



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

# Trade Winds— Latin America

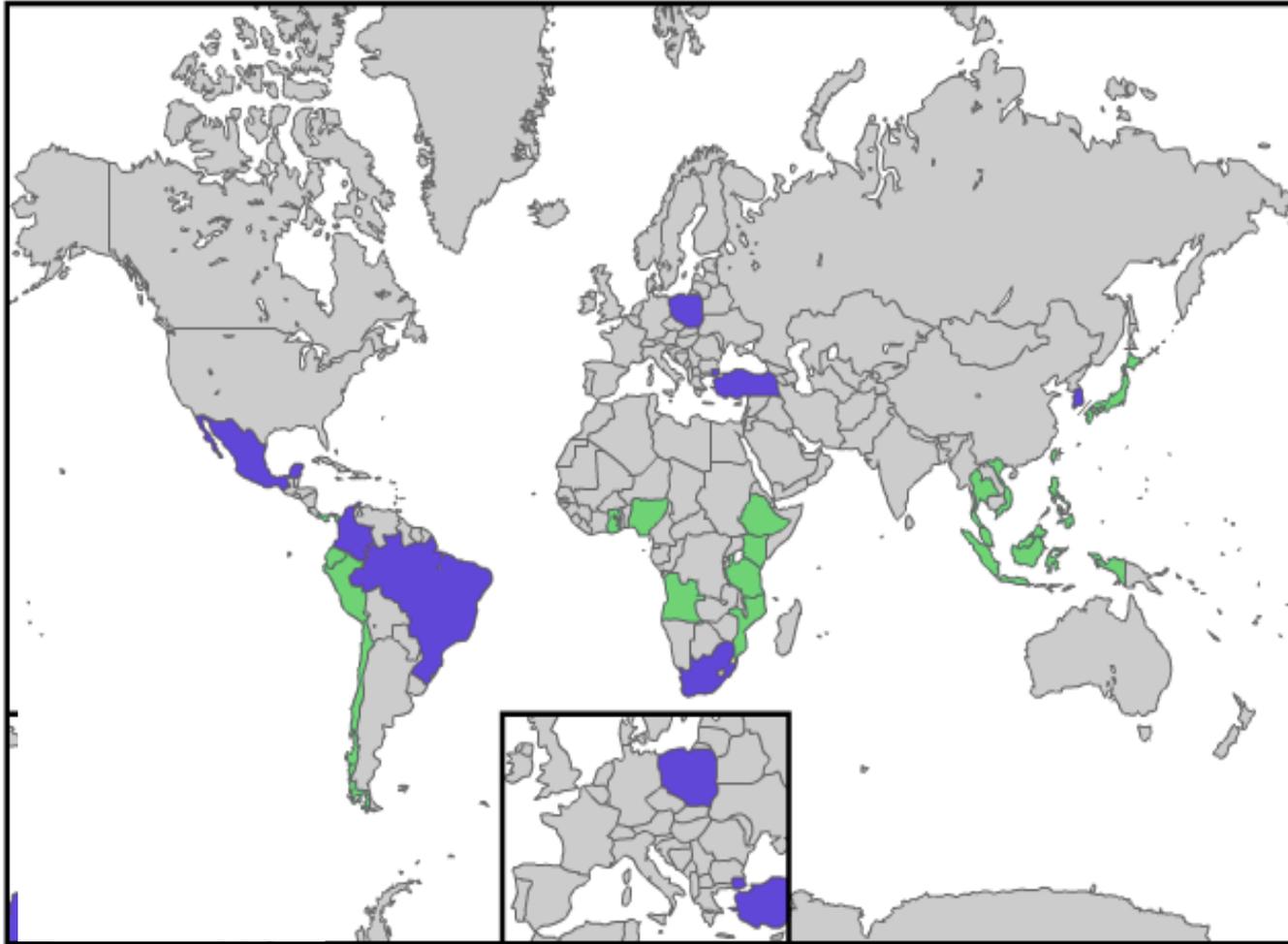
**#tradewinds16**

## September 6-13, 2016

*Event Summary - December 3, 2015*

“[...] Trade Winds forum delivered great results in multiple areas. We have learned a great deal about the opportunities and hands on intricacies of doing business in the different national markets in Latin America. [...] Commercial Service officers [...] provided valuable practical advice and contacts that resulted in a conference invitation [...] and business development capabilities [...] we had a chance to interact with local- and global companies and shared experiences that cannot be learned in any other way just by “doing it”. The forum was a terrific channel to accelerate and enhance entering a region for us.” *ActiveMedia*

