

Flanders International
**Business
Weeks** /2023



Doing business with Latin America:

MEXICO - COLOMBIA - PERU

Agenda

- Introduction

by Sabine Vincke, area manager Latin America, FIT HQ

- Doing business in **Mexico**

by Wim Van Cauteren, economic representative, FIT Mexico

- Doing business in **Colombia**

by Marjorie Inghels, economic representative, FIT Bogotá

- Doing business in **Peru**

by Esthefani Lopez, economic representative, FIT Lima



FIT Mexico
> Wim Van Cauteren



FIT Lima (+ Ecuador)
> Esthefani Lopez



FIT São Paulo
> Claudia Rolim



FIT Santiago (+ Bolivia)
> Piet Morisse



FIT Buenos Aires (+ Paraguay)
> Carlos Maria Rodriguez



hub Havana (+ Haiti & Dominican Republic)
> Jean-Serge Dias de Sousa



hub Montevideo
> Jimena Villar



AWEX Panama (Central America & part Caribbean)
> Cindy Pellegrini



AWEX Bogota
> Marjorie Inghels

Latin America: major economies

World ranking	Country	GDP 2022 (billion USD)
11	<i>Italy</i>	2012,01
12	Brazil	1924,13
13	<i>Australia</i>	1701,89
14	<i>Korea</i>	1665,25
15	Mexico	1414,10
16	<i>Spain</i>	1400,52
23	<i>Poland</i>	688,30
24	Argentina	632,24
25	<i>Sweden</i>	585,94
26	<i>Belgium</i>	582,21
45	Colombia	343,94
47	Chile	300,73
48	<i>Czech Republic</i>	290,40
51	<i>Portugal</i>	252,38
52	Peru	242,40
	...	
80	Panama	71,97
81	Uruguay	71,89
82	<i>Croatia</i>	71,02

Source: IMF - WEO

Latin America: major market

- 670 million people (~ Southeast Asia 685 million) - young population
- Large middle class
 - Income classification World Bank 2023:
 - **3 “high income countries”**: Chile, Panama, Uruguay
 - **14 “upper middle income countries”**: Argentina, Brazil, **Colombia**, Costa Rica, Cuba, Dominican Republic, Ecuador, Guatemala, Guyana, Jamaica, **Mexico**, Suriname, Paraguay, **Peru**

Latin America: major export markets for Flanders (2022)

Export ranking	Country	Export	Import	Total trade
5	United States	27.575	32.300	59.875
16	Brazil	4.448	3.518	7.966
22	Canada	3.702	4.450	8.152
33	Mexico	2.348	4.342	6.690
51	Argentina	861	479	1.340
56	Chile	700	470	1.170
57	Colombia	642	469	1.111
62	Peru	524	529	1.053
68	Panama	449	23	472
93	Ecuador	159	237	396
103	Uruguay	130	80	210
106	Guatemala	128	59	187
109	Dominican Rep.	123	145	268
116	Costa Rica	92	732	824
125	Honduras	62	234	296

(million €)

Flanders International
**Business
Weeks** /2023



Doing business with Mexico



Statement 1:

MEXICO IS DANGEROUS

Representatives of businesses from Flanders sometimes are afraid to travel/are reluctant to do business/have security concerns about Mexico because of its reputation



Insecurity is concentrated in some Mexican states. These Mexican states do not attract a lot of investment.

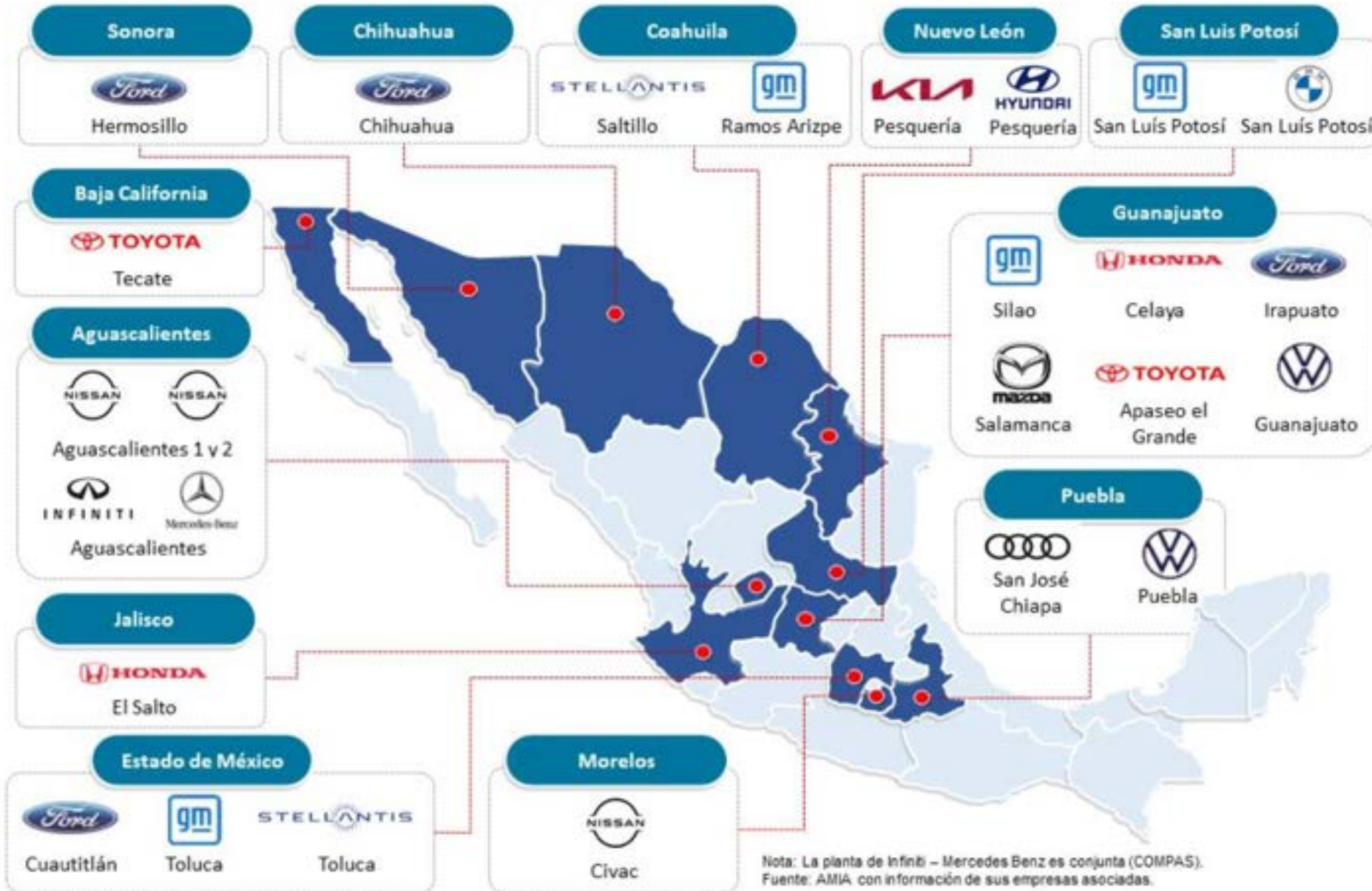
Several Latin American countries have worse crime rates than Mexico

Crime Rate by Country 2023



Rank	Country	Crime Index ∨	2023 Population
1	Venezuela	83.76	28,838,499
3	South Africa	76.86	60,414,495
9	Brazil	67.49	216,422,446
12	Peru	66.72	34,352,719
18	Argentina	63.82	45,773,884
30	Colombia	56.87	52,085,168
38	Costa Rica	54.22	5,212,173
39	Mexico	54.19	128,455,567
41	Chile	53.42	19,629,590
44	France	51.99	64,756,584
45	Uruguay	51.73	3,423,108

Plantas de fabricación de vehículos ligeros, motores y transmisiones pertenecientes a las empresas asociadas a la AMIA



Nota: La planta de Infiniti – Mercedes Benz es conjunta (COMPAS).
Fuente: AMIA con información de sus empresas asociadas.

