



# AL-INVEST IV INFORMS

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## Special Issue on the Industrial Sector

### Business Mission to the Hannover Messe Fair

Thanks to the business mission organized by the Coordination and Services Consortium of the AL-INVEST IV program, 75 Latin American companies participated in the Hannover Messe Fair, the most important technology event worldwide. The delegation of SMEs enjoyed all the activities organized in the framework of this showcase of top line innovations. Brazil, Uruguay and México were the Latin American countries with the largest representations.

In addition, AL-INVEST IV has contributed to organizing two bilateral meetings known as B2B. Undertaken in collaboration with the European Enterprise Network (EEN), the meetings took place in the framework of two different events: 'Technology Cooperation Days', on energy efficiency, and B2Fair Matchmaking.

To squeeze the most out of the Fair's opportunities, the Services Consortium offered the companies involved consultation privileges to the market research studies undertaken for these industries: Automation, Energy, Industrial Equipment and Metal-mechanics. The documents mentioned can be found here:

<http://www.al-invest4.eu/estudios-de-prospeccion-comercial/fichas-subsectoriales/fichas-subsectoriales-de-ferias-en-espanol/1013-tecnologia-para-la-industria/582-tecnologia-para-la-industria>

The dossier in the following pages provides a snapshot into the industrial sector in different Latin American regions.

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AL-INVEST stand in Hannover Messe Fair  
Source: CS



Support to the SMEs' internationalization in Latin America

AL-INVEST IV program has European Union funds

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## Fabiano Linck, Technical Manager at Tecsisel Electronic Systems (Brazil)

**In what industrial sector does your company operate?**

Our company collaborates with companies focused on the industrial market and automated systems for home.

**How did Tecsisel start and how it has evolved since it became part of the AL-INVEST IV program?**

Tecsisel became part of the AL-INVEST IV program in April 2012. Ever since, we have been contacting other companies, which makes for finding partners more easily, and therefore, increasing our portfolio of products.

**What are your business challenges and ambitions?**

Our goals are primarily to position Tecsisel products in the global market and increase our portfolio of products. Likewise, we believe it is important to consolidate a good number of clients and markets and reduce, inasmuch as possible, the impact of commercial seasonality.

**Regarding your participation at the Hannover Messe 2012 Fair, what has been your experience? What particular profits did you draw from the Fair?**

By attending the Fair, Tecsisel has made a lot of contacts with companies that could become important commercial partners in the future. Our priority is to leverage on these potential partners to tap into the European market and expand the line of products our company sells in Brazil.

**What is the balance you'd draw from the business mission organized by the Coordination and Services Consortium of the AL-INVEST IV program? What is your main takeaway?**

The business mission fulfilled all our expectations and the business meetings helped us establish contact with companies of which we had no knowledge of their existence until then. The greatest takeaway was becoming aware of the fact that the quality and technology of the products and solutions offered by Tecsisel are nearly on par with international standards.

**How did the technical visits organized by the SC contribute to your company?**

The technical visits were really useful for our company, since we learnt about applying and using new technologies and solutions in different areas.



### PROFILE

SECTOR: Technological solution provider for manufacturers

MANAGER: Fabiano Linck

EMPLOYEES: 7

HEADQUARTERS: Av. Unisinos, 950 Unitec cjto 217. São Leopoldo CEP 93022-000 - RS - Brazil

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## Martín Tosi, Project Manager at Proyectos Ingeniería y Consultoría (Uruguay)



**What is your company's business?**

We are consultants in engineering, project development and management, mainly in manufacturing. We work for the majority of our nation's manufacturing sectors, from agro-industrial to chemical industries, food and cellulose and paper processing.

**How has entering the AL-INVEST IV program been positive to your company?**

We have discovered a wealth of potentially very useful tools to grow our company internationally, be it adding knowledge or exporting our services.

**What is your main market? Does Europe take up a large share of your portfolio of clients?**

Nowadays our company's main market is the domestic market. Some years ago, we participated in several projects in Europe, specifically, France, Spain and Bulgaria, in the wool washing and drying sector. For us, it is most interesting to export our services again, that is why we believe the support offered by the program and the participation in industrial fairs is a top priority for our company.

**Regarding your participation at the Hannover Messe 2012 Fair, what has been your experience?**

It has given us a view of the direction the global market is moving towards, the technological tools used and the concepts applied to industrial design. Also, it has given us the opportunity to share ideas and experiences, establishing very interesting contacts.

**What is the balance you'd draw from the business mission organized by the Coordination and Services Consortium of the AL-INVEST IV program? What is your main takeaway?**

The balance of the business mission is very positive. We have gotten closer to international markets, thanks to the contacts made and the exchange of experiences with people from all corners of the world. Our main takeaway is that there are opportunities to expand our markets, and that being flexible to adapt to the market's needs is key to close business deals.