# Trade Winds Program History

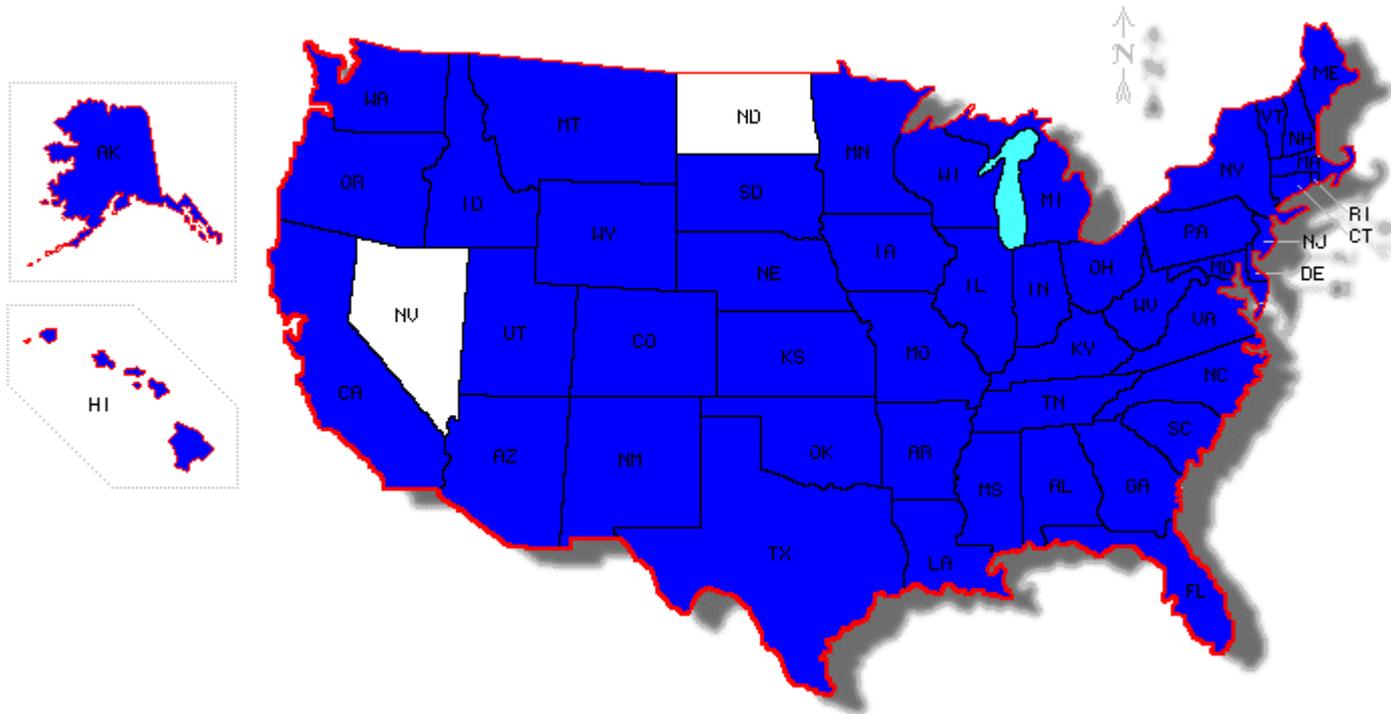


- 2008 – Istanbul, Turkey
- 2009 – Warsaw, Poland
- 2010 – Sao Paulo & Rio De Janeiro, Brazil
- 2011 – Mexico City, Guadalajara, Monterrey, Mexico
- 2012 – Southeast Asia (Singapore, Thailand, Vietnam, Malaysia, Indonesia)
- 2013 – Asia (Korea, Japan, Taiwan, Hong Kong, The Philippines)
- 2014 – The Americas (Colombia, Panama, Ecuador, Peru, Chile)
- 2015 – Sub-Sahara Africa (Ethiopia, Tanzania, Mozambique, Angola, Kenya, South Africa, Nigeria and Ghana )

8 Years – B2B Meetings in 27 Countries/USG Meetings with 79 Countries

# National Draw for this Signature Mid-Atlantic Event (2008-2015)

U.S. states represented in Trade Winds series of programs from 2008 to 2015



# Trade Winds Summary: 2008 -2015

| Event                  | Companies  | Attendees   | SCOs | SCO Appmts. | B2B Meetings |
|------------------------|------------|-------------|------|-------------|--------------|
| 2008 - Turkey          | 72         | 85          | 28   | 610         | 400          |
| 2009 - Poland          | 68         | 140         | 28   | 840         | 245          |
| 2010 - Brazil          | 122        | 200         | 16   | 510         | 330          |
| 2011 - Mexico          | 112        | 230         | 16   | 570         | 350          |
| 2012 - Southeast Asia  | 68         | 212         | 14   | 540         | 325          |
| 2013 - Korea           | 64         | 155         | 14   | 325         | 280          |
| 2014 - Colombia        | 100        | 200         | 14   | 450         | 425          |