The Central part of Mexico (sometimes called 'El Bajío') and the North (except the state of Tamaulipas) attract a lot of investment



The South of Mexico is the poorer part of Mexico

The Drive Behind Tesla's New Manufacturing Plant in Mexico

Tesla's plan to open a Gigafactory in Monterrey is welcomed by local business elites

April 4, 2023



The Monterrey skyline. Tesla's new factory will be built just outside the city. (Daniel Escobedo / Wikimedia Commons / CC BY-SA 4.0)

On February 28, Mexico confirmed that Tesla will install an assembly plant in Monterrey, a northeastern city in Mexico located only 220 kilometers from the border city of Laredo,



In spite of its reputation regarding security, Mexico still attracts flagship investments!

Monterrey in the state of Nuevo Leon is the economic capital of the North(East) of Mexico



BYD, empresa china de autos, planea construir una armadora en México

AUTOS

🕒 27 ABR, 2023



BYD presentó hace unos días tres nuevos modelos totalmente eléctricos que ha lanzado al mercado mexicano. Foto: iStock

Largest EV manufacturer in the world, BYD (China), also plans assembly plant in Mexico!



Belgian suppliers to the automotive industry continue to invest in Mexico!

If you plan to invest in physical assets in Mexico (warehouses, factories, transportation, etc...) you definitely need to have a policy against insecurity & crime



THREATS?

1. Insecurity and theft

- The government strategy is not showing good and clear results
- Security strategy and controls must be a priority for your Business
- Be discrete

2. Corruption

3. Very slow and bureaucracy regulatory process for new permits or operational licenses



If you are in B2B market : be discrete

Google



It is recommended to invest in warehouse or a factory that is located in a (private) industrial park. They provide good security and the necessary utilities



INDUSTRIAL PARKS
DIRECTORY

[Go to directory](#)



SUSTAINABLE
INDUSTRIAL PARKS

[View parks](#)



AVAILABLE
INDUSTRIAL SPACES

[View availability](#)



AMPIP MEMBERS
DIRECTORY

[Go to directory](#)



**Always take the toll
(cuota) roads!**

**Toll road
infrastructure in
Mexico is good**

Mexico puts military in charge of nation's ports

Mexican President Manuel Obrador takes aim at drug smuggling and corruption



Noi Mahoney · Monday, July 20, 2020



📷 Mexico's Army will be in charge of the country's ports and customs operations. Pictured is the Arizona CBP Operations in Nogales. (Photo: CBP)



Strategy of the Government to combat crime, corruption and the illegal flow of goods: more responsibility for the Mexican army and navy!

2023 Military Strength Ranking

GFP | ANNUAL RANKING

31	Mexico
	PwrIndx: 0.4687
68	Belgium
	PwrIndx: 1.1836



The Washington Post
Democracy Dies in Darkness

Mexico expects blockbuster corruption case with return of former Pemex chief



Emilio Lozoya, former chief executive of the Mexican state-controlled oil company Pemex, is transferred to a police van in Marbella, Spain, in February. (Jorge Guerrero/AFP/Getty Images)

CORRUPTION PERCEPTIONS INDEX

⊞	Argentina	94
⊞	Brazil	94
⊞	Mexico	126



Statement 2:

MEXICO IS IN CENTRAL AMERICA



About Mexico



The United Mexican States, commonly known as Mexico, is a federal republic in North America. It borders to the north with the United States; to the south and west with the Pacific Ocean; to the the southeast with Guatemala, Belize, and the Caribbean Sea; and to the east with the Gulf of Mexico.

If you need more information about Mexico (geography, history, governors, flag, anthem, etc.) please visit the official web site:

<http://en.presidencia.gob.mx/mexico/>

South America is far away!

Flanders International
Business Weeks /2023

Tu viaje a Buenos Aires

 Salida Aeromexico AM30

10:00 MEX

Jue, 17 Ago
Juarez Intl Airport, T2,
Ciudad de México
(México)

 Sin escalas

22:00 EZE

Jue, 17 Ago
Pistarini, TA, Buenos
Aires (Argentina)

10 h 0 min

Tu viaje

[Detalles del viaje](#)

Ciudad de México (MEX)

15:40, 17 ago (jue)

Houston (IAH)

18:55, 17 ago (jue)

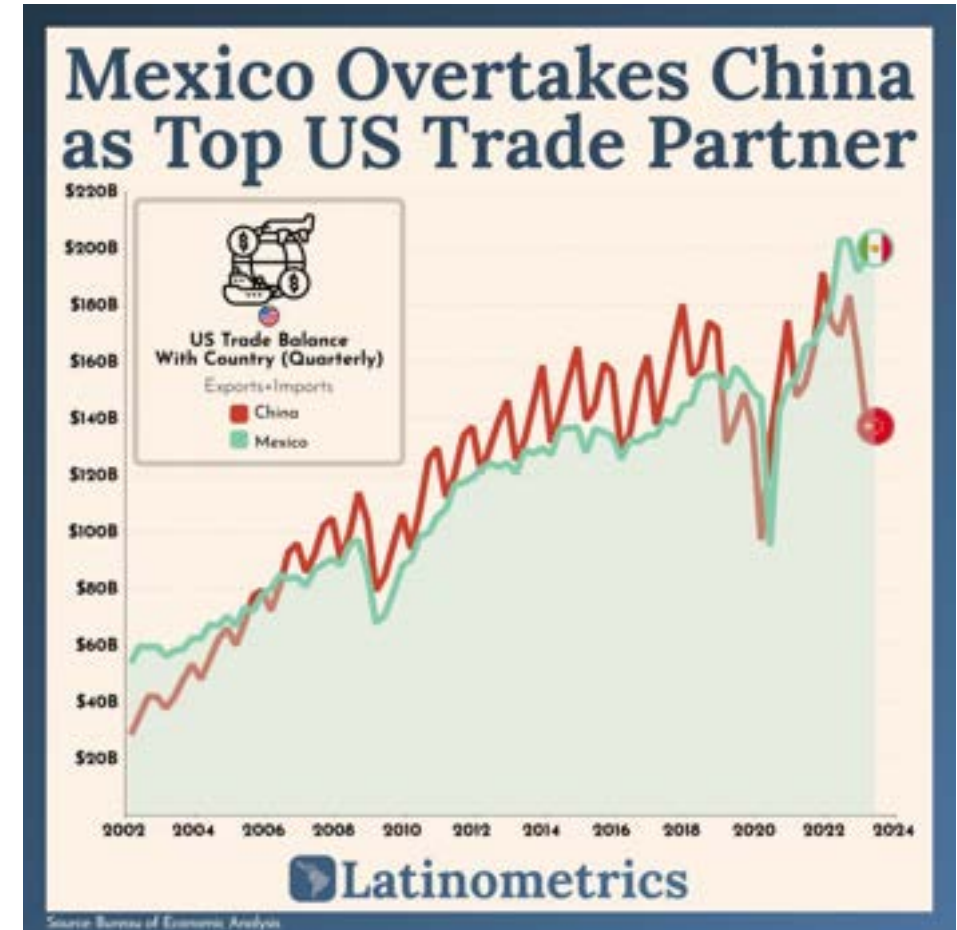
Duración total del viaje: **2h 15min**
Directo

Mexico is US's largest trading partner in 2023's 1st quarter

MND Staff May 5, 2023



Mexico emerged as the largest trading partner for the United States in the first quarter of 2023. The country exports a diverse range of goods north of the border. (Secretaria de Agricultura/Cuartoscuro)



Economic integration USA, Mexico, Canada
NAFTA + USMCA

Mexico is highly dependent of the US!



Main Customers <i>(% of Exports)</i>	2022
United States	78.3%
Canada	2.7%
China	1.9%
Germany	1.4%
Japan	0.8%
Brazil	0.7%
South Korea	0.6%
Colombia	0.6%
Guatemala	0.5%
United Kingdom	0.5%



Main Suppliers <i>(% of Imports)</i>	2022
United States	43.9%
China	19.6%
South Korea	3.7%
Germany	3.1%
Japan	3.0%
Malaysia	2.4%
Canada	2.2%
Brazil	2.0%
Vietnam	1.7%
Thailand	1.3%

Mexico wants to diversify its foreign trade : FTA's with more than 50 countries



🏠 > Secretaría de Economía > **Acciones y Programas**

Comercio Exterior / Países con Tratados y Acuerdos firmados con México

México cuenta con una red de 13 Tratados de Libre Comercio con 50 países (TLCs), 32 Acuerdos para la Promoción y Protección Recíproca de las Inversiones (APPRI) con 33 países

Updated EU-Mexico free trade agreement: waiting for ratification.



