States

# Why Export to Brazil, Chile, and Colombia?

## Brazil

- Largest and most diversified industrial market in Latin America.
- The United States is Brazil's largest single trade partner in both imports and exports.
- Fifth largest export market for Ohio in 2010 with \$1.37 billion in Ohio products exported to the country.
- Political and economic stability.
- United States companies have a strong presence in the Brazilian market, and approximately 450 of the United States Fortune 500 companies have local subsidiaries in Brazil.

## Chile

- Ohio firms exported \$161.6 million in products to Chile (44 percent increase over 2009).
- The United States—Chile Free Trade Agreement since January 1, 2004 (90 percent of United States products are duty-free).
- A dynamic, transparent, and low-risk business climate.
- Springboard to South American markets and Asia.
- Net creditor.

## Colombia

- Ohio firms exported \$121.8 million in products to Colombia (15 percent increase over 2009).
- 5 percent GDP growth annually.
- Third largest market for United States exports in Latin America.
- Industrialized, free market economy with diverse agricultural and natural resources, and a growing middle class.
- The United States—Colombia Trade Promotion Agreement was signed into law by President Obama on October 21, 2011. Once implemented, more than 80 percent of United States exports of consumer and industrial products to Colombia will become duty-free immediately, with remaining tariffs phased out over 10 years.

## Growing Blue Industry

The Great Lakes region is North America's "water belt" with nearly 20 percent 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 Council's trade mission to Brazil, Chile, and Colombia will feature special water-specific briefings and 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.

**The Ohio International Market Access Grant for Exporters (IMAGE):** IMAGE is a program funded by the State of Ohio and the United States Small Business Administration as part of the National Export Initiative to double United States exports by 2015. Companies can apply for an IMAGE award of up to \$3,000 to be reimbursed to offset up to \$6,000 of the qualifying expenses (at 50 percent) associated with a trade mission.

Eligible expenses include: Participant fee, market research and appointment setting fees, economy class airfare, and lodging.

For more information, please email: [IMAGE@development.ohio.gov](mailto:IMAGE@development.ohio.gov) or call (614) 466-5017



## Key Industry Sectors

Best Prospects for Ohio exporters include:

- Agricultural Machinery and Equipment
- Aerospace and Aviation
- Construction
- Energy (Renewable and Power)
- Environmental Technology
- Food Processing and Packaging Equipment
- Healthcare
- Information Technology
- Medical and Clinical Equipment
- Mining Equipment and Services
- Plastics Machinery and Equipment
- Safety and Security
- Telecommunications
- Testing and Control Instruments
- Travel and Tourism Services

## Mission Costs:

Mission Participation Fee: \$795 per person

- Includes in-country staff support, group airport-hotel-airport transportation, country briefings, networking events, pre-trip, and in-country staff support.

## Market Research and Appointment Setting Fees:

- Brazil \$1,585
- Chile \$1,700
- Colombia \$2,185

## Registration and Costs

**Registration deadline is February 15, 2012.**

Mission delegates are responsible for their own airfare, lodging, meals, and miscellaneous expenses.

**For additional information and to register, please contact:**

**Emily Tucker**, Global Trade Manager  
Phone: (614) 466-5336  
Email: [emily.tucker@development.ohio.gov](mailto:emily.tucker@development.ohio.gov)

Additional information on the Council of Great Lakes Governors/ Ohio Department of Development Brazil, Chile, and Colombia Trade Mission is also available at:

[www.cglg.org/projects/bcc2012mission](http://www.cglg.org/projects/bcc2012mission)