| 2015 – Africa          | 108        | 300         | 21   | 1000        | 652          |
| <b>TW Series Total</b> | <b>714</b> | <b>1522</b> |      | <b>4845</b> | <b>3007</b>  |

# Trade Winds Summary: 2008 -2015

| Event                  | Export Successes | Exports Value         | Market Partners | Cost Recovery      |
|------------------------|------------------|-----------------------|-----------------|--------------------|
| 2008 - Turkey          | 86               | \$53,661 ,000         | 26              | \$155,000          |
| 2009 - Poland          | 34               | \$49,827 ,000         | 17              | \$210 ,000         |
| 2010 - Brazil          | 136              | \$17,938 ,000         | 28              | \$300 ,000         |
| 2011 - Mexico          | 65               | \$65,154 ,000         | 35              | \$290 ,000         |
| 2012 - Southeast Asia  | 140              | \$39,385 ,000         | 29              | \$300 ,000         |
| 2013 - Korea           | 21               | \$2,742 ,000          | 14              | \$250 ,000         |
| 2014 - Colombia        | 24               | \$11,112 ,000         | 19              | \$245 ,000         |
| 2015 - Africa          |                  |                       | <b>18</b>       | \$250,000          |
| <b>TW Series Total</b> | <b>530</b>       | <b>\$239,819 ,000</b> | <b>188</b>      | <b>\$2,135,000</b> |

# Trade Winds Africa: Size & Scope

## Audience

108 Companies in Total

- Business Forum & Mission Clients = 53
- Business Forum Only = 37
- Marketing Partners = 18