Home > Trade > Policy > Countries and regions > Negotiations and agreements > EU-Mexico Trade Agreement

Trade
Policy
Policy making
EU position in world trade
EU and WTO
Countries and regions
Negotiations and agreements
Development
Statistics
Accessing markets
Import and export rules
Trade policy and you

In focus



The European Union and Mexico have reached an "agreement in principle" on the main trade parts of a new EU-Mexico association agreement. The new agreement replaces a previous deal between the EU and Mexico from 2000.

The original association agreement brought many trade benefits to the EU and Mexico, though some trade barriers still remain.

The new deal will:

- scrap high Mexican tariffs on European food and drinks
- allow EU firms to sell more services to Mexico
- pledge to protect workers' rights and the environment

Negotiations with Mexico started in May 2016 and both sides reached an [agreement in principle](#) on the trade part in April 2018.

The new agreement, once ratified, will replace the existing EU-Mexico Global Agreement, which entered into force in 2000.

Mexico: much more open for foreign trade than Brazil!

General profile: Mexico

GENERAL INFORMATION FOR 2021



INTERNATIONAL MERCHANDISE TRADE

Total merchandise trade

(millions of US\$)	2005	2010	2015	2021
Merchandise exports	214 207	298 305	380 550	494 765
Merchandise imports	228 240	310 205	405 282	522 455
Merchandise trade balance	-14 033	-11 900	-24 732	-27 690

Total trade : 1017 million US\$
GDP : 1278 million US\$

General profile: Brazil

GENERAL INFORMATION FOR 2021



INTERNATIONAL MERCHANDISE TRADE

Total merchandise trade

(millions of US\$)	2005	2010	2015	2021
Merchandise exports	118 529	200 434	186 782	280 815
Merchandise imports	77 628	193 184	180 460	234 690
Merchandise trade balance	40 901	7 250	6 322	46 124

Total trade : 515 million US\$
GDP : 1604 million US\$

Inspite of being part of North America (economically, geographically) : there are a lot of cultural differences with North America

- Knowledge of English is not guaranteed; using an interpreter might be necessary if you do not speak Spanish
- Warm people : expect hugs instead of cold handshake
- Use your network
- Praise the country
- Take your time – ~~Time is money~~
- Not direct : They do not like to say no

Statement 3:

Mexican Food is All Burritos and Fajitas

MENÚ

SUCURSALES

¿A dónde llevamos tu pedido?

HUARACHES

ENTRADAS

SOPAS Y CALDOS

PASTOR NEGRO

PARA COMPARTIR

TACOS

ALAMBRES

MEGAQUESADILLAS

COSTRAS

CRÁTERES

PASTORADAS



**Where are the burritos
and the fajitas on the
menu of Mexican
restaurants?**



Which beers do Mexicans drink?



Corona Extra



Victoria



Modelo Especial



Negra Modelo



35 beer brands in Mexico



ALTIPLANO



IJEROICA



Evolutie aantal artisanale brouwerijen in Mexico 2011-2017

Year	Breweries
2011	26
2012	55
2013	80
2014	137
2015	256
2016	400
2017	626

bron : Acermex





Top Beer Exporting Countries in the World

1. Mexico (\$3,800 million)
2. Netherlands (\$2,590 million)
3. Belgium (\$1.960 million)
4. Germany (\$1.770.1 million)
5. United Kingdom (\$1.096 million)
6. USA (\$837 million)

**Mexico is No. 1
beer exporter
in the world!**

What kind of chocolates do they eat?

¡Elige tu chocolate favorito!

Precio en línea



+ Agregar

\$199.00 ~~\$236.00~~

Ferrero

Chocolates Ferrero galleta cubierta con trocitos de avellanas y...

Precio en línea



+ Agregar

\$149.00 ~~\$182.00~~

Milky Way

Chocolate con leche Milky Way minis rellenos de caramelo y nougat 5...

En línea 2 x \$85.00



+ Agregar

\$52.00

Nestlé

Chocolate Nestlé Carlos V stick 20 pzas 8 g c/u

↓ Rebaja



+ Agregar

\$62.00 ~~\$76.00~~

Hershey's

Chocolate con leche Hershey's Kisses selección especial cerez...

2 x \$125.00



+ Agregar

\$91.00

Hershey's

Barra de chocolate Hershey's amargo sin azúcar de 100 g



+ Agregar

\$25.00

Kinder

Galletas Kinder Bueno con relleno cremoso 2 pzas de 21.5 g c/u





Warning labels are necessary if certain thresholds are surpassed!



Food label warnings can ruin the design of your packaging and render your product unattractive





HECHO EN BELGICA

RECETA
TRADICIONAL
EUROPEA

DELICIOSOS
Y SUAVES

12 PIEZAS
MINI WAFFLES

AUTÉNTICO
MINI WAFFLES

EXCESO CALORÍAS

EXCESO AZÚCARES

EXCESO GRASAS SATURADAS

EXCESO GRASAS TRANS

EXCESO SODIO

PRODUCTO DE BELGICA



SECRETARÍA DE SALUD



Una porción 21g aporta:

Grasa saturada	Otras grasas	Azúcares totales	Sodio	Energía	Energía por envase
16 kcal	33 kcal	27 kcal	170 mg	98 kcal	1176 kcal
8%	8%	7%	9%		

% de los nutrimentos diarios

12 porciones por envase

CONT. NET. 250 g

PRODUCTO CONGELADO

Try to develop a healthy product line for Mexico to avoid food label warnings!

Mexico has a strong local food industry



Bimbo is the largest baking company in the world, with a presence across many countries.



Ter Beke to acquire Sigma's operations in Belgium and the Netherlands



1,695
UNITS

**one person,
one cup, and one
neighborhood at a time**

Starbucks is the main specialty coffee roaster and retailer in the world. Its mission is to inspire and nourish the human spirit: one person, one cup and one neighborhood at a time. It has more than 29,000 coffee shops in 78 countries to the end of December 2018. Alsea has operated the brand in Mexico since 2002, in Argentina since 2007, in Chile since 2013, Colombia since 2014, in Spain, Portugal and Andorra since 2018, in France, Netherlands, Belgium and Luxembourg since 2019.

- 791** Mexico
- 132** Argentina
- 156** Chile
- 61** Colombia
- 14** Uruguay
- 1** Paraguay
- 157** Spain
- 23** Portugal
- 225** France
- 34** Belgium
- 97** Netherlands
- 4** Luxembourg



Mexico is strong in F&B franchising.

Mexican company Alsea is operating 34 Starbucks in Belgium!

Results for product code 1806.90.9999 from Belgium to Mexico



Chocolate and other food preparations containing cocoa

Tariffs

latest update: 27 July 2023

MFN

Most Favoured Nation rate

Tariff applicable to **234** countries and territories

20% + 0.36 USD/kg

EU

EU preferential rate

Tariff applicable to **27** countries and territories

20% + 0.36 USD/kg

In spite of existing EU – Mexico FTA still import duties on certain food products!

