



**Latin America Region
The Vibrant Markets**



AGENDA

1. Latin America Market Overview

2. Market Access

3. Business Opportunities: Mexico, Peru, Haiti

4. How to Approach The Market: Finding a Business Partner, Business Tips, Key Resources.





Market Overview

Why Latin America

- Global Priority Market for Canada
- The Region is home of Multinational Corporations
- Infrastructure and Tourisms Industry, clear Opportunities for Suppliers of Building Material and Construction
- Latin America is one of the less affected Regions by the 2009 Recession
- Total Population of more than 580 million





Market Overview

Why Latin America

- Estimated Combined Economic Growth Rate for 2010 is 5.7% and 4% in 2011
- Stronger Banking Sector and Increase in Bank Lending; Construction Firms likely to benefit
- Emerging markets will sustain global economy- Rapid growth in developing countries will prevent the world economy from slipping into another recession, according to The Conference Board of Canada's World Outlook – Autumn 2010



Market Overview

Latin America's Highlights

North America

Mexico

Free Trade Agreements with over 50 countries
Industrial and Trade Hub to do business in Latin America
and home of more than 1,800 Canadian corporations

Central America

Costa Rica

World-Class Destination for Retirees

Panama

Distribution Centre of the World- the Gateway to Latin America

The Caribbean

Haiti

Re- Construction Plan



Market Overview

Latin America's Highlights

South America

Colombia

Macroeconomic Policies Improved the Country's Economy.
Large Urban Transport Project: The Bogota Metro Project

Peru

Transforming into a Prosperous Consumer Society to become
one of the more Affluent of Latin America

Uruguay

The most Prosperous Country in Latin America- followed by
Chile and Costa Rica

Brazil

New Major Player on the World Stage. Hosting 2014 Football
World Cup



Market Access

Canada's Free Trade Agreements with Latin America Countries

México (NAFTA)	1994
Chile	1997
Costa Rica	2002
Peru	2009
Colombia	2010

Ongoing Negotiations with:

Panama
Dominican Republic
The Caribbean Community (CARICOM)
The Central America Four (CA4)
Guatemala, El Salvador, Nicaragua, Honduras



Mexico

Business Opportunities



Key Economic Indicators for Mexico (2009)

Population (millions) (estim. July 2010)	107
Total Merchandise Exports (US\$ billions)	230
Total Merchandise Imports (US\$ billions)	234

Source: U.S. Research Service

Mexico

Business Opportunities



National Infrastructure Program - 2007- 2012

(Canadian \$ Billions)

Sector	Value
High-ways	23
Railroads	3.9
Ports	5.7
Airports	4.8
Telecommunications	22.9
Water Treatment	12.5
Flooding Control	3.9
Power Plants	30.8
Oil Explorations	66.6
Petrochemical	30.7
TOTAL	204.8

Source: Programa Nacional de Infraestructura

www.presidencia.gob.mx

Mexico

Business Opportunities



Mexico in the World's Top 10 Exporters in 2009

1. European Union
2. China
3. USA
4. Japan
5. South Korea
6. Hong Kong
7. Canada
8. Russia
9. Singapore
- 10. Mexico**

Source: World Trade Organization

www.wto.org

Mexico

Business Opportunities



Outlook for Foreign Direct Investment in Mexico

Retail Sector:

Store Facilities

- Wal-Mart— \$1 billion to open 300 new stores in 2010.
- Home Depot - has been very successful for the last several years
- Lowes and Best Buy have just begun operations in the country

Manufacturing sector:

Manufacturing Plant Facilities

- Nissan's plans to invest \$600 million in a new assembly plant
- Chrysler/Fiat investment of \$550 million
- Procter & Gamble's decision to build a \$250 million plant
- Freightliner's \$445 million new truck plant



Peru

Business Opportunities



Key Economic Indicators Peru

Population (millions) (estim. July 2010)	29.91
(estim. 2009)	
Total Merchandise Exports (US\$ billions)	\$26.89
Total Merchandise Imports (US\$ billions)	\$21.01

Source: U.S. Research Service



Peru

Business Opportunities



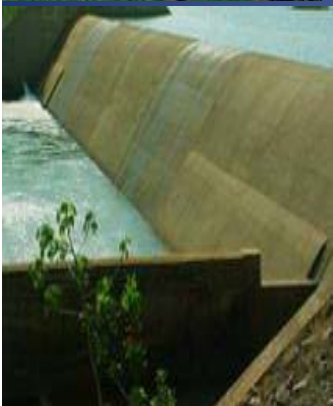
Projects in Proinversion's Portfolio 2009- 2010 (US\$ Million)