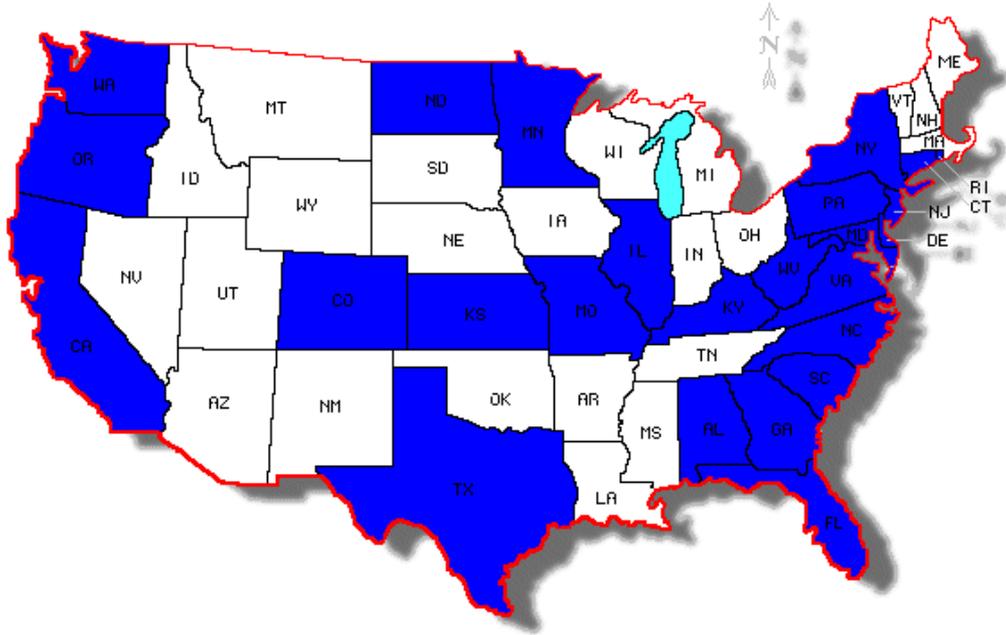
*300+ Attendees*

*25+ States Represented*

*900 + SCO meetings*

*90 “GKS” slots across 8 markets*

# Trade Winds -Africa Registered Clients

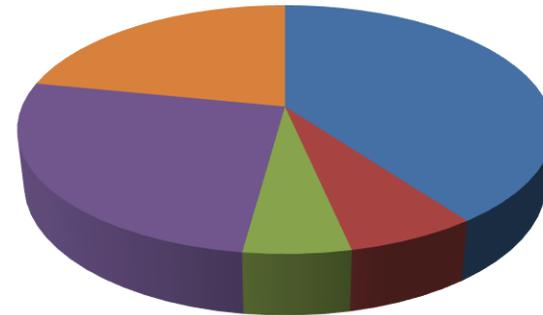


**492 Assessments**

requested of the 8 mission stops  
from 135 clients

**Nearly 50% Choosing  
Multiple Mission Stops**

3-4 Stops - 11 companies  
2 Stops – 16 companies  
1 Stop – 26 companies



- Manufacturer
- Export Management Company
- Franchiser
- Distributor/Representative
- Service Company
- Other

# Trade Winds Latin America 2016

## Trade Winds Forum- Santiago, Chile - September 7-9, 2016

- **Business Development Conference**
- Prearranged **U.S. Diplomats consultations** with up to 23 Countries/Officers: Canada, Mexico, Guatemala, Belize, El Salvador, Nicaragua, Costa Rica, Honduras, Panama, Dominican Republic, Bahamas, Barbados, Jamaica, Haiti, Colombia, Ecuador, Peru, Brazil, Bolivia, Paraguay, Chile Uruguay and Argentina
- Access to high visibility **business networking** events with leading industry and government officials.
- Prearranged **business-to-business meetings** with firms

## Schedule for Mission Stops:

Option to select up to 7 Mission Stops: Mexico, Bolivia, Paraguay, Chile, Peru, Argentina and Uruguay. Dates and locations for the business-to-business matchmaking options:

- Mexico City **or** Santa Cruz **or** Asuncion – **September 6, 2016**
- Santiago - **September 7-9, 2016**
- Lima **or** Buenos Aires/Cordoba **or** Montevideo – **September 12, 2016**