Sweet biscuits

Results for product code 1905.31.01 from Belgium to Mexico

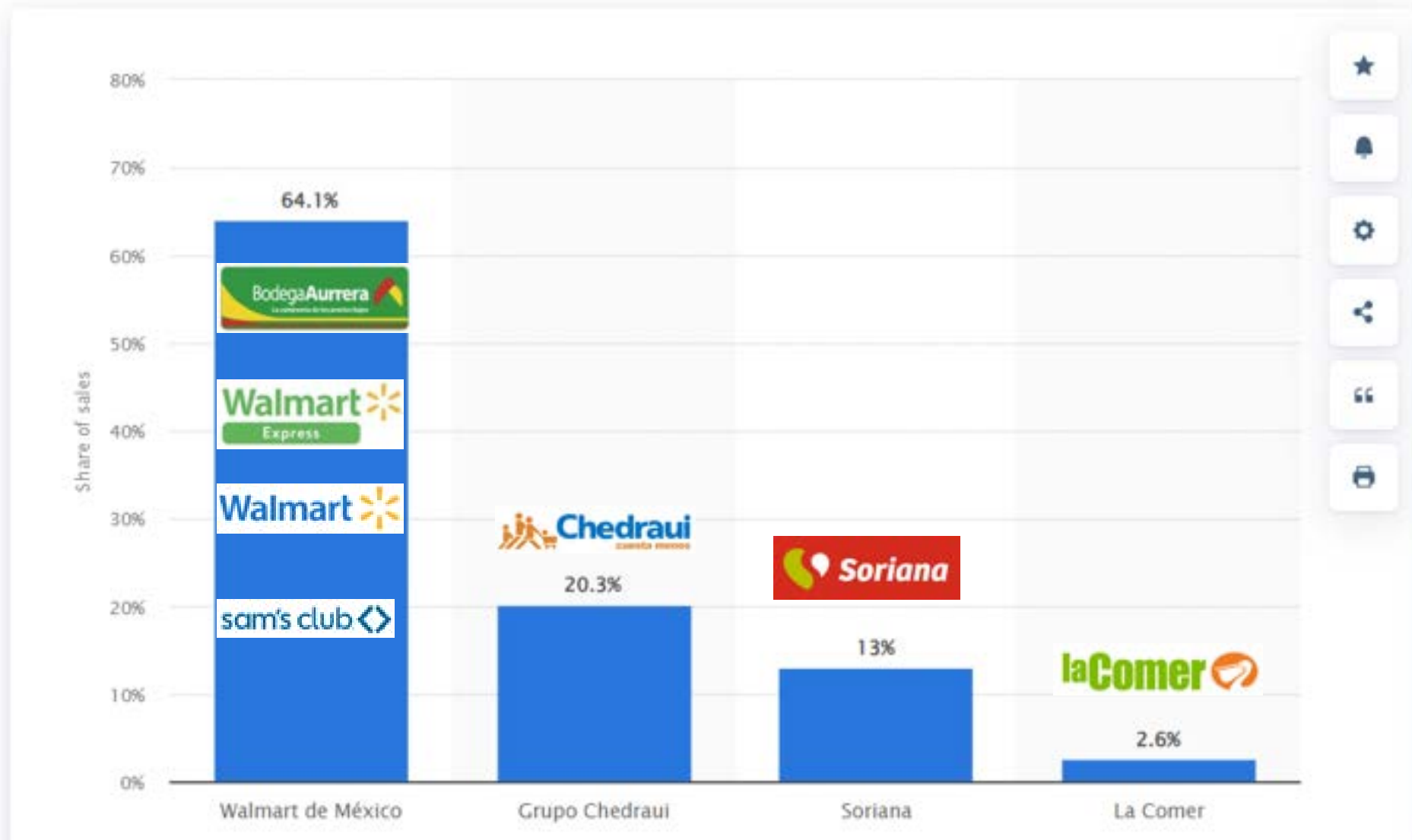
Tariffs

latest update: 27 July 2023

MFN	Most Favoured Nation rate Tariff applicable to 234 countries and territories	10% + 0.36 USD/kg
EU	EU preferential rate Tariff applicable to 27 countries and territories	10% + 0.36 USD/kg

In spite of existing EU – Mexico FTA still import duties on certain food products!

Distribution of supermarket companies sales in Mexico in 2022,



Walmart dominates supermarket scene in Mexico

the FOOD TECH SUMMIT & EXPO 2023 15 AÑOS

LA EXPOSICIÓN CONFERENCIAS INFO ÚTIL

27 Y 28 SEPTIEMBRE
Centro Citibanamex – Ciudad de México

the FOOD TECH

FOOD TECH SUMMIT: EL CONGRESO DE INNOVACIÓN ALIMENTARIA MÁS IMPORTANTE DE LATAM

ADQUIERE TU PASE A EL SUMMIT

Opportunities for ingredients & technology for F&B industry

food Industry Meetings

International Business Convention for Food & Beverage Processing Industry in Mexico

July 19-20, 2023 Toluca, México

Register

Supplying the horticulture sector in Mexico

Flanders International
Business Weeks 2023



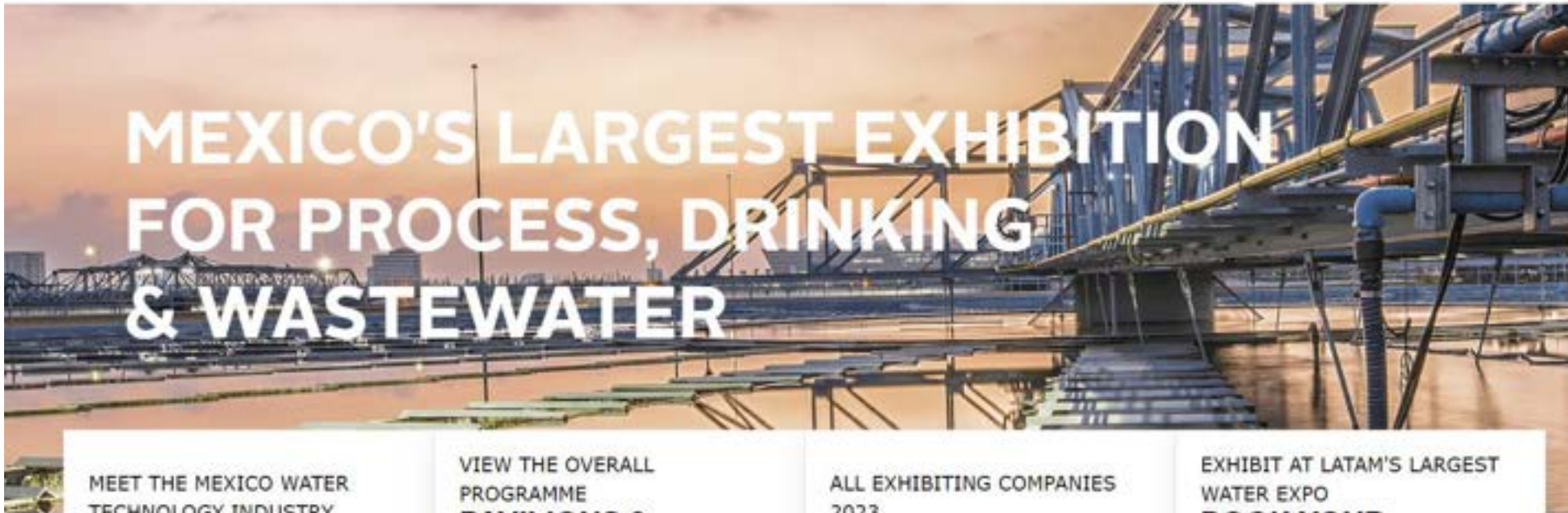


Opportunities for suppliers to the agricultural sector





[REGISTER](#)



- [MEET THE MEXICO WATER TECHNOLOGY INDUSTRY REGISTER NOW](#)
- [VIEW THE OVERALL PROGRAMME PAVILIONS & PROGRAMME](#)
- [ALL EXHIBITING COMPANIES 2023 EXHIBITORS](#)
- [EXHIBIT AT LATAM'S LARGEST WATER EXPO BOOK YOUR STAND](#)

Aquatech Mexico

5 - 6 - 7 September 2023

Opportunities
for suppliers
of
(waste)water
treatment
technologies

Opportunities for suppliers to HORECA

ABASTUR

Restroworks
Solutions for the Hospitality Industry

EXHIBE

ASISTE

ABASTUR
Hub

REPORTE DE LA
INDUSTRIA

SOSTENIBILIDAD

PLATAFORMA DEL
EXPOSITOR

HOSPITALITY
SUMMIT



¡Registro abierto!

Crea conexiones de negocio
en el evento líder de la industria **HORECA**.

30 de Agosto al 1 de Septiembre 2023

Centro Citibanamex, CDMX

Horarios: 10:00 a 19:00 hrs

ABASTUR



ExpHotel 2024

27^a
Edición

JUNIO 11 • 12 • 13

**CANCUN CENTER
CANCÚN, QUINTANA ROO**

12:00 a 20:00 hrs.

Opportunities for suppliers to the automotive industry



PAACE automechanika MEXICO

10 al 12 de Julio 2024
Mexico City

RESERVE LA FECHA

La feria internacional líder para la industria de servicios automotrices en América Latina.

500+ EMPRESAS

Opportunities for suppliers to the logistics sector



**SUMMIT | 20
& EXPO | 24**

LA EXPOSICIÓN

CO



10 Y 11 ABRIL

Centro Citibanamex – Ciudad de México

Opportunities for suppliers to the health sector

Expo Med | Hospitalar México 

Visita

Exhibe

Expo Med Hub

Reporte de la Industria Expo Med

Sost

Expo Med | Hospitalar México 

¡Registro Abierto!


Crea conexiones de negocio en el mejor evento de dispositivos, equipamiento y tecnología para el sector salud.

