



SEMINAR OF LATIN AMERICAN
**TRADE CHAMBERS FOR
PROMOTION AND COOPERATION
WITH CHINA**

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XII Business Summit China-LAC

How to take advantage the commercial
and **business opportunities?**

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In the International Exhibition and Convention Center of Zhuhai, China, the XII China-LAC Business Summit was performed in order to promote the economic-commercial cooperation between China, Latin America and the Caribbean (LAC). The Mexican delegation, composed of authorities, entrepreneurs, academicians, representatives of organizations, associations, financial entities and chambers, worked on the increase and solidification of commercial opportunities of Mexico's exportable supply to the Chinese market, as well as searching for new businesses through plenaries, technical seminars, exhibitions, dialogue roundtables, and business conferences.

During the opening of the event, it was recalled that from 2007, when the First Summit was conducted, a cooperation, with reciprocal benefits and which enables to analyze the trends of economic and international commercial development, has been intended to achieve in order to face, with greater elements, the challenges derived from the competitive environment that takes place in the world.

On this occasion, the exhibition area had a 20,000 square meters space, and it attracted approximately 1,200 individuals from both regions, and the procession of the Aztec country implemented a proactive strategy to promote Mexico as a competitive and pioneering nation, which has services of the highest quality, wide tourist areas, and derived from structural reforms, among other aspects, it has become an attractive place to receive foreign investment, in conjunction with the advantages derived from several valid free trade agreements, and the macroeconomic stability presented in the recent years.

The China-LAC Business Summit is celebrated every year by intercalating an edition in the Asian country and another edition in a nation from Latin America and the Caribbean, considering Mexico, Chile, Colombia, Peru, Costa Rica, and Uruguay as countries that have been hosts, and by this synergy and the initiative of the Chinese Council for promoting the International Trade, an historical participation has been achieved, composed of more than 12,000 entrepreneurs, resulting in a key trademark in the cooperation between China and LAC, according to the Chinese government.





Other matters discussed during the Summit for their importance regarding commercial activities and the reinforcement of the economic activity, concern the following described hereunder:

1 Supporting the small and medium exporting enterprises from Latin America and the Caribbean is imperative, concerning their internationalization process, specially to the Chinese market, due to the characteristics of its economy and market. There is the challenge of creating a private brand with a sustainable competitive advantage.

2 Investing in infrastructure is fundamental in order to make more efficient the logistics processes and reducing costs, which enables to increase the competitiveness levels.

3 The Fourth Industrial Revolution that includes innovation, new technologies, automation, artificial intelligence, does not extinguish jobs, simply, once the manual work is replaced, another better-paid job is created with a greater added value. The impact is revealed in the economic growth.

4 The Latin American countries require to incorporate cutting-edge technology and a greater finance in order to develop a greater: product, value chain and its means of distribution. China is a strategic partner as a technology and finance supplier, since it offers solutions.

5 It is necessary to have long-term plans and take root, possessing local manufacture by complying with the tax rules of each country and, by means of marketing techniques, accomplishing the recognition of Chinese trademarks.

6 Education. Increasing the number of graduated persons in Master's Degree and Doctoral Degree in order to have a sustainable and independent innovation, and with the patents development.

7 Tips for investing in China: 1. Long-term thinking; 2. Learning about what China already uses, there is no need to innovate if there are tools in operation; and 3. Feeling free to make mistakes.

8 Panama's vision. Part of an attractive business model between LAC and Asia is to increase competitiveness of the maritime ports, since they support the world logistics; as well as encouraging the tariff reductions, reducing the costs.

9 A vision of a Brazilian enterprise. Creating customized products for the needs of the country is difficult, as well as entering China, since it is a very competitive market, however, it offers the opportunity to do it due to its incredible infrastructure and technology.

Finally, it was announced that the China-LAC Business Summit 2019 shall be performed in panama: "For this country, this represents an excellent opportunity to clarify its position as the Great Connection of Latin America", stated the Panama's Deputy Minister of Foreign Trade, Néstor González.



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