# Trade Winds Latin America: Schedule

**Tuesday  
Sept. 6**  
Mission  
Stops

Mexico

Bolivia

Paraguay

**Tuesday  
Sept. 6**

**Travel  
Days**

**Wed. -  
Friday  
Sept. 7-9**  
Forum &  
Mission Stop

Business  
Forum

SCO  
Consultations

Chile  
Mission Stop

Sat. – Sun.  
Sept. 10-11

**Travel  
Days**

**Monday  
Sept. 12-13**  
Mission  
Stops

Peru

Argentina

Uruguay

# Trade Winds Latin America: Pricing

## Client Program Fees

Trade Winds business forum and 1 mission stop

❑ SMEs= \$1,900

❑ Large Companies = \$2,900

➤ Each additional mission stop = \$1,000

➤ Each additional representative = \$950

➤ Forum Only = \$950

# Trade Winds Latin America: Pricing

## Marketing Partner Fees

|  | <b>Diamond<br/>(\$25,000)</b> | <b>Platinum<br/>(\$15,000)</b> | <b>Gold<br/>(\$10,000)</b> | <b>Silver<br/>(\$5,000)</b> | <b>Bronze<br/>(\$2,500)</b> |
|--|-------------------------------|--------------------------------|----------------------------|-----------------------------|-----------------------------|
| Logo on Trade Winds Material and Website | X                             | X                              | X                          | X                           | X                           |
| Meetings with Commercial Officers        | X                             | X                              | X                          | X                           | X                           |
| List of Conference Attendees             | X                             | X                              | X                          | X                           | X                           |
| Display Space at Conference              | Premium                       | Premium                        | Premium                    | Standard                    | Standard                    |
| Conference Tickets                       | 10                            | 7                              | 5                          | 3                           | 1                           |
| Invitations to Webinar Series            | X                             | X                              | X                          | X                           | X                           |
| Recognition in Program Guide             | X                             | X                              | X                          | X                           | X                           |
| Promotion in Trade Winds Social Media    | X                             | X                              | X                          | X                           | X                           |
| Recognition at All Mission Stops         | X                             | X                              |                            |                             |                             |
| Promotion at Events Before Trade Winds   | X                             | X                              |                            |                             |                             |
| Reserved Seating at Conference           | X                             |                                |                            |                             |                             |

\*Additional tickets to the conference will be charged at a per person rate. Inquire for details and rates.

# Partner Support in Past Trade Winds



BUSINESS COUNCIL  
for INTERNATIONAL  
UNDERSTANDING



SOUTH AFRICAN AIRWAYS

A STAR ALLIANCE MEMBER



Allocca Enterprises, Inc.



Export & Import  
Compliance Training

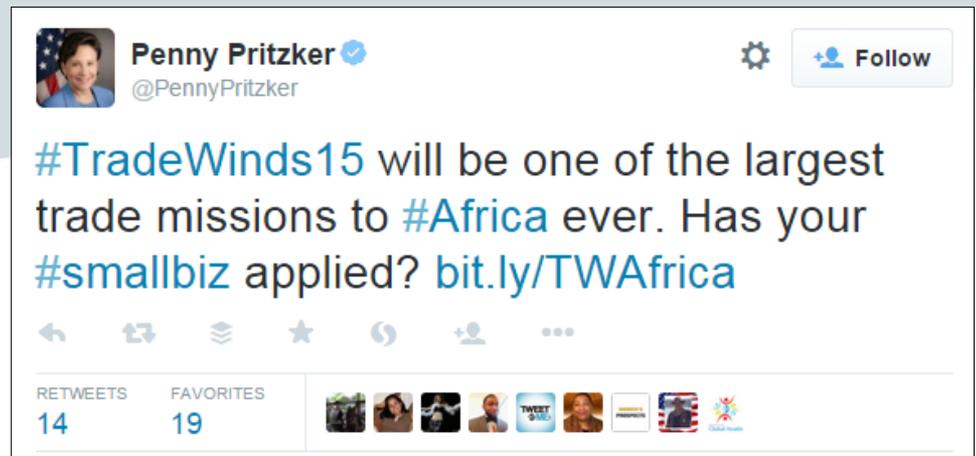


Economic Development  
Partnership of North Carolina  
edpnc.com



Alabama Department of Commerce

# Publicity Results



## 2015 Promotions

- **International Press**

Event coverage in more than 30 international news outlets, including CNBC, Bloomberg, and Voice of America

