

# INTERGEST®

## WORLDWIDE

### LATEINAMERIKA KONFERENZ MARKTCHANCE ARGENTINIEN – CHILE – MEXIKO

Veranstaltungsort:

**Business Club Hamburg**  
Plangesche Villa im Heine-Park  
Elbchaussee 43  
22765 Hamburg

Datum:

**22. MÄRZ 2018 | HAMBURG**  
14:00 – 18:00

RSVP:  
Konferenzgebühr:

[Celine.Laukemann@intergest.com](mailto:Celine.Laukemann@intergest.com)  
EUR 90,00

#### AGENDA

14:00

#### Begrüßung

*Peter Richard Stoffel | Geschäftsführer, Business Club Hamburg*

14:10

#### Ansprache: Argentinischer Generalkonsul

*Mr. Fernando Brun*

#### ARGENTINIEN

14:20

#### DOING BUSINESS IN ARGENTINIEN: Rahmenbedingungen und aktuelle Wirtschaftschancen für deutsche Unternehmen

(u.a. PPPs, Infrastruktur -Highways, Railroads, Transport-, Energie & Erneubare  
Energien, Telekommunikation, Media, Software & Technology, Data Center,  
Landwirtschaft und Lebensmittelindustrie etc.)

*Lorena Radivo | Partner InterGest Argentina*  
*Matías Vagedes | Partner InterGest Argentina*

#### CHILE

15:00

#### ANSPRACHE: Chilenischer Commercial Attaché in Berlin

*Mr. Diego Torres, Trade Attachée*

#### InvestChile

*Mr. Fernando Ortiz | Investment Commissioner – Europe*

15:10

#### DOING BUSINESS in CHILE: Rechtliche und wirtschaftliche Aspekte für einen erfolgreichen Marktzugang deutscher KMUs

*Felipe Ernst Edwards | Director InterGest Chile*

Naturbelassene und Biolebensmittel  
Bergbau: Anlagen, Technologie und Bergbaudienstleistungen  
Erneuerbare Energien  
ITK Sektor  
Tourismus

*Einzelgespräche mit den Referenten können im Voraus angefragt und vereinbart werden*

# INTERGEST®

## WORLDWIDE

15:50

NETZWERKPAUSE

16:10

**BEST-PRACTICE**  
**AUFBAU VON TESTMÄRKTEN IN ARGENTINIEN UND CHILE**  
**als Basis einer Südamerikastrategie** (Sektor: Medizinprodukte)  
*Michael Di Figlià | Geschäftsführer DTO Research*

MEXIKO

16:40

**MEXIKO | Lokale Produktions- und Exportplattform für nord- und südamerikanische Märkte**  
*Gregor Vorderwülbecke | Director InterGest Mexico*

17:30

**PODIUMSDISKUSSION + SCHLUSSBETRACHTUNG**  
**Das weltweite InterGest Konzept**  
*Céline Laukemann | Leitung Internationalisierung*  
Außenwirtschaftssenat im Senat der Wirtschaft & InterGest Worldwide Group

### Background Information | Countries & Guest Speakers

#### ARGENTINA

After decades lacking of investment, the current Argentinian government is implementing a series of measures and incentives in different sectors/industries and programmes, increasingly opening up and attracting foreign investment and trade opportunities predominantly in the following sectors:

- Energy/ Renewable Energy
- Infrastructure (railroad, highways, roads, ports etc.)
- Technology, Media & Software, Data Center
- Banking/Finance
- Agriculture and farming (e.g. organic)
- Food industry
- Mining
- Automotive

#### CHILE

Chile showcases stable political circumstances, the best education system in Latin America, an open and emerging economy lucrative for foreign investment and the country is developing into a hub for Latin American business. Furthermore the country has favourable instruments to attract increased foreign investment particularly in the following sectors:

- Renewable Energy (the Atacama desert is the sunniest region worldwide)
- Technology & Innovation
- Equipment, Technology and Mining Services
- Refining and Finishing Technologies for raw materials (e.g. Lithium)
- Agriculture and related food production (organic products)
- Tourism

*Einzelgespräche mit den Referenten können im Voraus angefragt und vereinbart werden*

# INTERGEST®

## WORLDWIDE

### MEXICO

Mexico - with a GDP of US\$ 2.315 trillion (#12 in the world) and 10th largest export nation- is the United States' 2nd largest supplier of goods import totaling \$294.2 billion in 2016. The country provides a highly interesting platform to develop regional markets such as Mexico itself, the U.S. and Central America and in particular being a production hub for North and South American markets.

The top U.S. import categories in 2016 were vehicles (\$75 billion), electrical machinery (\$62 billion), machinery (\$51 billion), optical and medical instruments (\$13 billion), and furniture and bedding (\$11 billion).

The U.S. total imports of agricultural products from Mexico totaled \$23 billion in 2016 (1st largest supplier of agricultural imports). The service sector amounted an estimated \$23.5 billion in 2016 to U.S. imports – an increase of 7.0% to the previous year.<sup>1</sup>

### GUEST SPEAKERS

**LORENA RADIVO | MD InterGest Argentina** (Dipl. Ing. Werbetechnik und Werbewirtschaft) studied business economics and communication at the HdM Stuttgart (Germany). Lorena worked in the Marketing & Communication Department of DaimlerChrysler (Stuttgart) and held various market development positions (Gillette Argentina S.A., Revelatusfotos.com as Managing Partner, DAAD Argentina among others) after her return to Buenos Aires.

**MATIAS VAGEDES | MD InterGest Argentina** (LLM summa cum laude, Westfälische Wilhelms-Universität Münster, Münster / Anwalt, UCA, Buenos Aires), is a practicing attorney and Managing Partner of law firm Vagedes & Asociados | Abogados (associated with global law firm DWF LLP). Working in the legal profession for more than 20 years, Matías advises local and foreign clients on corporate law, M&A, contracts, foreign investment, cross-border transactions, international trade and international law, amongst others. Matías is „Attorney of Trust“ of the German, Swiss, Brazilian and Indian Embassies in Buenos Aires and was formerly the Argentine representative of AIJA.

**FELIPE ERNST | MD InterGest Chile**, practicing attorney with extended international experience, has spent several years in Germany and Switzerland and holds postgraduate studies in Economic and International law in Germany and The Netherlands and a master (LL.M.) in International Economic and European law by the University of Lausanne. Mr. Ernst is „Attorney of Trust“ of the Swiss and German Embassies in Chile and for long time has been Professor and Director of the Master of Business Law at the Universidad Adolfo Ibañez, in Santiago de Chile. He speaks Spanish, English, French and German. He is partner of the Law firm Figueroa & Valenzuela Abogados, where he advises foreign clients - specially from Germany and Switzerland, on domestic tax, corporate, commercial, investment and trade law matters.

**GREGOR VORDERWÜLBECKE (MBA) | MD InterGest Mexico** born in Gütersloh, is a finance and business development expert with a particular focus on the automotive and electronics industry. Gregor has been working in Mexico for more than 10 years. He went on to develop business for German companies in Mexico, the Caribbean as well as Central America and held various management positions. Since 2016 he has taken over as Managing Director of InterGest Mexico.

**MICHAL DI FIGLIA (MBA) | MD DTO Research** nach einer Tätigkeit bei der Bayer AG in den Bereichen In-house Marktforschung und strategischer Planung sowie diversen Stationen bei größeren Unternehmensberatungen (L.E.K. Consulting, KPMG und Horváth & Partners Management Consultants) gründete der ausgebildete Industriekaufmann eine eigene Marktforschungsberatung. DTO Research ist darauf spezialisiert größere Mittelständler und Großunternehmen bei Internationalisierungsvorhaben weltweit durch professionelle Marktanalysen und strategische Beratung zu unterstützen.

<sup>1</sup> Data Source: Office of the United States Trade Representative