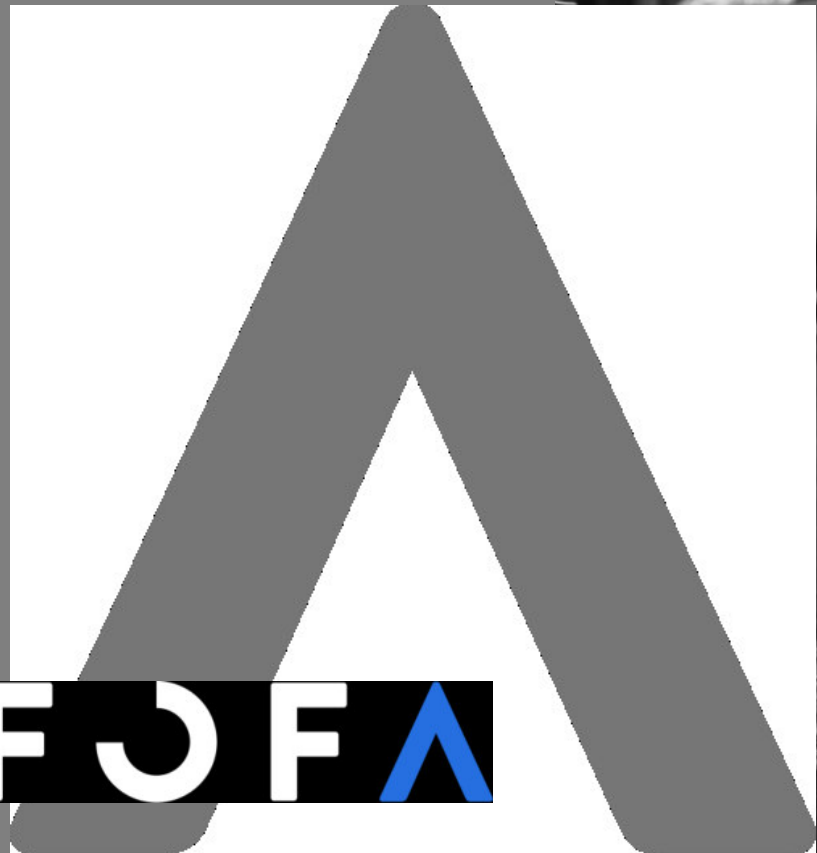


Bernardo Larraín

CHILE DAY HAMBURG

S J F J F A



WHO WE ARE at



Founded in **1883**, **170** member companies, **22** regional & **48** trade associations
4000 enterprises

Our MISSION is to systematically validate the role of enterprises as trusted and relevant actors in the project of making Chile a more developed, modern and inclusive country.



twist in the analysis

GLASS HALF FULL

What we are **doing**



GLASS HALF FULL

Feeling **proud** of Chile!



Inauguration day



Economic Dynamism is Back

Agenda of structural reforms to enhance our growth potential in the long run: digital transformation, tax, environmental, pensions & labor





People are demanding government and politicians to put economic growth and employment at the center of their policies

At the same time people have high expectations on companies



**But people expectations
towards companies
have evolved faster
than their adaptation
capacity**



Are we going through a crisis of trust?

NO

We are witnessing a **healthy society** that is presenting more complex challenges to its institutions and businesses





OPPORTUNITY, no threat.
Companies have a better capacity for
adaptation.

What we are **doing**



**1.- REBUILDING the CHAIN between GOVERNMENT, POLITICS,
BUSINESS and CIVIL SOCIETY...but in a different way**

Working with government and parliament with much more **TRANSPARENCY**



...Open dialogues





Engaging & listening



net Awad,
el poder
femenino
de Sofofa



Engaging with NGOs, think tanks, universities to **COLLABORATE** in building public policy proposals