- **Email Marketing**

Partner logos highlighted in email campaign targeted at more than 80,000 unique recipients

- **Social Media**

#TradeWinds15 conversation reached 3mil unique Twitter users, with 11.4mil impressions

- **Website and Blog**

Marketing Partner logos and messaging amplified on official event site and ITA blog

# Stay Updated

[www.export.gov/tradewinds](http://www.export.gov/tradewinds)

The screenshot shows the export.gov website interface. At the top left is the 'export.gov' logo with the tagline 'Helping U.S. Companies Export'. To the right are links for 'Register | Manage Account' and a search bar. A navigation bar contains links for 'Opportunities', 'Solutions', 'Locations', 'FAQ', 'Blog', and 'Connect'. The main content area is titled 'Home > Pennsylvania State > Trade Winds' and features a large banner for the 'U.S. COMMERCIAL SERVICE TRADE WINDS—AFRICA BUSINESS DEVELOPMENT CONFERENCE AND TRADE MISSION'. The banner includes a list of countries: ANGOLA | ETHIOPIA | GHANA | KENYA | MOZAMBIQUE | NIGERIA | SOUTH AFRICA | TANZANIA, and the dates 'SEPTEMBER 14-21, 2015'. A prominent button reads 'CLICK HERE TO REGISTER NOW'. Below the banner, there is a section titled 'Trade Winds-Africa will be the largest-ever U.S.-government-led trade mission to Africa! Join us to find your next customers in some of the world's most promising markets!'. This is followed by a section 'Is Trade Winds-Africa right for you!?' which states that a Trade Specialist will be happy to reach out. A link is provided to 'View the trade mission flyer for additional details!'. The next section is 'Connect to a world of opportunity in Africa', which describes the 2015 Trade Winds program. To the right of the main content are two images: one of a cityscape and another of a landscape. At the bottom right is a 'LinkedIn' logo. A left sidebar contains a 'Trade Winds' menu with various sub-links.

**export.gov**  
Helping U.S. Companies Export

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Home > Pennsylvania State > Trade Winds Print

**Trade Winds**

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  - » Tanzania
  - » Mozambique
  - » Angola
  - » Ghana
  - » Nigeria
  - » Kenya
- ▶ Webinars
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- ▶ Marketing Partners
- ▶ Testimonials & Successes
- ▶ FAQs
- ▶ Am I Eligible for a Discount?
- ▶ Contact Us

**U.S. COMMERCIAL SERVICE**  
**TRADE WINDS—AFRICA**  
BUSINESS DEVELOPMENT CONFERENCE  
AND TRADE MISSION  
ANGOLA | ETHIOPIA | GHANA | KENYA | MOZAMBIQUE  
NIGERIA | SOUTH AFRICA | TANZANIA  
SEPTEMBER 14-21, 2015

**CLICK HERE TO REGISTER NOW**

*Trade Winds-Africa will be the largest-ever U.S.-government-led trade mission to Africa! Join us to find your next customers in some of the world's most promising markets!*

**Is Trade Winds-Africa right for you!?**

A Trade Specialist will be happy to reach out to you with more information and to answer your questions!