30 de agosto al 01 de septiembre 2023

Centro Citibanamex, CDMX

Horario: 10:00 a 19:00 hrs

 30 de agosto al 1 de septiembre, 2023 | 10:00 AM – 07:00 PM

 Centro Citibanamex, Ciudad de México

Opportunities for suppliers to the oil & gas industry



SHALLOW & DEEPWATER MEXICO
EXHIBITION + CONFERENCE

HOME ABOUT US EVENT

OCTOBER 10TH – 12TH 2023

CIUDAD DEL CARMEN, CAMPECHE, MEXICO

A GATHERING OF GREAT MINDS IN THE OFFSHORE OIL AND GAS



Congreso Mexicano del Petróleo

19 - 22 de junio, 2024 · Tampico, Tamps.



Opportunities for suppliers to renewable energy sectors



El **evento clave** para la **producción**
y uso del **hidrógeno**



EXHIBITION & CONGRESS



We integrate energies
for a sustainable future.

November 07 - 09
2023

Monterrey, México





**FLANDERS
INVESTMENT
& TRADE**

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twitter.com/InvestFlanders

Thank you.

Wim Van Cauteren

Flanders Investment & Trade – Mexico

mexico@fitagency.com

Flanders International
**Business
Weeks** /2023



Doing business with Colombia,
the most welcoming country in the world

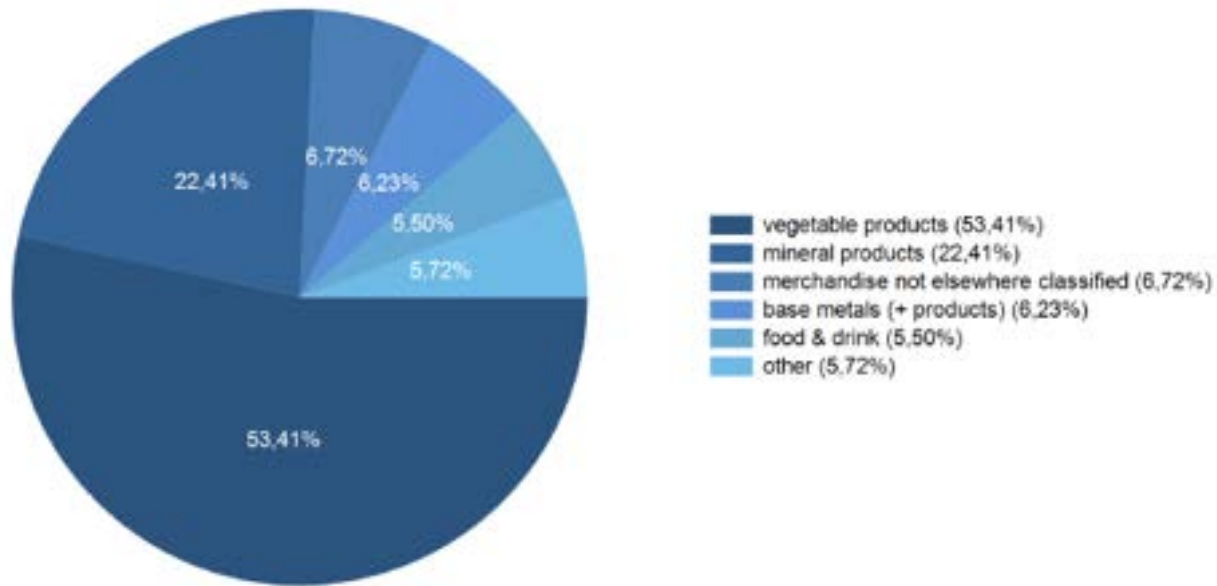


Statement 1

COLOMBIA IS NOT ONLY COCA & DRUG TRAFFICKING

Colombia is not only coca and drug trafficking

Imports from Colombia by sectors (2022, % share of total)



Source: National Bank of Belgium (Institute for the National Accounts); data processed by trade intelligence unit at Flanders Investment and Trade



32.2%



20.1%



1.15%







Statement 2

COLOMBIA IS NOT GUERILLAS & VIOLENCE

Colombia is not guerrillas and violence



- Nobel Prize in Literature 1982 to Colombian writer **Gabriel García Márquez**
- Nobel Peace Prize 2016 to **Juan Manuel Santos**, former President of Colombia

Colombia is not guerrillas and violence

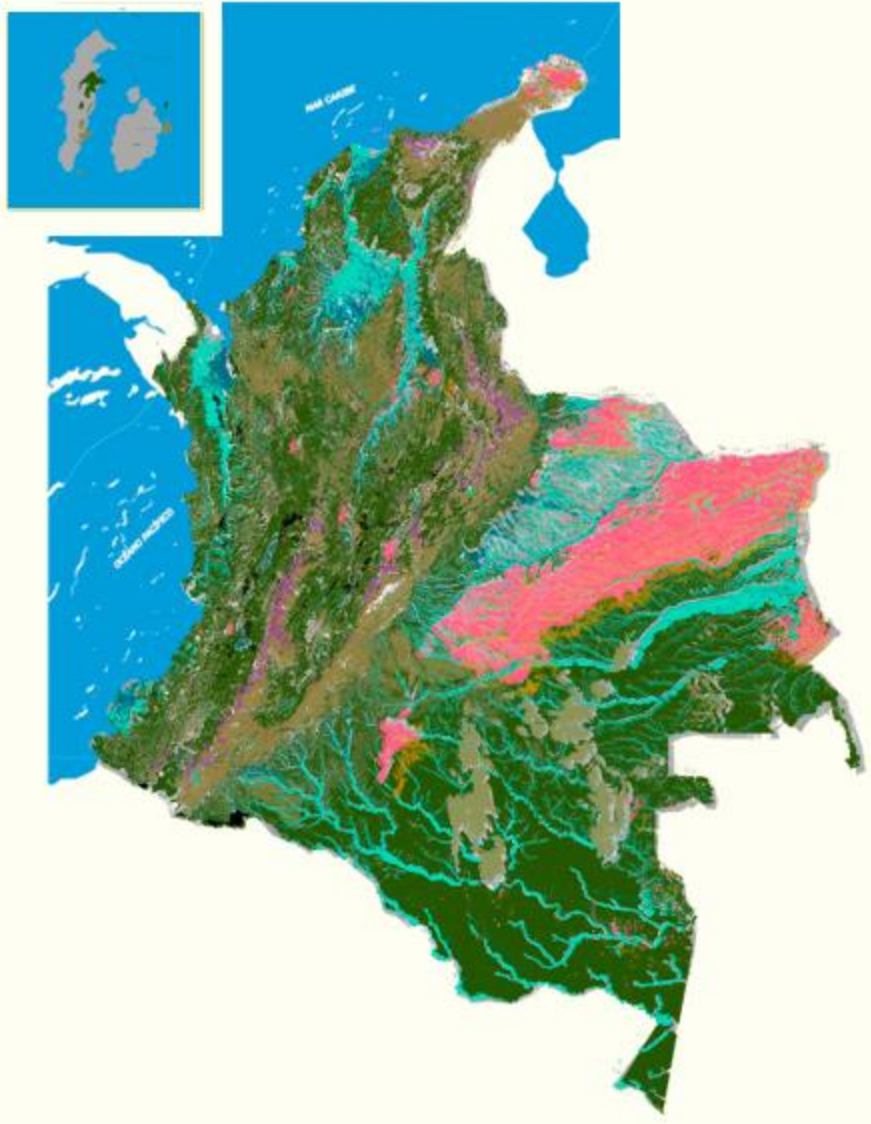




Statement 3

COLOMBIA IS JUST JUNGLE

Colombia is just jungle



- Bosques húmedos
- Bosque seco tropical
- Bosques inundables
- Complejo rocoso
- Desierto
- Glaciar
- Humedal
- Marinos
- Páramos
- Sabana

- Rainforests
- Tropical dry forest
- Flooded forests
- Rocky complex
- Desert
- Glacier
- Wetland
- Marine
- Wastelands
- Savannah

Colombia is just jungle



- **Greater, Colombian Caribbean:** Much more than sun and sea.
- **Colombian Pacific:** Flavors of forest and sea.
- **Western Colombian Andes:** Mountains of coffee and flowers.
- **Eastern Colombian Andes:** Legendary moors and valleys.
- **The Colombian massif:** Ancestral origins.
- **The Colombian Amazon-Orinoco:** Sacred rainforests and plains.