**Having a better understanding of each other's
role...**





What are we doing

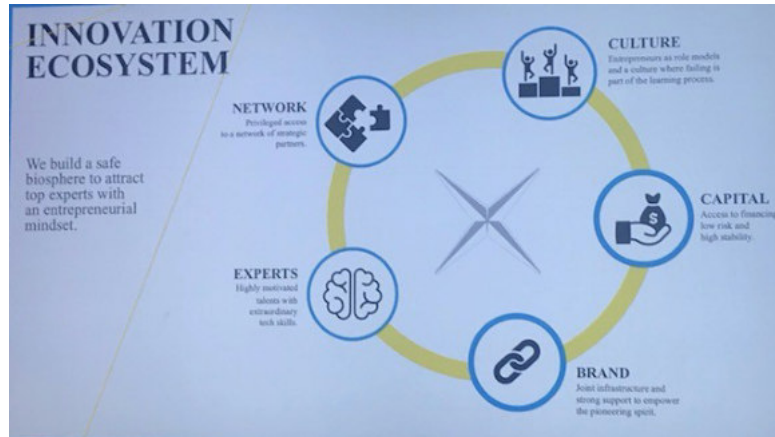
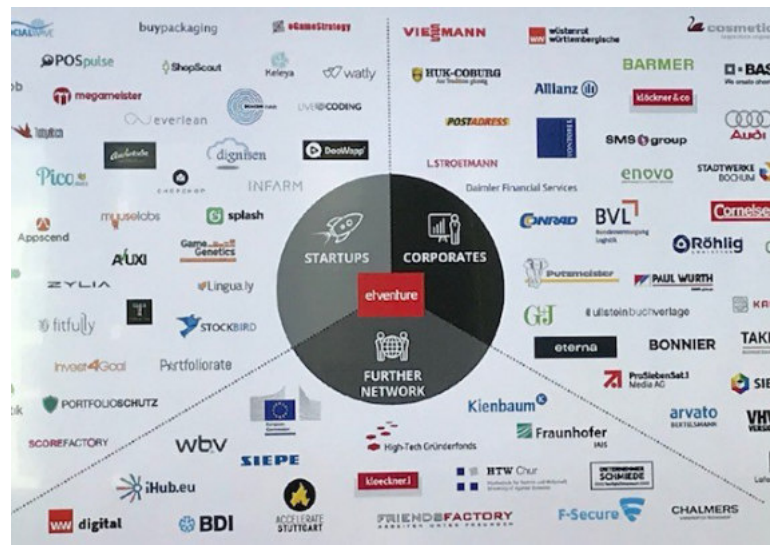
2. LEARNING from others on how companies should change



October 2018: Camchal's Inspiration Tour to Berlin and Hamburg

EY Wave Space





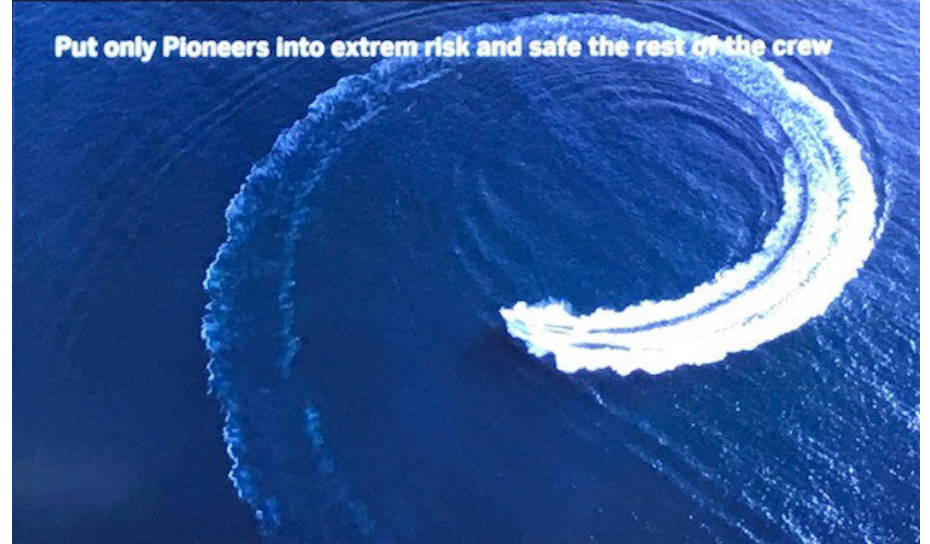
How to create an innovation eco-system in Chile?

How do Chilean companies stay innovative?

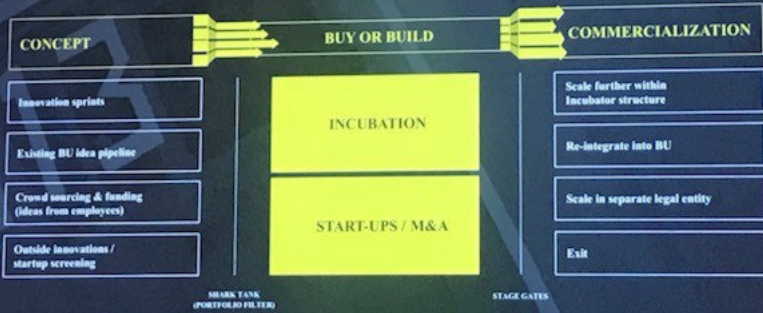
How to stay innovative – and don't wreck the ship ?