Sector	Value
Energy	3,834.2
Ports	1360.4
Land Transport	159.1
Airports	636.0
Agriculture	672.1
Sanitation	165.0
Real Estate	156.0
Tourism	725.0
Penitentiary Facilities	29.0
Telecommunications	213.1
TOTAL	7,949.9

Source: Proinversion Peru

Peru

Business Opportunities



Outlook for Foreign Direct Investment in Peru

Foreign direct investment is expected to reach a record \$8.4 billion in 2011

Sectors of Peru's economy with traditionally the largest foreign investment are telecommunications, mining, energy, and finance

Haiti

Business Opportunities



Haiti Reconstruction

Challenges and Opportunities

Public: 15,000 government buildings destroyed

Commercial: 30,000 commercial facilities were ruined

Institutional: Schools and Hospitals

Residential: over 235,000 residential structures destroyed



Haiti

Business Opportunities



Key Contact for Foreign Companies

The Haitian – Canadian Chamber of Commerce and Industry (CCIHC)

Founder member of the “ Private Sector Forum”
a united voice to develop a roadmap for recovery





How to Approach the Market

Finding the Business Partners

Local Distributor

Sales Representative with Technical Capabilities

Joint- Venture Partner

Establishment of Canadian Corporations in the Region



Business Tips - The Practicalities

Things take longer and processes/rules are more complicated than in Canada

Doing business in Latin America is complex and expensive

You must be prepared to invest considerable time and effort before actual profits start flowing in

Intellectual Property Rights- legal framework of most of the countries adheres to international standards but Piracy does exist for both consumer and industrial goods



Business Tips - The Practicalities

Although there are similarities on business culture, the government climate and policies of each country are quite different

Travel often to the region; locals like to do business face- to – face

You MUST do your homework up front! The financial rewards can be worth the effort!

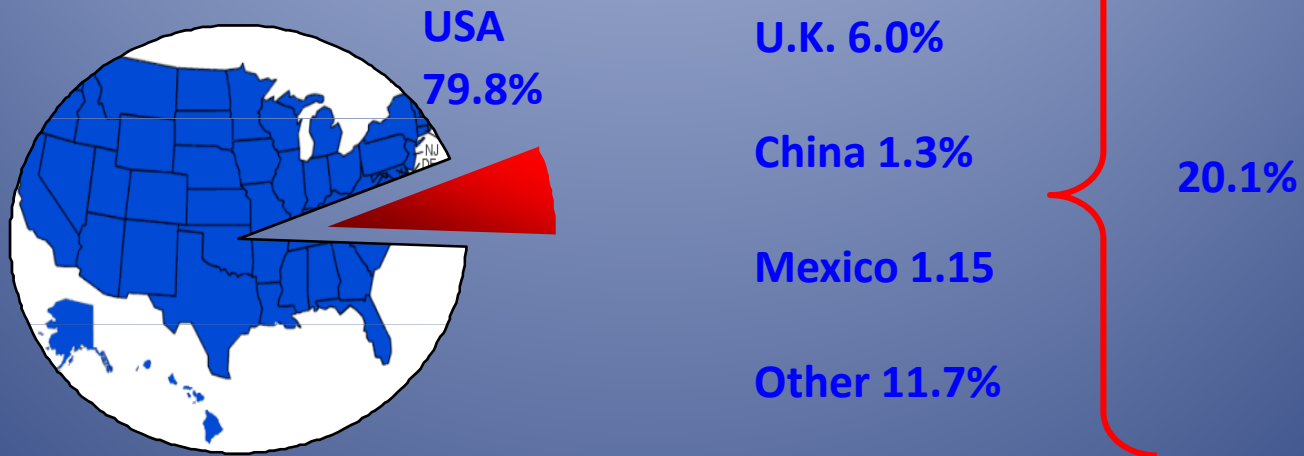
Key Resources

- DFAIT- Canadian Trade Commissioners in Toronto and Abroad
- Ontario Ministry of International Trade and Investment
- Business Development Bank of Canada (BDC)
- Export Development Canada (EDC)
- Peruvian-Canadian Chamber of Commerce (Toronto)
- Brazil- Canada Chamber of Commerce (Toronto)
- Canadian Chamber of Commerce- Latin America Chapters



Latin America Market, an alternative to Canada's dependence on United States

Ontario's Markets (2009) Export Destination



Source; Ontario Trade Fact Sheet



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Thank you!

Alma Farias

Trade Partners

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