*View the trade mission flyer for additional details!*

**Connect to a world of opportunity in Africa**

The 2015 Trade Winds program offers U.S. companies the opportunity to explore eight markets in Sub-Saharan Africa. Hosted in South Africa, the Trade Mission will feature an Africa focused **business forum**, consisting of regional and industry specific conference sessions as well as pre-arranged consultations with U.S. Senior Government Diplomats representing commercial markets from 19 different countries throughout the region. There will also be multiple trade mission stops that will give participants the opportunity to conduct **business-to-business meetings** with pre-screened firms in **Angola, Ethiopia, Ghana, Kenya, Mozambique, Nigeria, South Africa, and Tanzania.**

**U.S. COMMERCIAL SERVICE**  
United States of America  
Department of Commerce

**LinkedIn**

# Trade Winds Webinar Series

## Webinar Series Schedule:

**Business Opportunities in Chile** – February 5, 2016; 1:00 pm EST

**Business Opportunities in Mexico** - February 10, 2016; 11:00 am EST

**Business Opportunities in Bolivia** - March 2, 2016; 11:00 am EST

**Business Opportunities in Paraguay** - March 16, 2016; 11:00 am EST

**Business Opportunities in Argentina** - April 6, 2016; 11:00 am EST

**Business Opportunities in Peru** - April 27, 2016; 11:00 am EST

**Business Opportunities in Uruguay** - May 18, 2016; 11:00 am EST



U.S. COMMERCIAL SERVICE

# TRADE WINDS—LATIN AMERICA

BUSINESS DEVELOPMENT CONFERENCE AND TRADE MISSION

ARGENTINA | BOLIVIA | CHILE | MEXICO | PARAGUAY | PERU | URUGUAY | SEPTEMBER 6–13, 2016

## Trade Winds 2016 - Latin America Webinar Series – Upcoming Webinars

• **Business Opportunities in Uruguay** - Wednesday, May 18, 2016; 11:00-12:15PM EST

Regional Topic: **Shipping your products to Latin America**

Register Here: <https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=6Q2C>

• **Business Opportunities in Mexico** - Wednesday, June 1, 2016; 11:00-12:15PM EDT

Regional Topic: **Credit and Financing for Export Transactions in Latin America**

Register Here: <https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=6Q26>

# Contacts

## Leslie Drake

Director, USEAC Charleston, WV

Tel: 304-347-5123

[Leslie.Drake@trade.gov](mailto:Leslie.Drake@trade.gov)

## Diego Gattesco

Director, USEAC Wheeling, WV

Trade Americas Team Leader

Tel: 304-243-5493

[Diego.Gattesco@trade.gov](mailto:Diego.Gattesco@trade.gov)



U.S. COMMERCIAL SERVICE  
**TRADE WINDS—  
LATIN AMERICA**  
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# U.S. COMMERCIAL SERVICE TRADE WINDS—LATIN AMERICA

## BUSINESS DEVELOPMENT CONFERENCE AND TRADE MISSION

ARGENTINA | BOLIVIA | CHILE | MEXICO | PARAGUAY | PERU | URUGUAY | SEPTEMBER 6-13, 2016

### Conference Overview

TRADE WINDS—LATIN AMERICA is an excellent opportunity to position your organization as a market leader in facilitating trade throughout the Western Hemisphere.

Attendees will have the opportunity to participate in pre-arranged consultations with U.S. commercial diplomats representing 23 exciting markets throughout Latin America. In conjunction with the Business Development Conference, the U.S. Commercial Service will lead a multi-industry trade mission so participants can connect directly to business opportunities in Argentina, Bolivia, Chile, Mexico, Paraguay, Peru, and Uruguay. Chile, the host country for the conference, is an ideal location where U.S. products and services enjoy a strong reputation for quality and price-competitiveness. Don't miss this great opportunity to present your organization as the conduit for success in Latin America!

The TRADE WINDS conference, trade mission, and Opportunities in Latin America webinar series will be heavily promoted throughout the U.S. and Latin America.

### Benefits of Becoming a Sponsor

- Directly engage with customers, partners, and government officials to expand business in Argentina, Bolivia, Chile, Mexico, Paraguay, Peru, and Uruguay.
- Receive significant exposure and be recognized according to your selected level of participation as outlined below.