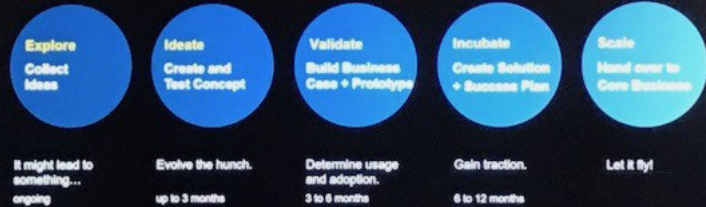
Put only Pioneers into extrem risk and safe the rest of the crew



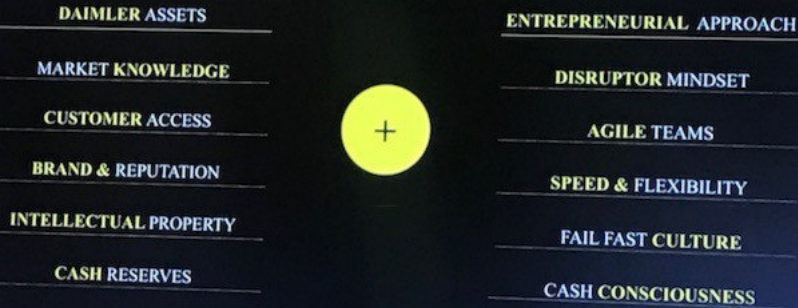
BORN FROM IDEAS



The Innovation Engine Project Phases and Deliverables



BEST OF BOTH WORLDS



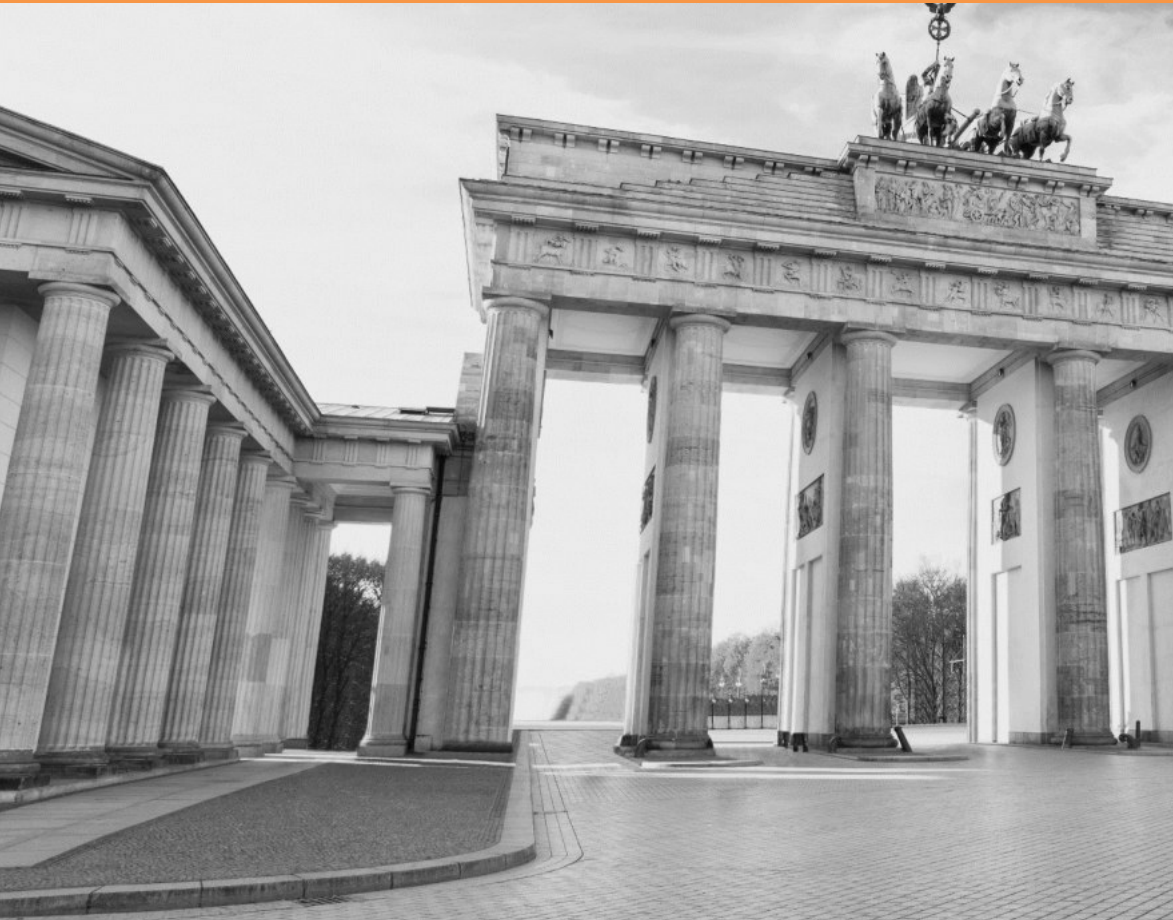
Which is the best suited innovation model?

What are we doing



3.- Acting on the learnings

MOU with BDI



Memorandum of Understanding

-between-

Bundesverband der Deutschen Industrie e.V. (BDI)
Confederation of
German Industries

and

Sociedad de Fomento Fabril F.G. (SOFOFA)

Bundesverband der Deutschen Industrie e.V. (hereinafter referred to as "BDI") is the umbrella organization of German industry and industry related services, speaking for 38 member associations and more than 100.000 enterprises with around 8 Mio. employees. The mission of BDI is to communicate the interest of German industry oriented towards the model of the social market economy and free trade to those of political responsibility.

