



EXPORT TRADE MISSION

OCTOBER 23 to OCTOBER 30, 2004



BRAZIL, ARGENTINA, CHILE

Whether you already are in Brazil, Argentina and Chile or are considering expanding your business into these important markets, this regional trade initiative can help you achieve your objectives.

This Mission is sponsored by the **Council of Great Lakes Governors (CGLG)**. Members include: Illinois, Indiana, Michigan, Minnesota, New York, Ohio, Pennsylvania and Wisconsin. The CGLG's mission is to encourage and facilitate environmentally responsible economic growth. Toward this end, the CGLG and its member States assist small and medium-sized companies enter new markets and expand exports. The CGLG maintains offices in seven foreign markets including São Paulo, Brazil; Buenos Aires, Argentina; and Santiago, Chile. For more information, visit www.cglg.org.

MISSION BENEFITS

- **Customized one-on-one business appointments:** In-country directors of the CGLG offices and their staff will schedule customized individual business appointments with potential agents, distributors or buyers in three important commercial centers in South America. These meetings will be scheduled based on information provided by the participating company regarding their market objectives. Interpreter service can be arranged (at the company's expense).
- **In-country market research and telemarketing:** CGLG staff will conduct advance research and marketing to ensure participating companies are positioned for results.
- **Country briefings:** A briefing will be held for participants in each of the three countries. These briefings will provide an overview of current economic and political conditions as well as guidance on how to do business in these markets.
- **In-country promotional campaign:** Extensive campaigns will be conducted to promote the export mission's visibility.
- **Ground transportation:** Airport-hotel-airport transportation provided.
- **Hotel discounts:** Group discounts at conveniently located hotels geared for business travelers.
- **Air discounts:** Group discounts through Fox World Travel.

Why Brazil, Argentina and Chile?

Negotiations are underway for the Free Trade Area of the Americas (FTAA), reducing trade barriers throughout the Western Hemisphere. The Mercosur trading bloc is the second largest in the region (after NAFTA) with a population of 230 million with improving economic conditions. Chile and the US recently signed a bilateral trade agreement that took effect on January 1, allowing 87 percent of US non-agricultural products to enter Chile duty-free. South American markets import more from the US than from any other region, including the European Union and China.

If you are not already active in these important markets, now is the time to get started. Our trade offices in each country will help you make the contacts you need to tap into these growing markets. We will provide a country briefing in each location, as well as pre-planned ground transportation and hotel and airfare discounts.

Take this opportunity to experience the business environment and culture firsthand, and gain insights through networking with your counterparts from other exporting companies.

KEY INDUSTRY SECTORS

- **Industrial machinery and process control**
- **Telecomm and computer equipment and software**
- **Medical equipment and instruments**
- **Food processing and industrial automation equipment and instruments**
- **Mining machinery and equipment**
- **Packaging and logistics**
- **Agricultural technology, high technology, storage and efficiency management**
- **Irrigation equipment**
- **Airport equipment**
- **Safety and Security equipment**
- **Oil and gasfield machinery and services**
- **Pollution/environmental control equipment**
- **Capital goods, machinery and high tech equipment applied to consumer goods**

TRADE MISSION PROGRAM SERVICES

- **Review products and services and determine their marketability**
 - **Evaluate the readiness of the company to enter the market**
 - **Provide trade counseling through the Council of Great Lakes Governors' shared foreign trade offices & assist in the identification of trade partners, distributors, agents and trade leads**
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ITINERARY

Saturday, October 23 rd	Depart US for Brazil
Sunday, October 24 th	Arrive in São Paulo Group Dinner and Briefing
Monday, October 25 th	Individual Business Appointments
Tuesday, October 26 th	Individual Business Appointments Depart for Buenos Aires Group Dinner and Briefing
Wednesday, October 27 th	Individual Business Appointments Travel to Santiago
Thursday, October 28 th	Group Breakfast and Briefing in Santiago Individual Business Appointments
Friday, October 29 th	Individual Business Appointments
Saturday, October 30 th	Depart for US



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COST

- **Company Mission Participation fee:** \$300. Underwrites the cost of mission benefits.
- **Coach class** airfare (estimate): \$1450. Prices cannot be guaranteed until purchased.
- **Hotels:** 6 nights=\$600.

Deadline for submission is JUNE 23, 2004.

FOR MORE INFORMATION PLEASE CONTACT:

Nan McKenna, International Trade Specialist
Office of International Trade, Indiana Department of Commerce
Phone: 317-232-1703 E-mail: nmckenna@commerce.state.in.us

FAX REPLY FORM

Please fax to: Nan McKenna Fax: 317-233-1680

Yes I would like more information on the export mission to Brazil, Argentina and Chile

Name & Title

Mr. Ms. Mrs. Dr.

Company

Business Street Address

City, State, Zip Code

Telephone

Fax

E-mail

Website