



Lateinamerikanische Handelskammer in der Schweiz  
Cámara de Comercio Latinoamericana en Suiza  
Câmara de Comércio Latino-Americana na Suíça  
Chambre de Commerce Latino-Américane en Suisse

## Seminar on Business Opportunities in Colombia and Peru

The Latin American Chamber of Commerce (Latcam) and Osec recently organized two seminars, “Colombia and Peru: The New Tiger States of South America”? The events held in Lausanne and Zurich on August 24 and 25, 2010, respectively, were intended to showcase the burgeoning business opportunities both countries offer in the machinery and life sciences sectors. HE Colombian Ambassador Claudia Turbay and HE Peruvian Ambassador Gamarra illustrated convincingly that both countries are experiencing robust economic growth but still offer untapped possibilities for the technological expertise of Swiss companies. Furthermore, these two countries not only offer a growing market of middle-income consumers, but provide a platform for companies to export to countries in the region.

These facts were corroborated by the personal experiences of Alberto Villegas, Head of Latin America, Mettler Toledo who said that the 83-year presence of this precision instrumentation company in Colombia had been extremely successful. Fermin de Erenchun, who headed Roche Peru for several years, spoke glowingly of the top qualification’s of Peru’s workforce as well as the budding demand for the Roche products. Participants also received detailed information about the upcoming missions to Peru and Colombia from November 23 to December 1, 2010. Audience members were encouraged by Corinne Schirmer and Peter Welter, the heads of the Swiss Chambers of Commerce in Lima and Bogota, to come and see for themselves in November!

