



DRAFT PROGRAM

MAIN FEATURES

Name: Pacific Alliance Business Forum (PABF)

Date: December 6th

Time: 14:00-19:00

Language: English

Format: In-person

Location: WKO premises at Wiedner Hauptstraße 63, Vienna.

Concept note: The Pacific Alliance is an initiative of regional integration comprised by Chile, Colombia, Mexico and Peru, established on 2011. The four economies combined represent the 8th largest GDP and the 8th export force worldwide.

During the **PABF**, representatives from these four member States will present the most recent developments and achievements of the Pacific Alliance, highlighting its enormous opportunities and business potential, particularly on the fields of Green Tech, Innovation and Public Investment, areas aiming to the fulfillment of the Sustainable Development Goals with gender perspective.

A roundtable for one-to-one meetings with specialist representatives from the PA member countries will be held previous to a 2 hours seminar in which, in addition to member States, entrepreneurs and representatives from three Alliance's observer States: Austria, Slovakia and Slovenia, will present their views, priorities and experience towards the Pacific Alliance.

Partners: WKO, Advantage Austria, Colombia, Chile, Peru and Mexico as President Pro Tempore of the Pacific Alliance. Special invitees Slovakia and Slovenia.

ONE-ON-ONE MEETINGS WITH REPRESENTATIVES FROM THE FOUR PACIFIC ALLIANCE'S MEMBER STATES

Prior to the seminar (two hours in advance), officials and businesspeople from Colombia, Chile, Mexico and Peru could meet with CEOs and high representatives of 10 leading companies with interests on the Pacific Alliance.

Commercial representatives are expected to guide entrepreneurs thorough the main aspects of their national economies, business environment, trade opportunities, growing industrial sectors, among other related and relevant information.



SEMINAR OUTLINE

1. WELCOME REMARKS | 3 minutes

presented by WKO/Adv. Austria

2. "PACIFIC ALLIANCE'S ACHIEVEMENTS AND OPPORTUNITIES" | 5 minutes

presented by Embassy of Mexico

The progress achieved in **free circulation of goods and services, free movement of capital** through a very successful integrated stock market, development of **free movement of people**, the Inter-Alliance trade, among other achievements will be highlighted.

Emphasis will be made on the importance of the **Alliance's market and economy size, exporting force and foreign investment attraction levels. Also, the characteristics of its population, purchase capacity and labor force high qualification.**

Advantages of full membership and the case of Singapore as an **associated state** will be presented in this section as well.

3. MEMBER STATES DISCUSSION PANEL: "GREEN TECH AND INNOVATION WITHIN THE PACIFIC ALLIANCE" | 40 minutes

moderated by WKO/Adv. Austria.

The Pacific Alliance offers a new and fresh opportunity to restore and strengthen global and regional value chains linking this bloc closer to Austria.

The members of the PA will address recent developments of the integration mechanism on selected/priorities areas*¹ such as: **Environment, Innovation, Trade Promotion, Value Chains, Public Purchases**. The characteristics, advantages and business opportunities of the Alliance, particularly on **green technologies**, will be highlighted.

Through carefully crafted questions, panelists will also be asked to touch upon **innovation** developments and opportunities in the framework of the Pacific Alliance and in their national industrial ecosystems, as a tool to improve productivity and competitiveness, and a cross-cutting element of the Alliance's priorities, objectives, dynamism, and high potential for business projection, trade and investment.

Commercial representatives are expected to guide entrepreneurs thorough major public investment projects, recovery and resilience plans, competitiveness, advantages and incentives to attract foreign investment, among other related and relevant information.

* Areas aiming to the fulfillment of the Sustainable Development Goals with gender perspective.



CROSS-CUTTING ELEMENTS

PA PRIORITY AREAS *

**GREEN TECHNOLOGIES AND
INNOVATION**

- 1. Environment**
- 2. Trade Promotion**
- 3. Value Chains Integration**
- 4. Public Purchases**

CHILE

COLOMBIA

MEXICO

PERU



4. ENTREPRENEURS DISCUSSION PANEL: “THE EXPERIENCE OF MAKING BUSINESSES IN THE PACIFIC ALLIANCE” | 20 minutes

moderated by WKO/Adv. Austria.

In this section, **four selected companies** with businesses and/or investments in any of the four members of the PA will share their experiences and views on the Alliance’s business environment, its market potential and competitiveness as an investment and trade destination.

Company A

Company B

Company C

Company D

COFFEE BREAK | 15 minutes

5. OBSERVER STATES DISCUSSION PANEL: “THE PACIFIC ALLIANCE: MORE THAN AN INVESTMENT DESTINATION” | 20 minutes

moderated by WKO/Adv. Austria

Austria, Slovakia and Slovenia, as observer countries of the Pacific Alliance, will present their vision, priorities and interests towards the Alliance.

AUSTRIA | SLOVAKIA | SLOVENIA

6. Q & A SESSION | 15 minutes

moderated by WKO/Adv. Austria

All panelists (Member States, entrepreneurs and observer States) will address questions from the audience.

7. CLOSING REMARKS | 2 minutes

presented by WKO/Adv. Austria

8. NETWORKING COCKTAIL | 60 minutes



TIME TABLE

Time	Segment	Duration
14:00- 16:00	ONE-ON-ONE MEETINGS	120 minutes
	Entrepreneurs meet official rep. from Mexico, Colombia, Chile and Peru on a one-on-one format.	120 minutes
16:00- 18:00	SEMINAR	120 minutes
15:30 -16:00	Registration of participants	
16:00 – 16:03	WELCOME REMARKS by WKO/Adv Austria	3 minutes
16:03 – 16:08	“PACIFIC ALLIANCE’S ACHIEVEMENTS AND OPPORTUNITIES” by Embassy of MEXICO	5 minutes
16:08 – 16:48	PANEL DISCUSSION: “GREEN TECH AND INNOVATION WITHIN THE PACIFIC ALLIANCE” by Chile, Colombia, Mexico, Peru	40 minutes
16:48 – 17:08	PANEL DISCUSSION: “THE EXPERIENCE OF DOING BUSINESS IN THE PACIFIC ALLIANCE” by four selected companies (TBD)	20 minutes
17:08 – 17:23	Coffee break	15 minutes
17:23 – 17:43	PANEL DISCUSSION: “THE PACIFIC ALLIANCE: MORE THAN AN INVESTMENT DESTINATION” By PA’s observer States Austria, Slovakia and Slovenia	20 minutes
17:43 – 17:58	Q & A SESSION	15 minutes
17:58 – 18:00	CLOSING REMARKS by Adv. Austria/WKO	2 minutes
18:00 – 19:00	NETWORKING COCKTAIL	60 minutes
		Total: 5 hours