### PROFILE

SECTOR: Consulting Services and Management of Manufacturing Projects

MANAGER: Marcos Arocena

EMPLOYEES: 12

HEADQUARTERS: Alarcón 1588, Montevideo, Uruguay

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## Andean Region

The Andean Region Consortium is very well aware of the significance of the industrial sector. In Ecuador, a business cluster is leading the overhaul of the domestic urban transportation service. Bolivia is focusing on empowering its SMEs to the maximum.

### ECUADOR

#### Urban Transportation Overhauled and Improved

The cluster of bodywork manufacturers of the Ecuadorian Federation of Exporters (FEDEXPOR by its Spanish acronym) is made up of 10 SMEs located in Ambato, Ecuador. They have started a full production revamping process in the metal-mechanical industry. For this, they have adopted tools to transfer knowledge and technology, to then strengthen their urban and regional public bus transportation service.

The process has entailed improvements on several levels. First, on the design of units, following national quality rules mandatory to drive these vehicles in the main cities. Then, the process has improved the production's design and productivity. The EU plays an important role in technology transfers in the metal mechanic industry, given the potential demand in Andean regions.

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### BOLIVIA

#### Business Clusters Drive Bolivian Industries

Bolivia centers its work supporting businesspeople in the manufacturing sector around technical assistance, training sessions and meetings, facilitated by the tools provided by the AL-INVEST IV program.

As is the case in the RA Consortium, the business cluster is one of its core concepts, generating strategic alliances between the companies involved and favoring their growth. Some activities developed

to boost the industry have been the talk on "Promoting Manufactures and Exports and the Customs Regime", the participation in the fair Ex-poinindustria, and the seminar on copyright at the National Service of Industrial Property (SENAPI by its Spanish acronym).

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## Activities

### Opening New Commercial Horizons in South America



A study on the macroeconomic framework opened the training and technical assistance on opportunities to export to South American countries, organized by the Corporation of Exporters of El Salvador (COEXPORT by its Spanish acronym) under the umbrella of the AL-INVEST IV program. After analyzing in-depth the issues of investment climate, production growth and trade policies, Fernando Romero, an expert consultant in the management of logistics, was introduced. In his talk, he approached the subject at hand and analyzed different stages and offered sensible advice on exports logistics.

Then, Rigoberto Monge, an expert in international trade, presented on trade opportunities with South America, mainly focusing on the main products and strategies in place thanks to the multiple trade agreements.

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## Academy Latin America 2012

24-29 April - Florianopolis, Brazil

Big success for the 6th edition of the Academy in Latin America organized last month in Florianopolis in the framework of the AL-INVEST IV program. This Academy gathered 55 representatives of chambers of Commerce and Business organizations from 15 Latin American countries and from Europe. Participants had the opportunity to attend 21 hours of courses and a session summarizing their experience and ideas. After the courses, social activities were organized to enhance exchange of ideas and networking. The participants' overall initial feedback of this Academy is excellent!

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Attendants to the Academy Latin America  
Source: CS

## Business Cooperation = Productive Integration

June 25-28, Buenos Aires, Argentina

The Argentine Industrial Union, in the framework of the AL-INVEST IV program, the National Management of International Relations of the Argentine Republic and the ExportAr Foundation, from the Foreign Affairs and Cult Ministry, invite national and foreign companies from the technology field to participate in the "Second International Session on Business Cooperation: towards a Productive Integration".

The session, will take place in Buenos Aires from June 25 to 28 to promote the development of joint technological innovation products between Argentine and foreign companies. Business people from Latin America, Europe and Asia will take part in the session, where they will have the opportunity to be part of interesting business rounds.

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## Turning Investments into Opportunities

June 26, Brussels, Belgium



For more information: <http://www.friendsofeurope.org/Contentnavigation/Events/Eventsoverview/tabid/1187/EventType/EventView/EventId/1151/EventDateId/1157/EULatinAmericarelationsTurninginvestintoopportunity.aspx>

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'Relations between the European Union and Latin America: Turning Investments into Opportunities' is the title of the conference organized in the framework of the AL-INVEST IV program, which will then give way to the EU-CELAC (Community of Latin American and Caribbean States) Summit, and the second private-public dialogue on Foreign Direct Investment and SMEs.

The event will take place in Brussels next June 26. It is organized in the framework of the activities of the AL-INVEST IV program, by the Economic Commission for Latin America and the Caribbean (ECLAC), EUROCHAMBRES, and the think-tank Friends of Europe. Top representatives from Latin American and European institutions, governments, companies, the academia and civil society will discuss the current state of relations between both partners.