Sociedad de Fomento Fabril F.G. (hereinafter referred to as "SOFOFA") is the umbrella organization of the industrial sector of Chile. SOFOFA was established in 1883 to legitimate the role of enterprises in the transformation of Chile as a more developed, modern and inclusive country. It integrates 48 associations of the different production sectors of the country, 22 regional chambers and 163 enterprises which represents more than 4.000 enterprises and 23% of GDP.

Acknowledging the beneficial impacts to the Chilean and German economy of a strong and growing trade and investment relationship in the industrial sector.

Considering that businesses both in Chile and in Germany, as represented by the respective memberships of BDI and SOFOFA, can benefit from increased cooperation between them: focusing on improving economic framework conditions especially in the fields of trade policy, transparency and sustainable development as well as on issues of international economic policies.

Considering that SOFOFA and BDI executed on 2002 a Cooperation Agreement to strengthen contacts between German and Chilean industrial and business communities in order to increase industrial cooperation and technological exchange, as well as trade and investment flows.

Have reached the following understanding

1. Purpose

The purpose of this Memorandum of Understanding (MOU) is to establish the values and the basis for increased cooperation between BDI and SOFOFA. The focus of this



In October we will have 3 workshops in Santiago with BDI representatives:

Workshop 1: sustainability, transparency, and compliance

Workshop 2: dual education

Workshop 3: innovation

Workshop 1: Transparency and compliance



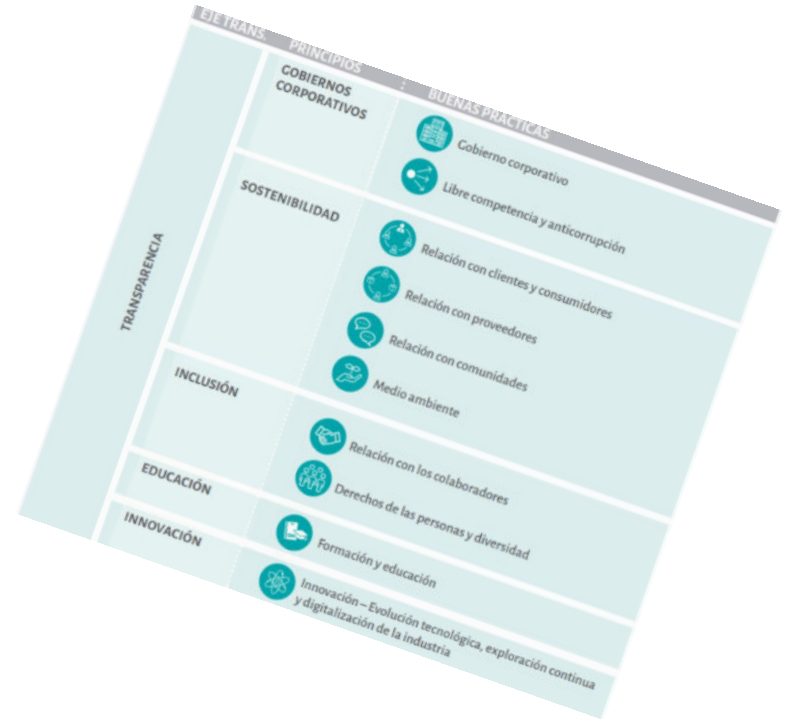
Strengthen sustainable international value chains and share best practices regarding compliance

Transparency and compliance within our associates



TRANSPARENCIA

La sociedad del siglo XXI es una sociedad cada vez más colaborativa y conectada, que comparte información instantánea y permanentemente, siempre buscando la verdad. Verdad que es difícil de escurrir ante un cúmulo de informaciones muy dispares y de fuentes diversas. En los tiempos actuales es muy alta la probabilidad de que se difunda información sin fundamento sobre hechos asociados a una institución. Así, la empresa debe adaptarse a este contexto, sin tener la opción de abstraerse de él. Si lo hace, serán otros los que hablen de los temas que le atañen y su hermetismo provocará desconfianza. De esta forma, es esencial que la empresa construya una cultura interna de transparencia con todas las partes interesadas. La transparencia –manifestación pública de su verdad– se transformará en la condición necesaria para que exista confianza en la sociedad, lo cual es a su vez condición básica del progreso humano integral.