Statement 4

COLOMBIA IS NOT POOR

Colombia is not poor



Colombia is not poor



ADDI.



kiwibot

Colombia is not poor



Colombia is not poor



Unveiling Opportunities Beyond Misconceptions

Hard discount

2023 will have a high demand for low prices. Olímpica, Ara and Oxxo have announced increases in shop openings.

Renewable Energies

Colombia has an installed capacity of 1365 MW in renewables, expected to increase to 4500 MW by the end of 2023.

Electric vehicles

Demand for electric vehicles is growing in triple digits.

Trade with Venezuela

The volume of trade would reach 4.5 billion dollars over a four-year horizon. In 2022 it will close at around 1 billion.



Cannabis

The global market size will grow from USD 25.65 billion in 2021 to USD 179 billion by 2030.

Tahitian lemon and Hass avocado

After bananas, these fruits are consolidating their position as the most exported.

Non-traditional mining

Nickel, copper, tin and cobalt will be in high demand for 3.5% growth in global GDP.

Telecommunications

According to Ericson, by the end of 2022 there will be more than 1 billion subscribers to 5G technology.

Silver Economy

Family density in Colombia will fall from 3 to 2.6 persons per household by 2042.

Unveiling Opportunities Beyond Misconceptions



Agriculture



Construction



Industry



Mining & Oil



Trade



Health



Tourism



Education

Colombia's Business Culture



1. Business culture varies across the country.



2. Hierarchical driven culture.



3. Dress code varies across the country.



4. Business breakfasts are popular.



5. Indirect communicators = Read between the lines.



6. They value personal relationships and trust.



7. Be patient.



Improving Market Access



Colombia officially became an **OECD Member** on April 2020, the 37th country to do so in the Organisation's near 60-year history, after having completed its domestic procedures for ratification of the OECD Convention and the deposit of its instrument of accession. This brought to a successful conclusion an accession process that began in 2013.



In 2023 Colombia was invited to join the **BRICS**, the group of countries considered emerging economies made up of Brazil, Russia, India, China and South Africa.

Multisectoral Mission to Colombia



20 to 25 November 2023



Multisectoral



Infrastructure

Multisectoral Trade Mission, which is an excellent opportunity for Belgian companies to establish multi-sectoral contacts with key potential clients in Colombia.

If you are active in the infrastructure sector, you can participate in the [20th Colombian Infrastructure Congress](#) from 22-24 November 2023 in **Cartagena**.

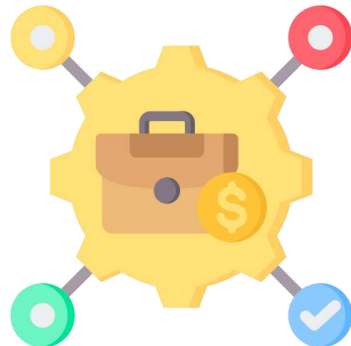
Register here **before 15 September**:

[Groepszakenreis 'Multisectoraal Colombia' | Flanders Trade \(flandersinvestmentandtrade.com\)](https://flandersinvestmentandtrade.com)

Check the following videos to learn more about Colombia



[6 TOURISM REGIONS OF COLOMBIA
- YouTube](#)



[Invest in Colombia: A central business point in Latin America -
YouTube](#)



FLANDERS INVESTMENT & TRADE

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Flanders International
**Business
Weeks** /2023



Doing business with Peru

Statement 1:

Perú : A RESILIENT ECONOMY

Despite the political instability, adequate policies and very strong macroeconomic policy frameworks have made the economy resilient

Peru's economy: “anti-seismic building” in the face of political earthquakes



Source of information: DW

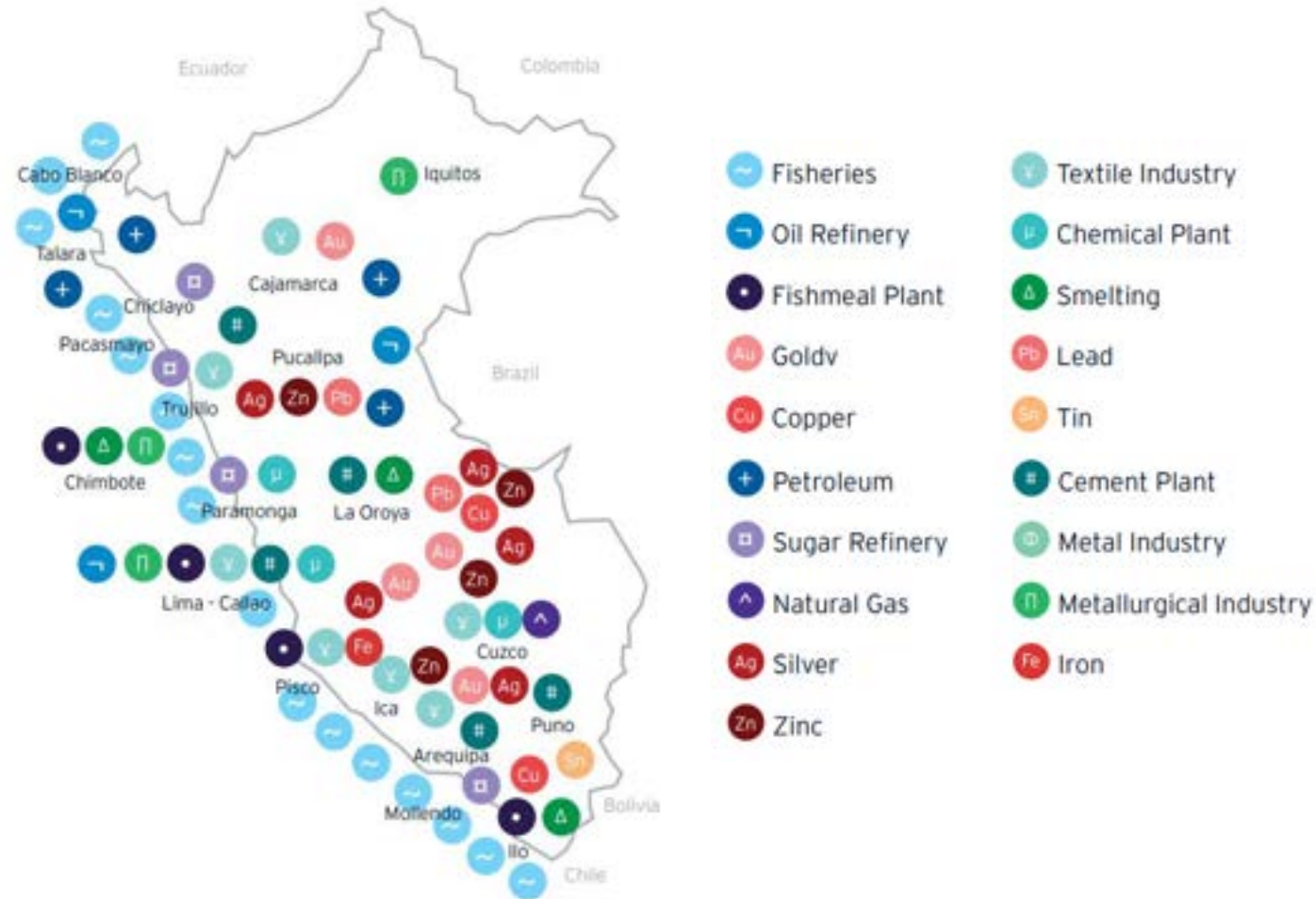
Peru: a resilient economy

ECONOMIC FOUNDATIONS

- ✓ NIR: 29% of GDP
- ✓ Low public debt to GDP ratio: 33%
- ✓ Inflation rate 7.9%
- ✓ 2nd best country risk classification of the region
- ✓ Little volatility of the Peruvian Sol vs. other currencies



MAIN ECONOMIC ACTIVITIES



Source of information: University of Texas - Perry Castaneda Library Map Collection

MAIN ECONOMIC ACTIVITIES

✓ **Manufacturing**
16.5% GDP

✓ **Mining and Hydrocarbons**
14.4% GDP

✓ **Agriculture**
5.9% GDP

Peru's metal production ranking

Ore	Latin America	World	Top positions in the world
Copper	2	2	Chile (1st), Congo (3rd)
Zinc	1	2	China (1st), Australia (3rd)
Gold	2	10	China (1st), Australia (2nd), Russia (3rd)
Silver	2	3	Mexico (1st), China (2nd)
Tin	1	4	China (1st), Indonesia (2nd), Burma (3rd)
Lead	2	5	China (1st), Australia (2nd), U.S. (3rd)
Molybdenum	2	4	China (1st), Chile (2nd), U.S. (3rd)
Mercury	2	4	China (1st), Tajikistan (2nd), Mexico (3rd)
Cadmium	2	14	China (1st), Republic of Korea (2nd), Japan (3rd)
Selenium	1	10	China (1st), Japan (2nd), Russia (3rd)