## Best Practices in Beekeeping, High Quality Honey

Thanks to the support of honey companies and the Ministry of Agriculture in El Salvador, the Corporation of Exporters of El Salvador (COEXPORT) imparted training last April on best practices in beekeeping, all in the framework of the AL-INVEST IV program. More than 50 producers from all over the country learnt techniques to be more efficient in their production of honey. Likewise, knowledge was shared on new technologies in this industry and how innovation is implemented into the production of honey.

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Honey is a product with huge potential within the trade relations with the EU, which is why COEXPORT is making a huge effort, and will continue to do so, to offer a quality product that meets the standards of European palates.



## Costa Rican SMEs at Alimentaria Barcelona

March 26 to 29, Barcelona, Spain

Soldanza, El Ángel, Los Patitos, Mondaisa, Alserro and Intamasa are six Costa Rican SMEs that participated, from March 26 to 29, in a key event in the food and beverage industry: the Alimentaria Fair in Barcelona.

Thanks to the support of the AL-INVEST IV program, the Chamber of Exporters of Costa Rica (CADEXCO) undertook this activity, a key to the internationalization process of its SMEs, since it offers a wealth of

advantages, such as connecting its companies to several foreign buyers and showcasing their products on a large scale. In addition, SMEs carried out an on-site analysis on item pricing and quality, and they exchanged experiences with other business organizations, which helped six Costa Rican SMEs improve production techniques and incorporate innovation.

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## Daniel Calleja Bets on SMEs in the EU-CELAC Summit



Daniel Calleja, Director General of DG Enterprise and Industry of the European Commission, visited last April 26 the facilities of the Eurochile Business Foundation, in his tour to reinforce EU-Latin American relations. In this occasion, Calleja talked about the next CELAC-EU Summit next January 26 and 27 in

Santiago de Chile, specifically about it becoming more than a discussion among Presidents and Premiers, but also a business summit. "Having such significant areas globally paddling in the same direction is a challenge and a unique opportunity to be translated into actions and programs".

Regarding SMEs Calleja stated that "85% of new jobs in Europe are created by small business owners, which also benefit big corporations, there is a strong interdependence. It is essential to simplify bureaucracy, access to credits and the internationalization of this type of company".

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## High-quality, Sustainable Tourism? Yes, in Andacollo

Along with the Corporation to Promote Production (Corfo by its Spanish acronym) and the National Service of Tourism of Chile (Sernatur by its Spanish acronym), Eurochile has put together a tourism development program in the Chilean community of Andacollo. Through this initiative, tourism will develop in full, with medium and long term strategies to implement best practices in tourism quality and sustainability in the area.

The project, born thanks to the support of the AL-INVEST IV program, will be developed throughout 12 months. As much as 45 companies from different industries (food, crafts and tourist guides) will participate in it.

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## Peñalolén Sets the Example for its MSMEs in Tourism

April 11, Peñalolén, Chile

The very successful strategic planning workshop ended last April 11. It was targeted at tourism-related MSMEs in the Chilean region of Peñalolén and organized by Eurochile, in the framework of the AL-INVEST IV program. Some 20 entrepreneurs in the field analyzed the situation in this region and started a campaign to strengthen the industry, based on certain strategies.

All attendants mentioned the impact of the initiative, specially the talks and the excellent consulting work done. Currently, Peñalolén is a land with huge potential in the field of sustainable tourism because of its interest in preserving natural and cultural resources and heritage. It is promoting great projects, such as the Baha'l Temple, the cable car of Peñalolén and the Educational Farm.

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## Three Years Supporting the Internationalization of Andean SMEs



The Chamber of Industry, Commerce, Services and Tourism of Santa Cruz (CAINCO by its Spanish acronym), Bolivia, leader of the Andean Region Consortium for the AL-INVEST IV program, presented its 2009-2011 report, where it highlights how more than 20,000 Andean SMEs have now tools to manage their internationalization and 5,945 companies are consolidated and international, all thanks to the Consortium's work over three years.

These data show no less than 200% success in fulfilling both strategic goals pursued by the 32 business institutions partnered in AL-INVEST IV in Bolivia, Colombia, Ecuador, Peru and Europe.

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For more information [www.alinvest4can.org](http://www.alinvest4can.org)

## A Priceless Business and Investment Guide

The Regional Government of Santa Cruz (Bolivia), through the Institutional Coordination and Regional Development Secretariat and financially supported by the AL-INVEST IV program, has launched its "Business and Investment Guide to Santa Cruz". According to Óscar Ortiz, Institutional Coordination and Regional Development Secretary, "this guide is a platform for people from all over the world to access through the internet all information needed on investment opportunities in our region".

