



"Accord on the Support of Small and Medium Sized Businesses from the Valparaiso Region on their Penetration of the North American Market"

Considering:

The growing need by businesses from the Region of Valparaiso (to increase their exports to the North American market to secure the widest and best consumer market for their products and services produced in the Valparaiso Region;

The interest of the Government of Valparaiso to support small and medium sized businesses in attaining that goal; and

The interest from the Government of Manitoba for promoting Manitoba exports and Manitoba business in general to the Valparaiso Region and Chile.

Whereas:

The Government of Manitoba's significant experience in penetration of the North American market, considering that 80% of its foreign exports are sent to the United States and Mexico, both of whom are members of NAFTA;

Business people, government and private sector agencies of the Province of Manitoba involved in foreign trade have the expertise and knowledge of the norms, mechanisms and distribution and/or commercialization channels, and at the same time having a developed industry which can be used as the basis for transferring technology in processing and for the modernization of equipment for companies of Valparaiso; and

The advantages of joining forces in the mutual promotion of services and products.

It is agreed:

That the Government of Manitoba through its external trade agency "Manitoba Trade and Investment" and other entities/private consultants that may be considered pertinent, will provide technical assistance to the Government of Valparaiso and to the different specialized entities from the private sector and government, in order to facilitate the process of exporter development from the region towards the North American Market, including Canada, the United States and Mexico.

This assistance will include, but not be limited to, the following:

- Analysis of sectoral business opportunities for products from the Valparaiso Region;
- Sectoral seminars, by geographical location and product;
- Assistance to define opportunities for the placement of products from the Valparaiso Region into those markets;
- Identification of strategic alliance opportunities with Manitoba businesses for the development of products in the Valparaiso Region; and
- Identification of potential agents, representatives and/or distributors in the North American market for Valparaiso Region products.

The Government of Valparaiso will develop a program with Manitoba's Foreign Representative in Chile with the objective of promoting, in the Valparaiso Region, opportunities for export, investment and other forms of business by Manitoba companies or individuals.

This assistance will include, but not limited to, the following aspects:

- Analysis of sectoral business opportunities for products from the Province of Manitoba;
- Sectoral seminars, by geographical location and product;
- Assistance to identify opportunities for Manitoba products in the Valparaiso Region;
- Identification of strategic alliance opportunities with businesses from the Valparaiso Region;
- Identification of agents, representatives and/or distributors in Chile for Manitoba products; and



- Identification of business opportunities for the regions within the territorial areas that make up MERCOSUR, in particular the provinces of Mendoza, San Luis and Cordoba in the Republic of Argentina and the southern states of the Republic of Brazil.

The Parties agree that the Government of Valparaíso will attempt to develop the pertinent means to secure the required financing which will allow the export opportunity programs into the North American market to be established.

The Parties agree that the Government of Manitoba will attempt to develop the pertinent means to secure the financing which will allow the fulfillment of the market penetration goals of the Government of Manitoba, which will be facilitated through the offices of Manitoba Trade in Chile, located in the City of Santiago, Chile.

For the purpose of implementing the present accord and to conform to the framework of the Agreement, the Parties agree to designate one representative from each Government, together with the Agent of Manitoba Trade in Chile, who will then be responsible for the proper and efficient execution of the present accord.

The present accord has been drafted in two versions, one in English and the other one in Spanish, both with congruent content and identical validity.

For the Province of Manitoba
Original Signed By:

For the Region of Valparaíso
Original Signed By:
