



EUROCHAMBRES



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Doing Business in the Pacific Alliance
26 February 2019 Luxembourg

EUROCHAMBRES
The Association of European Chambers of Commerce and Industry



Our Network

45 members associations
1,700 regional and local chambers of commerce and industry
20,000,000 businesses
98% of which are small and medium-sized
120,000,000 employees





Our Mission

- To develop a business-friendly, competitive economic environment in Europe

MEMBERS

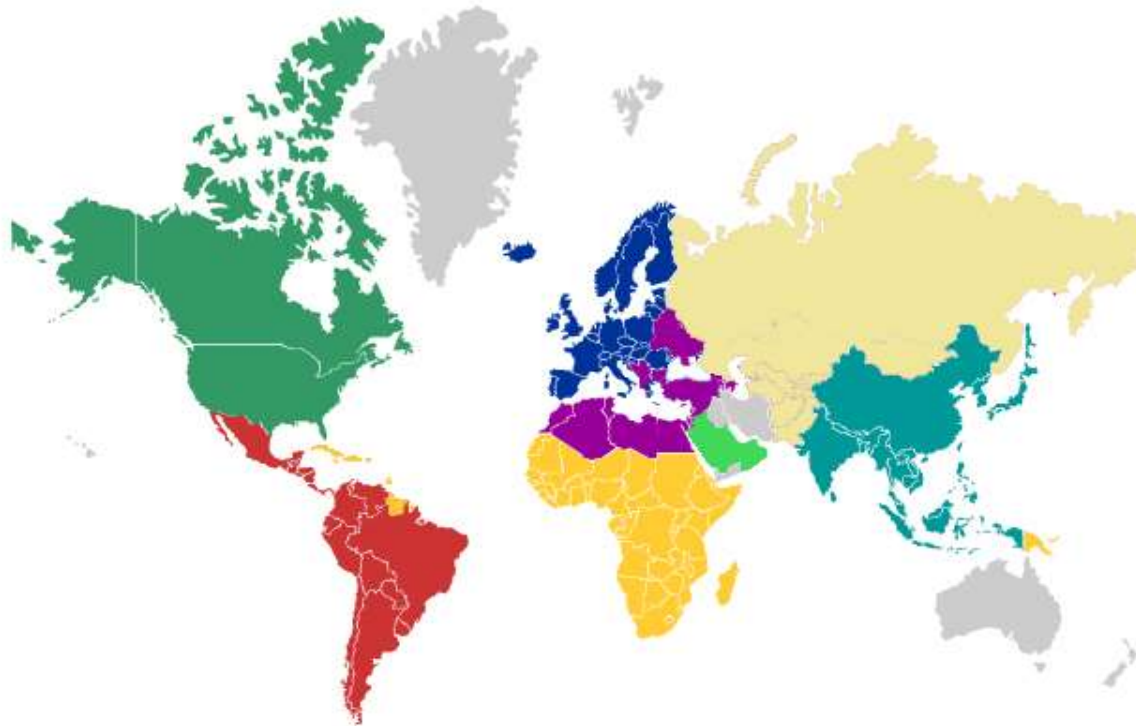




Our Priorities

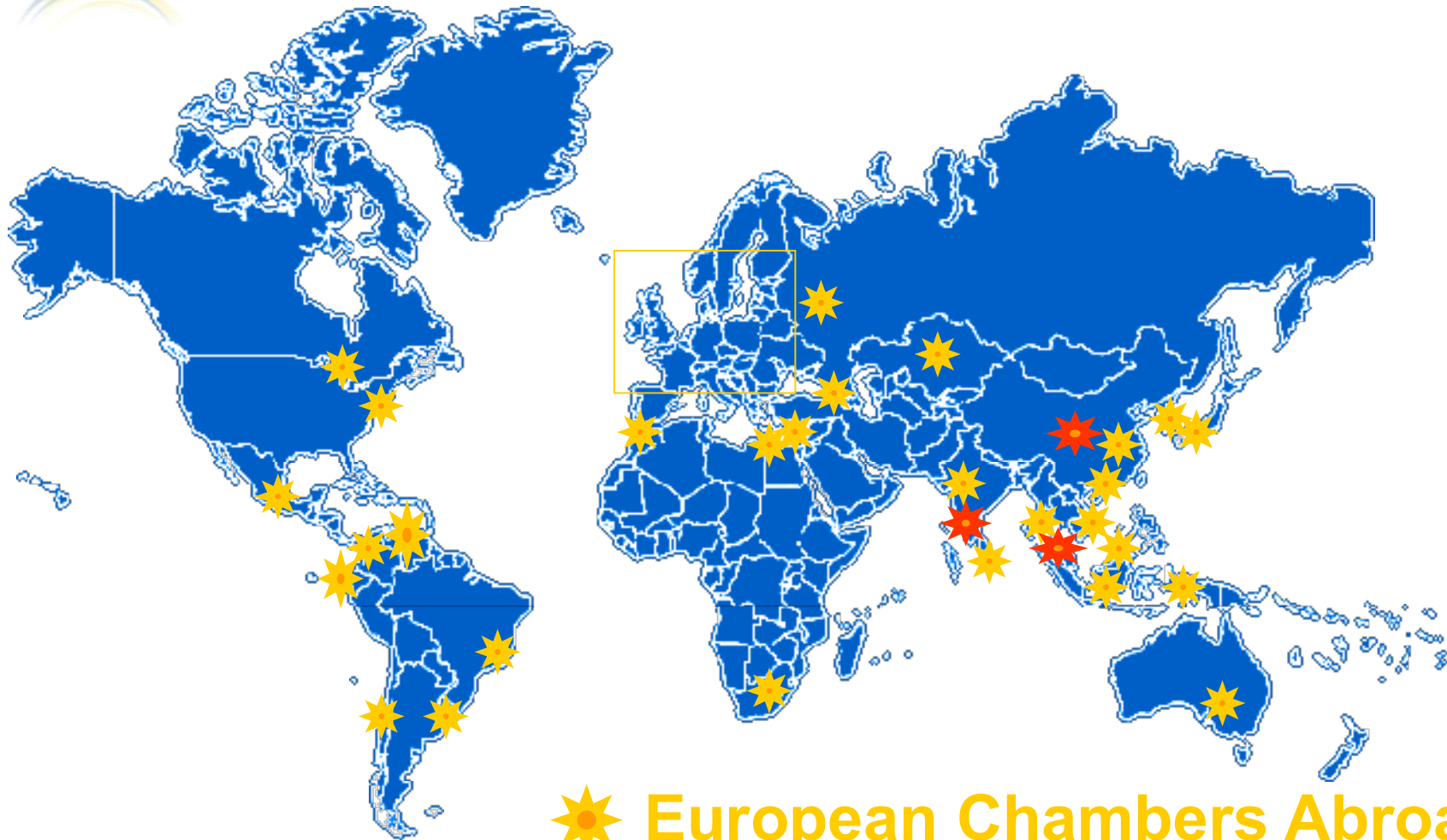
Internationalisation

- To enhance external economic diplomacy, in a public private partnership at European level
- To facilitate market access for EU SMEs





INTERNATIONAL PARTNERS



-  **European Chambers Abroad**
-  **European Business Centres**






European Union – Latin American - business context -

- OPPORTUNITIES IN LATIN AMERICA FOR EU SMEs
 - Free trade Agreements, positive prospects growth rates
 - Need of economic diversification in Latin America
 - Business partnership for technology transfer, investment and innovation
 - High demand in cross cutting sectors such as ICT, bio and nanotechnologies, renewable energy, new materials etc.