ENTERPRISE EVOLUTION committee

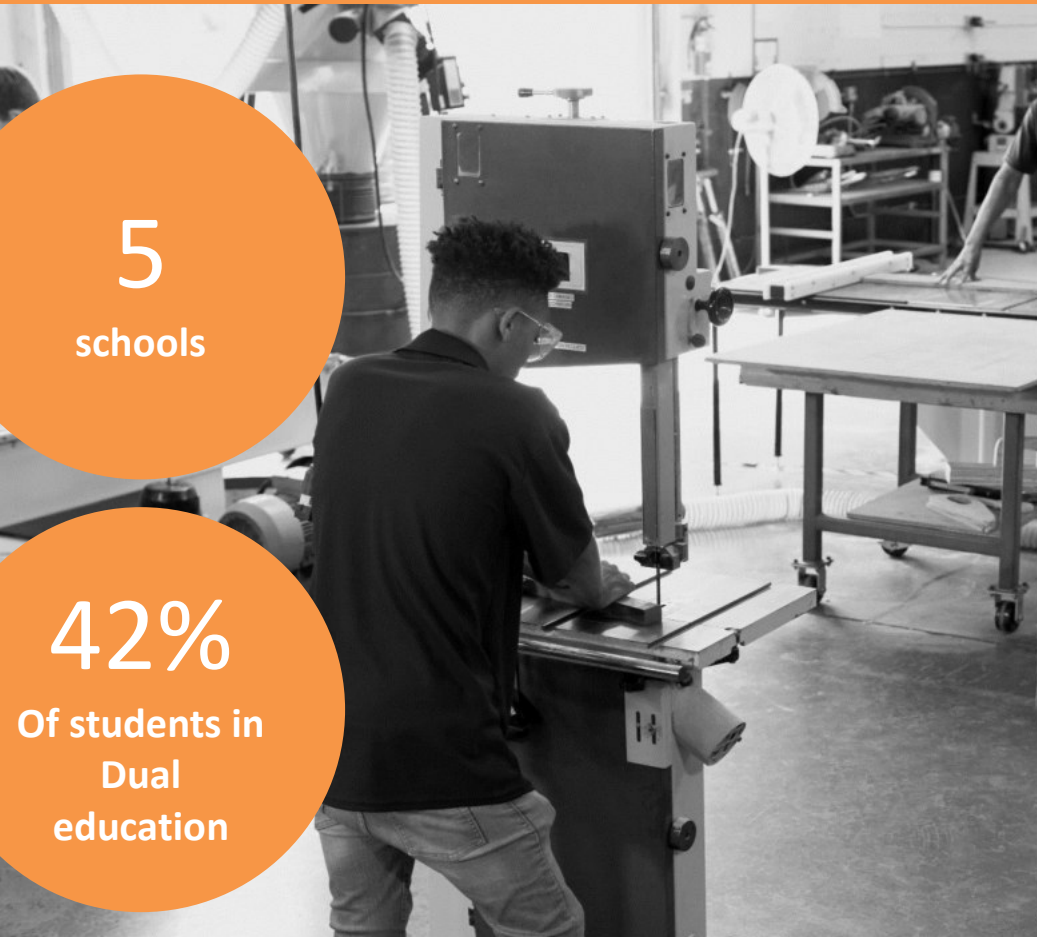
Promotes BEST PRACTICES in transparency and compliance



Workshop 2: dual education

Scale SOFOFA's dual educational model to 100 public schools

Dual education at SOFOFA's vocational-technical Schools



5
schools

42%
Of students in
Dual
education

- ✓ Inspired in successful German model
- ✓ Designed TOGETHER with companies
- ✓ Certified ISO 29990

91%
Graduation rate

85.7%
Employment rate



Workshop 3:innovation

Digital transformation and industry 4.0

Chile's Innovation Ecosystem

A black and white photograph of a hand holding a glowing lightbulb. The lightbulb is the central focus, with its filament clearly visible and emitting a bright light. The hand is positioned at the bottom of the frame, with fingers wrapped around the base of the bulb. The background is dark and out of focus, showing what appears to be a person's profile and some papers or documents.

Strengths...

- Institutional and regulatory framework
- Talent
- Business community
- Universities
- Start up ecosystem: angels, incubators, accelerators, Start Up Chile

Chile's Innovation Ecosystem

A black and white photograph of a hand holding a white USB cable plugged into a smartphone, with a power adapter nearby on a wooden surface.

...and weaknesses

- Low R&D
- Silos culture
- Lack of scalability
- Disparity in technology adoption by businesses
- Tax competitiveness for investing

Why not making Chile the main Innovation Ecosystem in LATAM?



Corporates

State Agencies



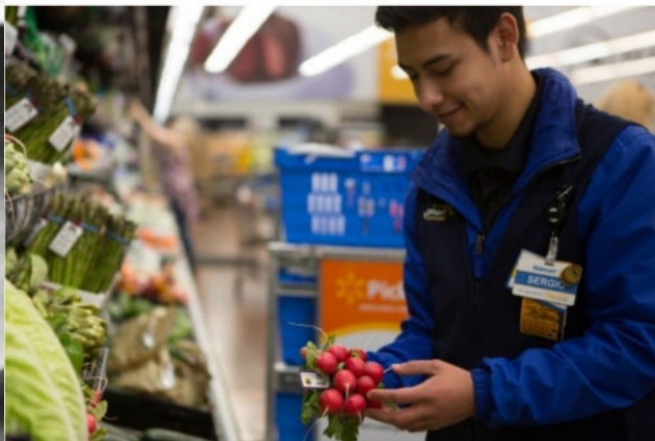
R&D/Universities

Start ups
Incubators,
accelerators



Venture
Capital/Investors

With Cornershop, Walmart Expands On-Demand Delivery to Latin America



Retail

Walmart Inc finalmente adquiere Cornershop en US\$ 225 millones

“Hoy es un día muy especial para nosotros porque estamos anunciando finalmente un acuerdo para comprar Cornershop”, dijo Gonzalo Gebara, vicepresidente comercial de Walmart Chile.

