

Spotlight on the Americas

Business Opportunities & the Investment Climate



Foxhills
Ottershaw, Surrey, KT16 0EL
Thursday, 16th September, 2010

Each Session
£25.00 + vat members
£30.00 + vat non members

Both Sessions:
£40.00 + vat members
£50.00 + vat non members



This unique one day event offers businesses a chance to explore opportunities in both North and South America. Spilt into two sessions, businesses can choose to attend either session or both dependant on your needs and your objectives.

Market Overview

North America

The USA, Canada and Mexico are joined together though the North American Free Trade Association (NAFTA) providing a duty free region of 457 million people – that's 457 million potential customers!

With free trade agreements with 50 other countries, including EFTA and the EU, 90% of Mexico's trade is duty free.

The common use of English and the use of one single currency across 300 million make the USA a tempting prospect for many UK businesses. Indeed the US is the largest single destination for exports from the South East of England, with £5.8bn of exports in 2005 compared with £3.6bn to Germany or £2.4bn to France.

The use of English in Canada and its strong historical links with the UK means there are strong ties between the two countries. However, as might be expected from these geographical neighbours the USA is Canada's biggest trading partner absorbing 80% of Canadian exports.

These sophisticated economies like the British and British goods therefore almost anything can find a market in North America.

South America

Although more challenging and diverse than North America, there are great opportunities for those prepared to make the effort.

In South/Latin America there are various trading blocks the largest of which is Mercosur, known as the Common Market of South America it aims to facilitate freedom of movement for goods, services and people between its member states.

Four times as large as the EU, with a combined population of over 250 million people it accounts for in excess of three-quarters of the economic activity on the South American continent.

Markets such as Brazil, Chile and Argentina are already popular with UK businesses. Brazil has one of the world's most rapidly developing economies, with a GDP per head that is greater than either India or China, making it a market too big to ignore.

Chile is widely recognised as the best managed economy in South America, with UK exports totalling £478 million in 2009.

The UK is the sixth largest investor in Argentina, investing over US \$2 billion in the last three years.

The programme will include briefings from expert speakers who will be dispensing the vital information that is so important before tackling new export markets, with ample time for specific questions, meeting the experts and networking. Lunch will be provided.

Expert Panel includes: UK Trade & Investment - North & South America Specialists
 HSBC Bank -
 Clyde & Co LLP

To book your place call the events team on: 01753 870500
or visit www.thamesvalleychamber.co.uk