For more information:  
[tradewinds@trade.gov](mailto:tradewinds@trade.gov)  
[export.gov/tradewinds](http://export.gov/tradewinds)

### Marketing Partner Benefits

|   | Diamond<br>(\$25,000) | Platinum<br>(\$15,000) | Gold<br>(\$10,000) | Silver<br>(\$5,000) | Bronze<br>(\$2,500) |
|---|-----------------------|------------------------|--------------------|---------------------|---------------------|
| Logo on Trade Winds Material and Website  | ✓                     | ✓                      | ✓                  | ✓                   | ✓                   |
| Meetings with Senior Commercial Diplomats | ✓                     | ✓                      | ✓                  | ✓                   | ✓                   |
| List of Conference Attendees              | ✓                     | ✓                      | ✓                  | ✓                   | ✓                   |
| Display Space at Conference               | Premium               | Premium                | Premium            | Standard            | Standard            |
| Conference Tickets                        | 10                    | 7                      | 5                  | 3                   | 1                   |
| Invitations to Webinar Series             | 10                    | 7                      | 5                  | 3                   | 1                   |
| Promotion in Trade Winds Social Media     | ✓                     | ✓                      | ✓                  | ✓                   | ✓                   |
| Recognition in Program Guide              | ✓                     | ✓                      | ✓                  | ✓                   | ✓                   |
| Recognition at All Mission Stops          | ✓                     | ✓                      |                    |                     |                     |
| Promotion at Events Before Trade Winds    | ✓                     | ✓                      |                    |                     |                     |
| Reserved Seating at Conference            | ✓                     |                        |                    |                     |                     |

**U.S. Commercial Service—**  
Connecting you to global markets.



# U.S. COMMERCIAL SERVICE TRADE WINDS—LATIN AMERICA

BUSINESS DEVELOPMENT CONFERENCE AND TRADE MISSION

ARGENTINA | BOLIVIA | CHILE | MEXICO | PARAGUAY | PERU | URUGUAY | SEPTEMBER 6–13, 2016

## Connect to a World of Opportunity in Latin America

The United States and Latin America have one of the most active trade relationships in the world—one that continues to provide opportunities for U.S. businesses of any size and in almost any sector.

As an official U.S. Department of Commerce/U.S. Commercial Service conference and multi-sector trade mission, TRADE WINDS—LATIN AMERICA is your company's connection to business opportunities in Latin America. If your company is new to the region or is looking to tap into new markets, our signature Trade Winds Business Development Conference and Trade Mission is the ideal launching point for expansion throughout the continent. TRADE WINDS—LATIN AMERICA will be hosted in Chile, and you will have the opportunity to visit other promising markets to explore new opportunities with the help of our team.

## TRADE WINDS—LATIN AMERICA Business Development Conference in Santiago, Chile

- Participate in a focused business development conference, highlighting opportunities and challenges in this extremely dynamic region.
- Attend high-visibility business networking events with leading industry and government officials.
- Meet one-on-one with senior U.S. commercial diplomats from embassies and consulates from more than 20 markets in the region for guidance on trade leads and market entry strategies.

## Partners from Seven Growing Markets

Pre-screened, business-to-business meetings with potential local partners will take place in:

- Argentina
- Chile
- Paraguay
- Uruguay
- Bolivia
- Mexico
- Peru

**U.S. Commercial Service—  
Connecting you to global markets.**

## Register Now!

[export.gov/tradewinds](http://export.gov/tradewinds)

## Trade Mission Stops

You may customize your itinerary and select up to three countries for business appointments.

Dates will vary based on selected mission stops. Cost includes one company representative.

**Companies with 500 or fewer employees:**  
Conference & one mission stop: \$1,900  
Additional mission stop: \$1,000/ea  
Additional representative: \$950/ea

**Companies with more than 500 employees:**  
Conference & one mission stop: \$2,900  
Additional mission stop: \$1,000/ea  
Additional representative: \$950/ea

## Trade Winds Business Development Conference Only Santiago, Chile

**Date:** September 7–9, 2016

**Cost:** \$950.00 per person

## For More Information

[tradewinds@trade.gov](mailto:tradewinds@trade.gov)