Walmart adquiere en US\$ 225 millones aplicación para compras Cornershop, creada por chilenos

El objetivo de la multinacional apunta a fortalecer su posición en la venta de alimentos. De hecho, no descarta expandir la plataforma hacia nuevos mercados, además de Chile y México.

ISIDORA RAMBOLD A.

Continúan las compras de plataformas digitales por parte de gigantes del retail. En los últimos meses, Falabella adquirió el portal Linio y ayer Walmart — matriz de Lidl, Ekono, Super Bodega, aCana y Central Mayorista — compró el 100% de la aplicación chilena Cornershop en US\$ 225 millones, con el objetivo de fortalecer su posición en la venta de alimentos. Esta es una plataforma de comercio electrónico que permite realizar compras a pedido en supermercados, farmacias y otras tiendas especializadas a través de un app que accede a los datos de venta física y

FUNDADORES
Walmart informó que los fundadores de Cornershop seguirán a la cabeza del negocio digital.



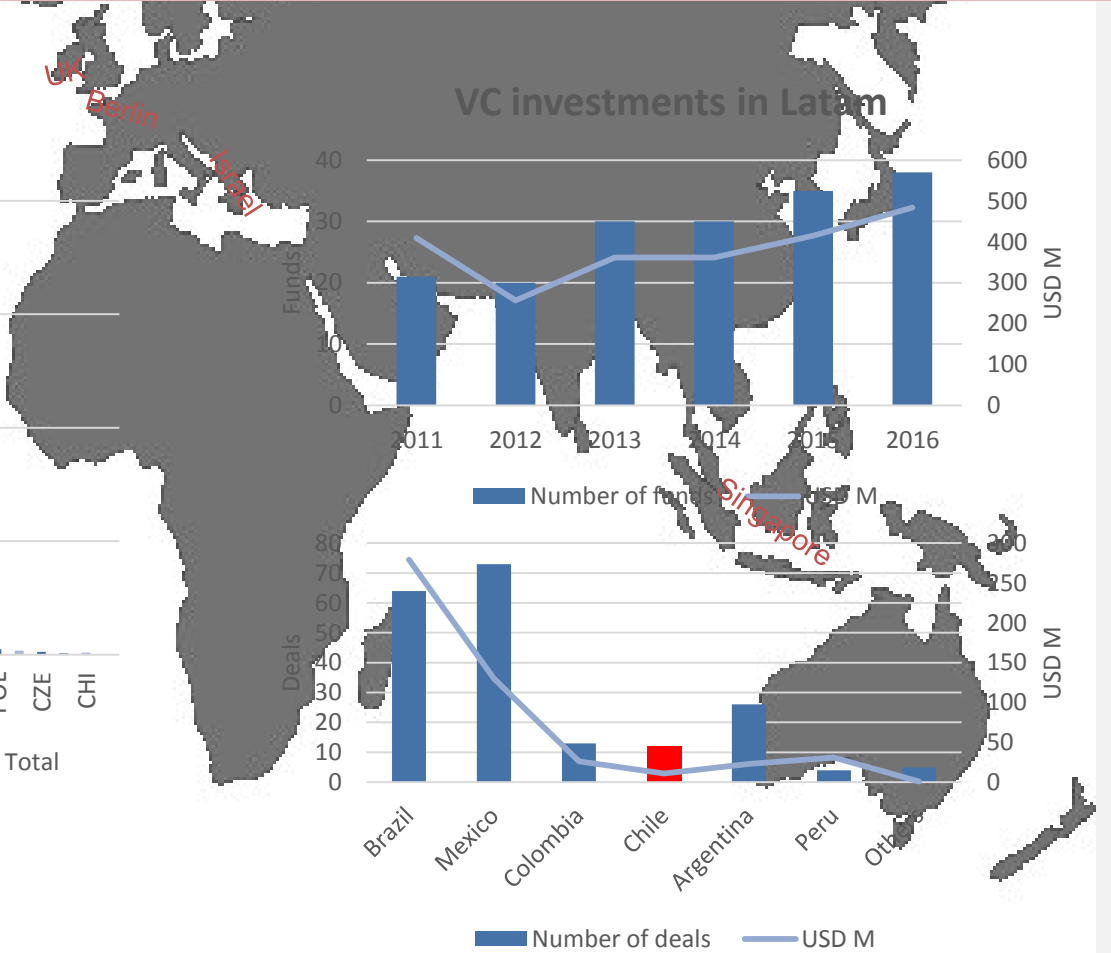
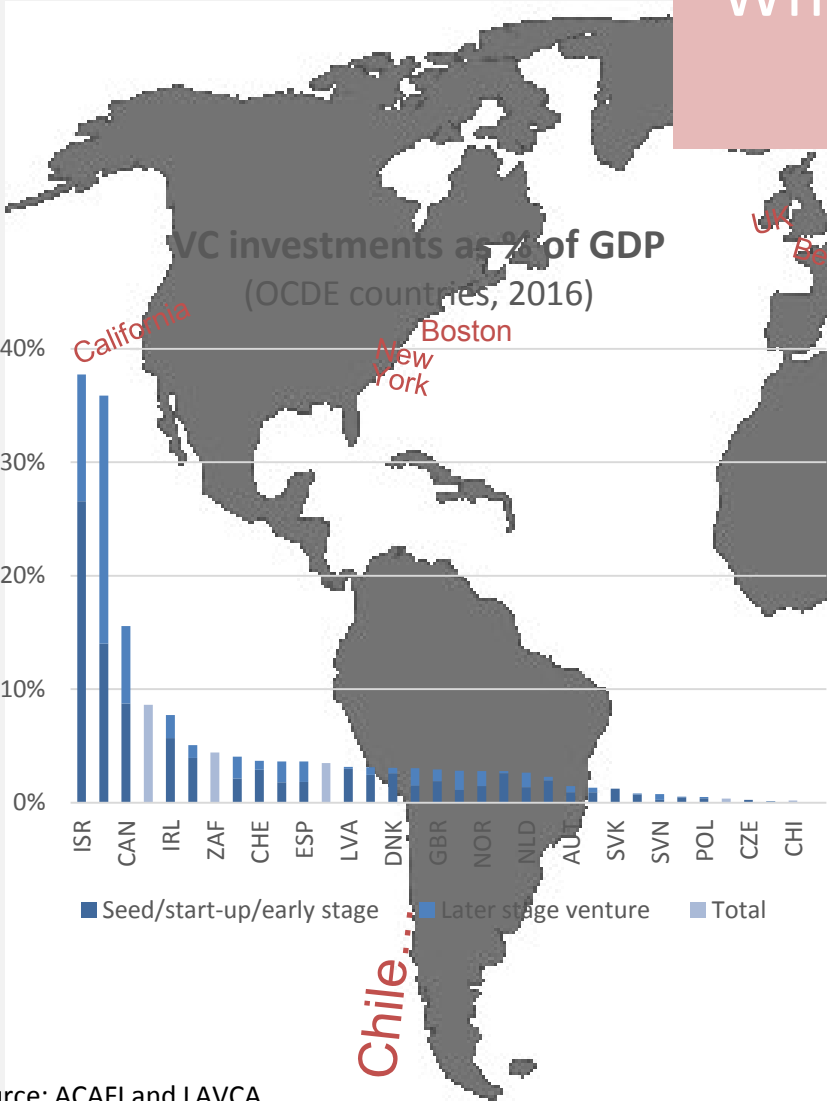
La historia previa al negocio