Source of information: US Geological Survey 2023

Peru's position in the world ranking 2021



Source of information: Fresh Fruit Report 2022

Statement 2:

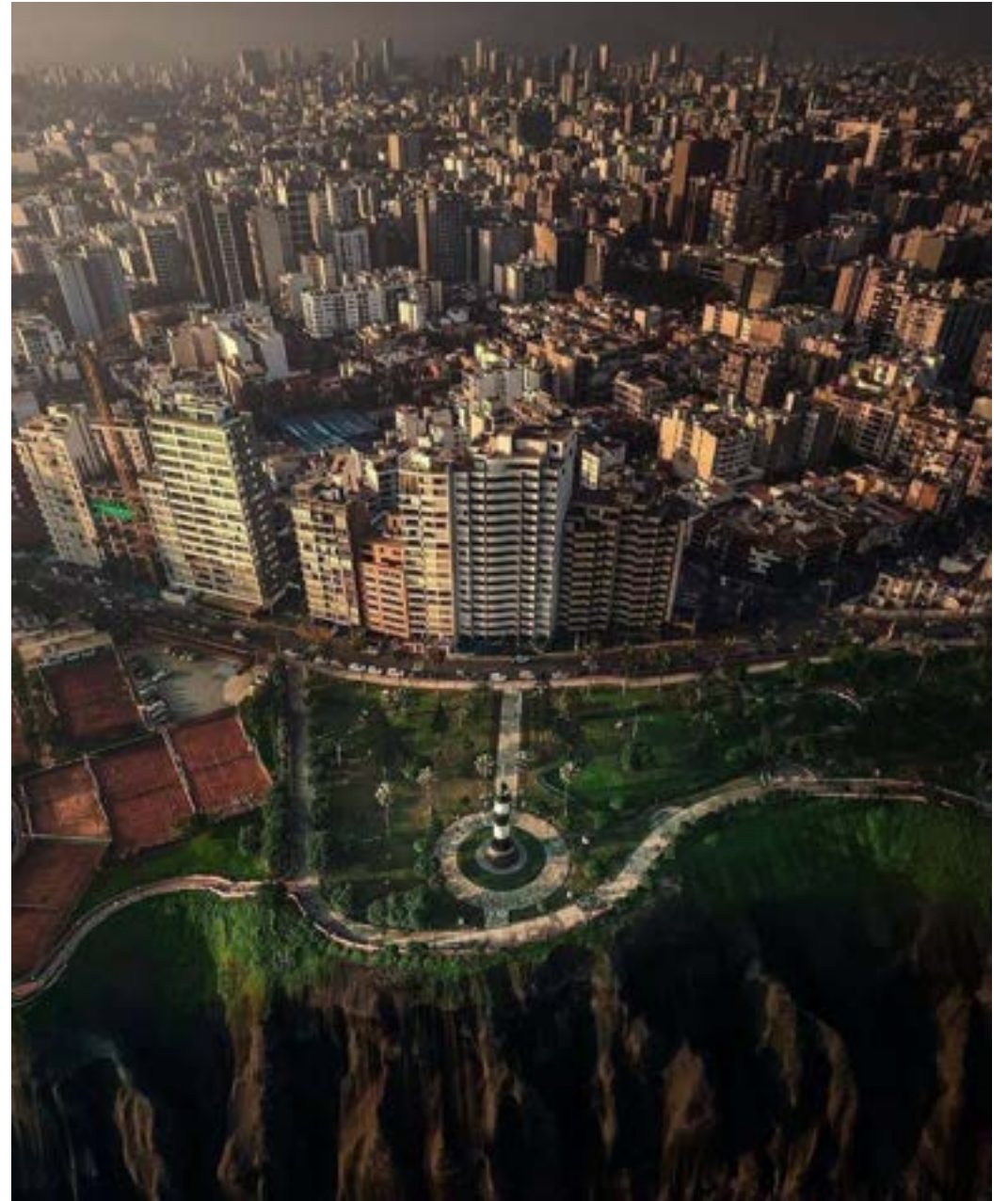
IS  A RURAL COUNTRY?

Overview of the country's geography, infrastructure gap and main projects





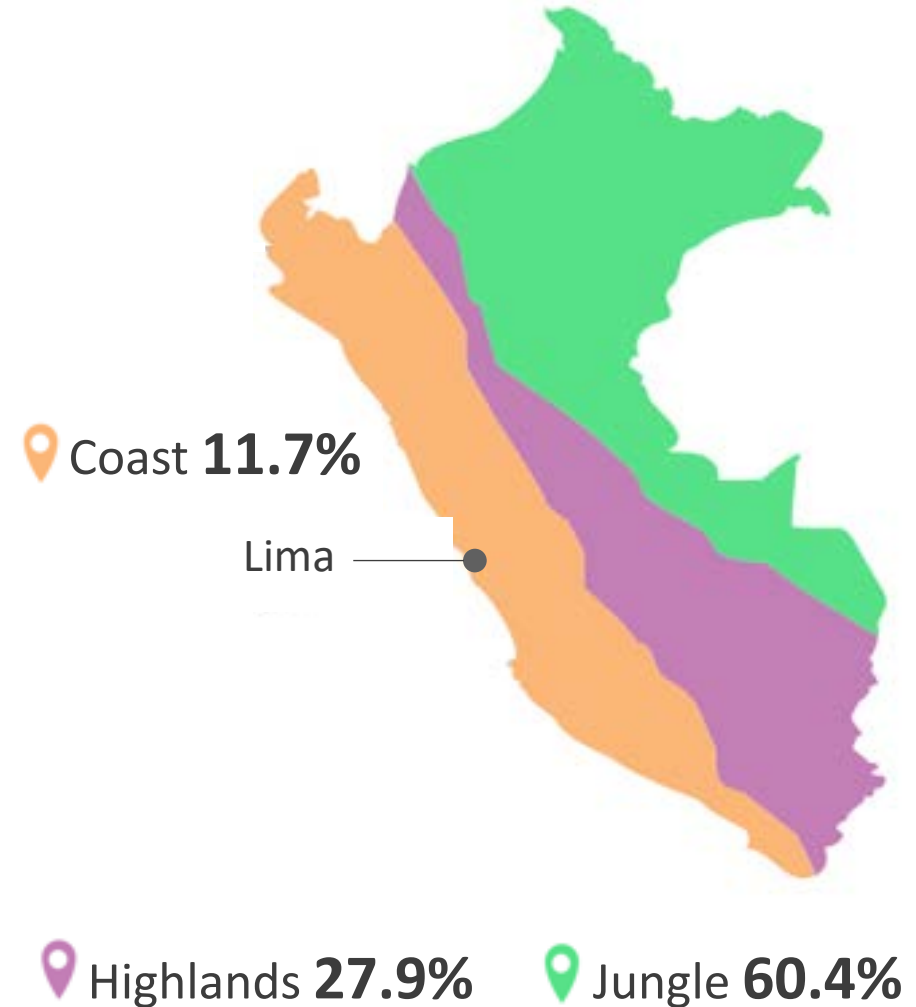






OVERVIEW

- ✓ 3rd largest country in South America
- ✓ Area: 1.29 million of km²
- ✓ Population: 33.4 million persons
 - Coast: 58.9%
 - Highlands: 26.6%
 - Jungle: 14.5%
- ✓ 11.9 million (**approx. 36%**) lives in Lima
- ✓ 82% of Peruvians live in urban areas; however
 - Access to internet: 47%



INFRASTRUCTURE GAP & PROJECT PORTFOLIO

✓ Infrastructure gap 2019 – 2038

- Estimated at USD110 billion
- Transport (44%), sanitation (20%), health (16%), Water (7%), Telecommunication (6%)

✓ PNISC 2022 - 2025

- Portfolio of 72 projects
- Investment amount of USD36.800 million
- Sustainability approach
- Hospital improvement works, construction of schools, roads, broadband, wastewater and solid waste treatment, among others

Distribution of prioritized projects by sector

Sector	Projects	Investment (in million soles)
Health	22	7,470
Transport	18	84,147
Water and sanitation	12	6,800
Communications	9	11,135
Education	4	7,650
Electricity	2	1,944
Agriculture and irrigation	2	5,169
Hydrocarbons	1	19,157
Production	1	2,864
Environment	1	286
Total	72	146,622

Source of information: National Plan for Sustainable Infrastructure for Competitiveness (PNISC) 2022 - 2025

Statement 3:

Peru: CULINARY DESTINATION

World's Best Restaurant 2023 &
World's Best Female Chef Award 2021



FOOD & BEVERAGE:

- ✓ EU-Colombia-Peru-Ecuador FTA
 - Duty free (e.g. biscuits, frozen fries, beer)
 - Tariff rate quotas (e.g. chocolate)

Results for product code 1806.90 from Belgium to Peru

6% *

(*) Normal rate of duty for goods having a content of total added sugar of more than 70 percent. Other goods are duty free.

