



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

INFORMATION SEMINARS

Business Opportunities for Swiss Companies in Colombia and Peru

August 24, 2010: Osec Lausanne, avenue d'Ouchy 47, 1006 Lausanne

August 25, 2010: Widder Hotel, Rennweg 7, 8001 Zurich

Two information seminars showcasing business opportunities for Swiss companies in Colombia and Peru will be held in Lausanne, August 24 and Zurich, August 25, 2010, respectively. Both information seminars will follow the same format and include the same speakers. Each event will provide participants with information about economic conditions in Peru and Colombia, business opportunities in each country based on in-depth studies commissioned by Osec and company testimonials, and detailed information about the mission to Colombia and Peru that will take place from November 23 to December 1, 2010.

Colombia

During the past five years, the Colombian economy grew by 4% per year. In 2009, Colombia's GDP registered an increase of 0.4%, a positive growth during global recession. Economic growth was chiefly due to improvements in domestic security, rising commodity prices, and to President Uribe's pro-market economic policies, pro-business reforms in the oil and gas sectors and export-led growth fuelled mainly by the Andean Trade Promotion and Drug Eradication Act.. Foreign direct investment reached a record \$10 billion in 2008.

In an effort to further stimulate the economy during the global recession, the government cut capital controls, arranged for emergency credit lines from multilateral institutions, and promoted investment incentives, such as Colombia's modernized free trade zone mechanism, legal stability contracts, and new bilateral investment treaties and trade agreements.

Colombia and the EFTA states concluded a free trade agreement in November 2008. This creates a favourable trade and investment climate for Swiss companies to do business in Colombia. Colombia's infrastructure requires major improvements to sustain economic expansion. Other sectors of opportunity for Swiss companies include agribusiness, forestry, infrastructure, manufacturing, services and tourism.

Peru

Peru has displayed sustained economic growth over the past several years: In 2006, GDP growth was 7.7%, in 2007, 8.9% and in 2008, 9.8%. Its GDP increase in 2008 made it the leading performer in Latin America. The Peruvian government's sound economic and fiscal management has enabled Peru to weather the international financial crisis successfully. According to the Economist Magazine, "Peru's growth has exceeded that of most other countries in the region during the last seven years, driven by high global mineral prices and expanding output from the natural-resources sector, including from the huge Camisea natural-gas field." This expansion is projected to continue for the next five to ten years despite the global economic turndown.

The EFTA states and Peru completed negotiations on a broad-based Free Trade Agreement (FTA) on October 31, 2008. Upon entry into force, the FTA will improve market access for industrial goods, agricultural products and fish, notably by removing customs duties on most products originating in one of the Parties. The agreement will also provide for rights of establishment for investors, access to government procurement markets, protection of intellectual property rights, rules on competition, a dispute settlement mechanism, and a framework for cooperation.

For Swiss companies, the following sectors could offer attractive business prospects: agribusiness, forestry, fishing & aquaculture, infrastructure mining, services, textile and fibre manufacturing.



This event is supported by Osec with funding from the Confederation's Stabilization Program (special funding package) and designed to provide immediate and effective support to the Swiss economy.



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

INFORMATION SEMINARS

Business Opportunities for Swiss Companies in Colombia and Peru

August 24, 2010: Osec Lausanne, avenue d'Ouchy 47, 1006 Lausanne

August 25, 2010: Widder Hotel, Rennweg 7, 8001 Zurich

PROGRAM

- 14:30 Registration**
- 15:00** Welcome and Opening Statements
“Why Colombia?” HE Mrs. Claudia Turbay, Ambassador of Colombia to Switzerland
“Why Peru?” HE Mr. Juan Carlos Gamarra, Ambassador of Peru to Switzerland
- 15:20** SECO’s Economic Policy toward Colombia and Peru, Minister Philippe Nell, Head, America’s Division, Swiss State Secretariat for Economic Affairs (SECO)
- 15:40** “Economic Conditions and Business Environment for Trade and Investment in Peru,”
Proinversion – Peru’s Private Investment Promotion Agency
- 16:00** “Economic Conditions and Business Environment for Trade and Investment in
Colombia,” Juan Guillermo Perez, Proexport Colombia – Agency to Promote Colombian
Exports, Foreign Investments and Tourism to Colombia
- 16:20** EFTA Free Trade Agreements with Colombia and Peru – HE Mr. Eduardo Muñoz
Gomez, Ambassador of Colombia to WTO and HE Mr. Gamarra, Ambassador of Peru
- 16:45 Coffee Break**
- 17:15** A Snapshot of Osec’s Studies on Colombia and Peru, Thomas Först, Osec
- 17:30** Experience of a Swiss Company in Colombia
- 17:45** Roche Peru: Experience of a Swiss Company in Peru, Fermin Ruiz De Erenchun,
General Manager, Roche Peru
- 18:00** Mission Program in Peru, Corinne Schirmer, Managing Director, Cámara de Comercio
Suiza en el Perú
- 18:15** Mission Program in Colombia, Peter Welter, President, Cámara de Comercio Colombo-
Suiza
- 18:30** Questions and Answers
- 18:45 Networking Reception**
- 20:00 End of Program**



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

REGISTRATION INFORMATION SEMINARS

Business Opportunities for Swiss Companies in Colombia and Peru

Please fax your registration form to the Latin American Chamber of Commerce in Switzerland (Latcam) at fax: **+41 44 221 00 85**. The registration deadline **is August 20, 2010**.

I would like to participate in the following seminar (mark the appropriate box):

- August 24, 2010:** Osec Lausanne, avenue d'Ouchy 47, 1006 Lausanne
- August 25, 2010:** Widder Hotel, Rennweg 7, 8001 Zurich

Participant (name):

Company:

Phone:.....

E-Mail:

Fax:

Date:.....Signature:

Admission Fee*

Please mark the appropriate box:

- Latcam and Osec Member CHF 50.-
- Non-Member CHF 75.-

*You are kindly asked to pay **cash** when you sign in at the event. Cancellations will be accepted until August 23, 2010. Otherwise, you will be charged in full.

For questions, please contact Dorit Sallis, Managing Director, Latin American Chamber of Commerce in Switzerland (Latcam): Tel.: +41 44 226 90 61 or Email: admin@latcam.ch