El lanzamiento de Cornershop se remonta a poco más de 2015, fecha desde la cual la compañía ha registrado un buen desempeño. Esta fue fundada por los chilenos Daniel Underberg (37) y Juan Pablo Cavos (38), además del socio Oskar Hjerterason (30), quienes enfocaron la aplicación para Chile y México.

Tanto Daniel Underberg como Juan Pablo Cavos estudiaron Ingeniería Civil en la Pontificia Universidad Católica (PUC) de Chile. En 2003, fundaron su primera empresa, Lamerloch, firma especializada en hacer software para abogados. Luego, en 2007, junto a Oskar Hjerterason —o quien conoció sus negocios desde su estancia en Chile— crearon Mindful, plataforma web para publicar necesidades y generar una red de ayuda y servicios.

Why not making Chile the best place for start ups to scale up?
Example: Cornershop

Why not making Chile the VC Hub in Latam?



Source: ACAFI and LAVCA

What are we doing



SOFOFA HUB, a Physical and virtual platform...

To ENGAGE corporates with
entrepreneurs, VCs and Innovators



To turn their ideas and problems
into projects and solutions

Why SOFOFA? An initial IMPULSE

Being the Most representative business association, broad range of industries and companies, can help:

- ✓ To break silo culture
- ✓ To make corporates to cooperate between each other around common challenges
- ✓ To engage corporates with entrepreneurs, innovators, research centers, universities, state agencies
- ✓ To share experiences on technology adoption