0% *

(*) Rate applicable within a tariff quota of 6500 t for goods having a content of total added sugar of more than 70 percent.

- ✓ Specific labeling: health octagons for food & beverages



FOOD & BEVERAGE:

- ✓ **Beer**
 - Key player: Ab-Inbev

- ✓ **Confectionery**
 - Presence of Nestlé, Mondelez, Carozzi
 - Peruvian key player: Alicorp

- ✓ **Frozen products**
 - Low vs. demand of fresh products
 - Changing lifestyles encourage consumers to turn to ready-to-eat products



Ban on imports of swine products from Belgium



Statement 4:

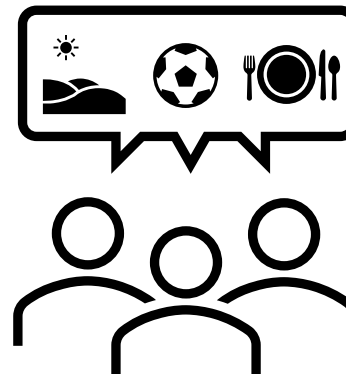
Peru'S BUSINESS CULTURE

Overview of the cultural differences that play a role in how business is conducted in Peru

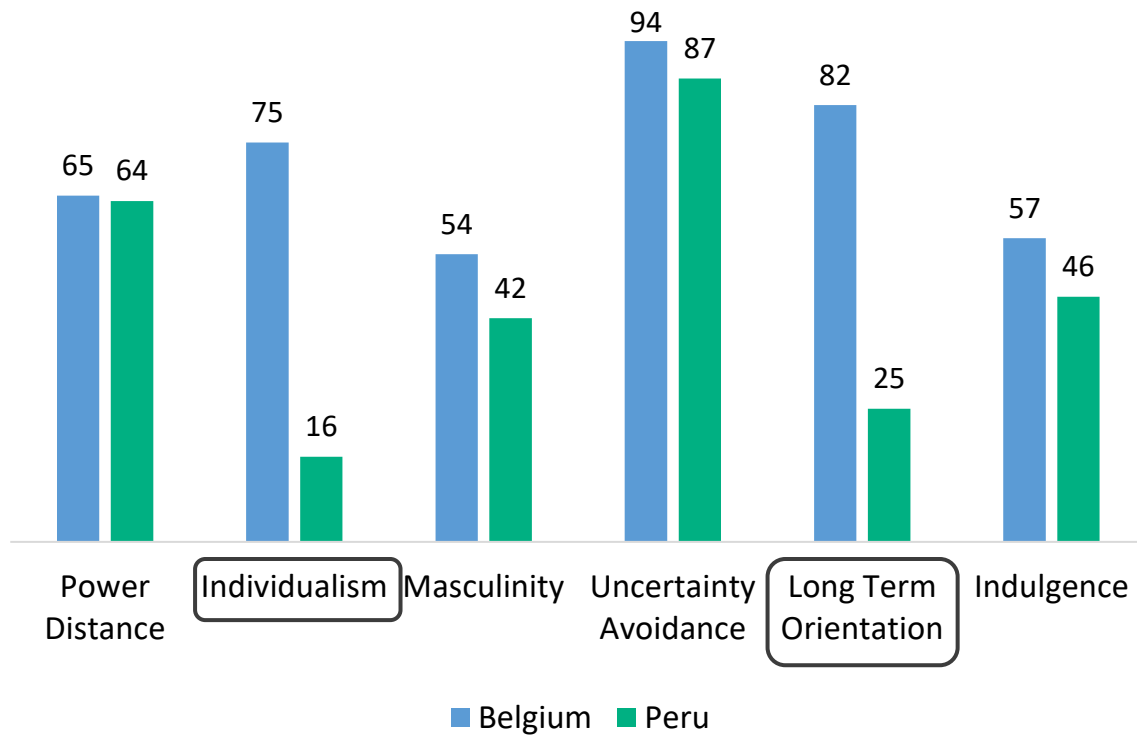
Be punctual, but don't expect the same!

BUSINESS CULTURE:

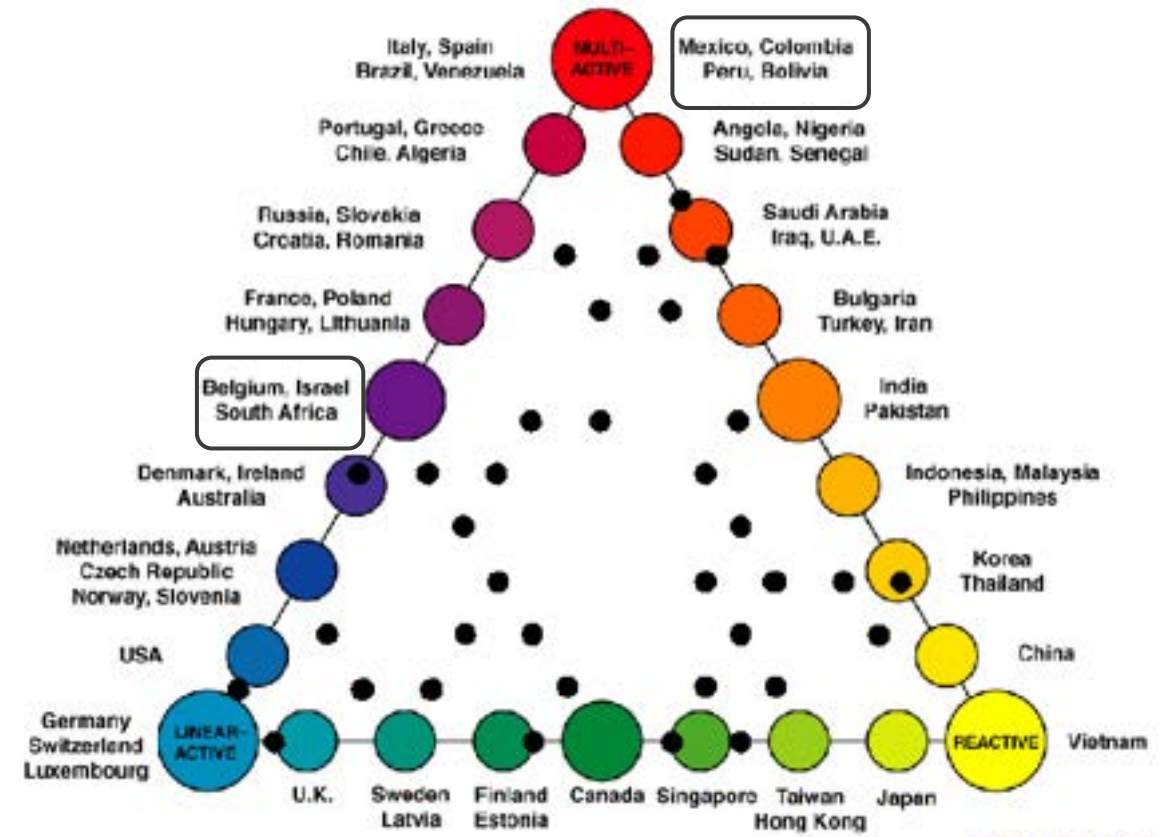
- ✓ Business language
- ✓ Relationship-driven culture
- ✓ Small talk
- ✓ Indirect communication
- ✓ Punctuality



HOFSTEDE'S SIX DIMENSIONS OF CULTURE



THE LEWIS MODEL



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¡Muchas gracias!