The website is free and targeted at Bolivian citizens and foreigners interested in learning about the advantages and conditions offered by this region in terms of production, investment and services, as well as geographical location and weather.

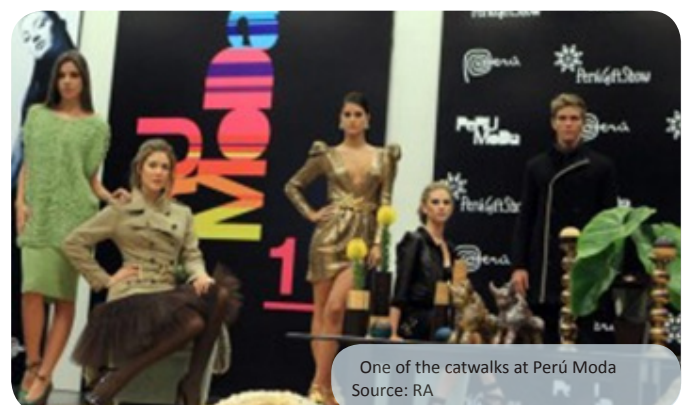
Contact: Andrea Farell [afarell@santacruz.gob.bo](mailto:afarell@santacruz.gob.bo)  
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## Success Cases

### Peruvian Design's Overwhelming Success

The Foreign Trade Center (CEEX by its Spanish acronym) of the Chamber of Commerce of Lima (CCL by its Spanish acronym), part of the AL-INVEST IV program, knows what to do: to conquer foreign markets it is important to develop constant training to then offer high-quality products and services.

In application of their theory, the CEEX has helped 14 Peruvian SMEs in tailoring and jewelry to participate in the fair Perú Moda 2012. The results were above and beyond. First, 10 SMEs in the tailoring industry held several business meetings with potential buyers from Brazil, Chile, Ecuador, Colombia, USA, Norway, Denmark, Germany, the Netherlands, Spain, France and Belgium. Additionally, four SMEs in the jewelry sector were present at the event, among others, the Taller Pez de Plata, a brand participating in the fashion shows, after successfully passing the selection criteria among many firms.



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## Europe's Beauty Treat from Brazil

The determination and support of the National Confederation of Industries (CNI by its Spanish acronym), the CIN network, the AL-INVEST IV program and the Federation of Industries of Pernambuco have led business woman Marcelle Sultanum to dedicate all her energy to boosting internationalization of the Brazilian company Rishon Cosmetics. So she bought a stand in one of the most important fairs worldwide: Cosmoprof, in Bologna, Italy.

The participation of Rishon Cosmetics at this fair was possible thanks to the support of the Portuguese company 560 Pretty Company, with which it shared the stand at the fair. Both companies started weaving a close relationship in the Prospect project, an initiative launched by the CNI, the CIN Network and the AL-INVEST IV program in Portugal in 2011. Through this initiative, analysts from six industrial federations performed a technical and commercial analysis of 16 SMEs in the field of cosmetics. Our two main characters were part of this initiative seeking to spur internationalization.



Marcelle Sultanum negotiating with a potential client during the Cosmoprof Fair Source: MCV

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## Coming Up

### Events

SIAL Sao Paulo. Brazil.

June 25, 2012 - June 28, 2012 (CS)

Preparatory Seminar for the EU-CELAC Summit 2013. Brussels.

June 26 2012 (CS)

In-class course 'How Can We Export To Europe?' - Andean Region.

July 17, 2012 - July 20, 2012 (CS)

Training on "Strategic Management Tools".

May 15, 2012 - July 17, 2012 (CS)

More events: <http://www.al-invest4.eu/calendario/656>

### Contact

For more information visit our website

[www.al-invest4.eu](http://www.al-invest4.eu),

or Check our Facebook profile



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"The AL-INVEST IV program is one of the most relevant regional economic cooperation programs of the European Commission in Latin America. The main goal of the IVth phase of the program is to promote social cohesion by supporting Latin American SMEs in their consolidation and internationalization, sharing innovation and knowledge and creating economic relations with their European counterparts".

### Publications

Report "Foreign Direct Investment and SMEs":

<http://www.al-invest4.eu/attachments/Informe%20Final%20Seminario%20IED%20&%20pymes,%20Chile,%20dic.2011.pdf>

Final Report on "Corporate Responsibility as a Factor in SME Competitiveness":

<http://www.al-invest4.eu/attachments/Informe%20Responsabilidad%20Social%20Empresarial.pdf>

Industrial Analysis "Renewable Energies" now in Portuguese as well:

[http://www.al-invest4.eu/minisite/renovables\\_port/europa/europa1.html](http://www.al-invest4.eu/minisite/renovables_port/europa/europa1.html)