SOFOFA Innova Model

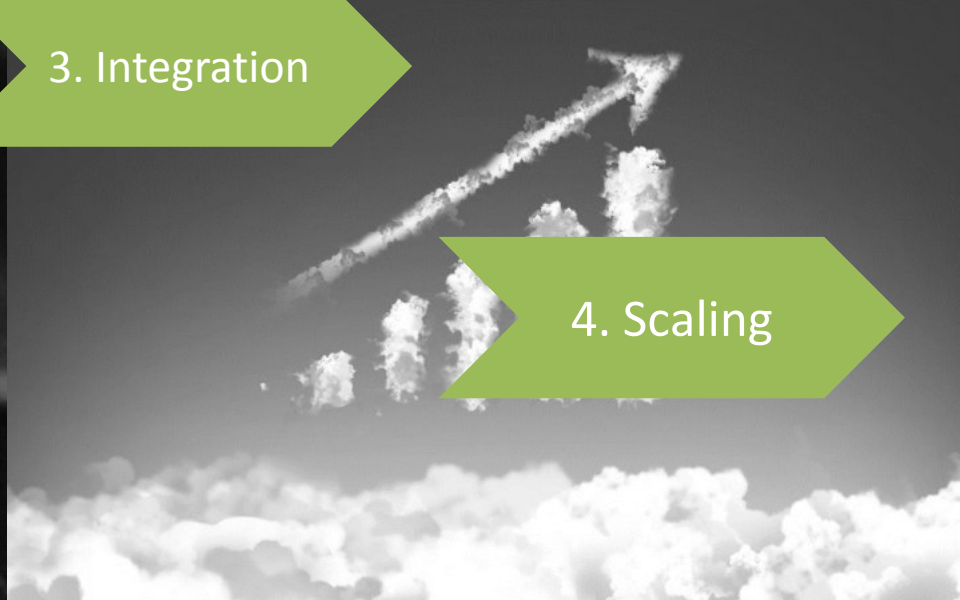
We are not reinventing the wheel

1. Challenges

2. Match

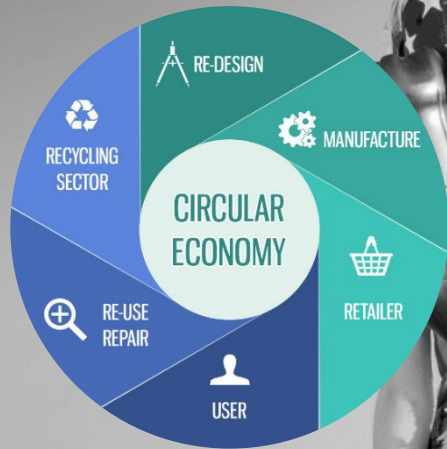
3. Integration

4. Scaling



SOFOFA HUB

innovation nodes

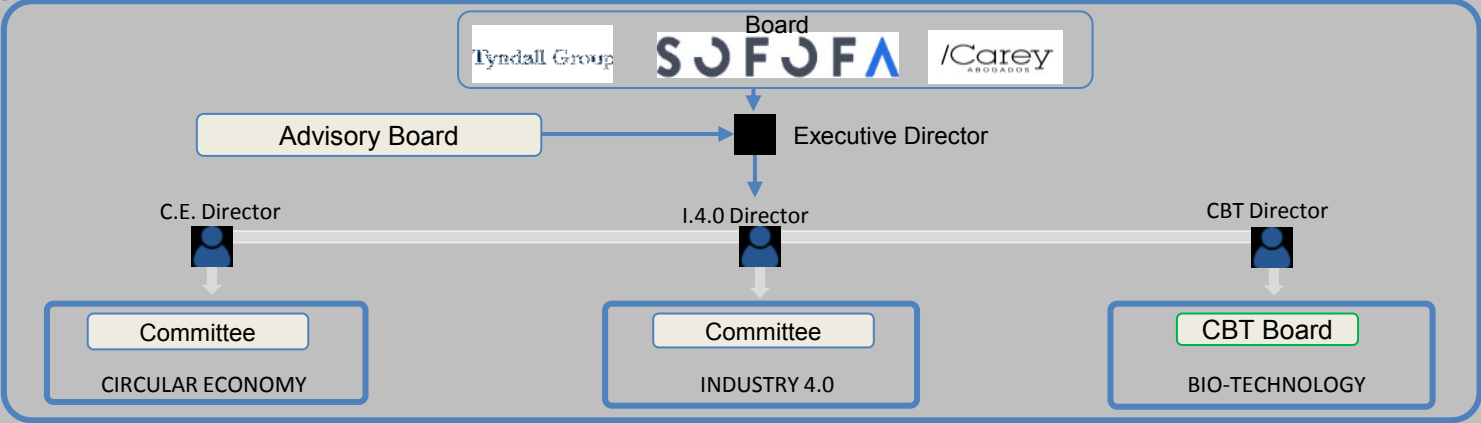


Governance

SOFOFA HUB founding companies (in process)



SOFOFA HUB



Local ecosystem

HUBs

Universities

Technology centers


Centers of excellence

International ecosystem

Universities

Accelerators – Entrepreneurs

Other alliances



Businesses should be up to the challenge
Chileans have high expectations
Collaboration is the key world

it is the only way
forward

THANK YOU