LATIN AMERICA 
IPR SME HELPDESK



AL-Invest 5.0 



Latin America

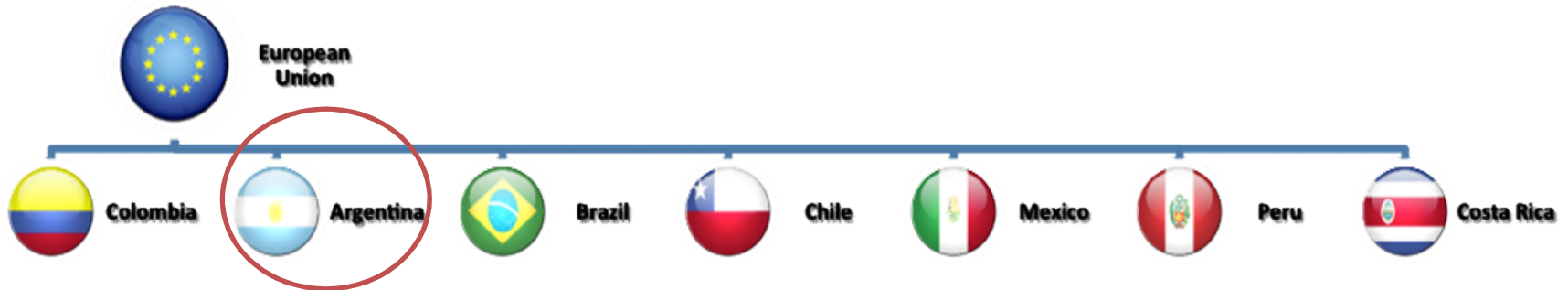


ELAN Programme



ELAN
European and Latin American
Business Services and Innovation Network

The **ELAN project** is a European Union initiative with the general objective to **increase trade** between the EU and 7 Latin American countries.

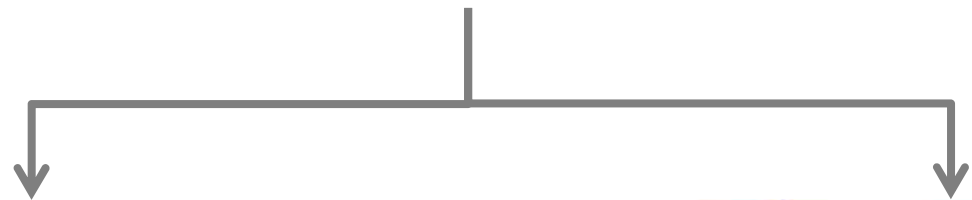


This project is funded by The
European Union
DG International Cooperation
and Development



ELAN Programme

The ELAN Programme was implemented via two components:



ELAN
European and Latin American
Business Services

European and Latin American Business Services (ELAN Biz): whose main objective is to provide up-to-date and comprehensive information to European SMEs on how to do business in Latin America.



ELAN
European and Latin American
Technology based Business Network

European and Latin American Technology based Business Network (ELAN Network): whose main purpose is to generate technology-based business opportunities between European and Latin American SMEs.





ELAN Biz



- ELAN Biz provides **updated and comprehensive information services to EU companies and organisations** interested in doing business in the 7 strategic Latin American countries.
- **Information services:**
 - [Web ELANbiz platform](#)
 - **Contents**

Home About Us Country Knowledge Center Business Organizations Ask the Experts Events

Argentina offers possibilities for Smart Agro technologies

[Read More](#)

We are a network of Experts that provides market access information to European companies wishing to export or invest in seven Latin American countries:

Argentina Brazil Chile Colombia Costa Rica Mexico Peru

Through our virtual platform, the European SMEs can increase their knowledge to access to these strategic markets.

ELANBiz is a component of ELAN Program, a European Union Initiative that seeks to increase and diversify the European economic presence in Latin America. ELAN Network is the other component of ELAN Program, whose main purpose is to generate technology-based business opportunities between European and Latin America SMEs.

WELCOME TO ELANBiz!

Free and unlimited services on Latin American market access for European companies and organisations:

- INFOCARDS**
Updated information on market access by country and sector
- ASK THE EXPERT**
Experts in market access will answer all your questions
- FAQ**
Updated information provided by the Experts in the Ask the Expert
- PARTNER DOCUMENTS**
Relevant information from ELANBiz partners
- NEWS**
Updates on Latin American markets
- BUSINESS ORGANISATIONS**
Network in Latin America

SIGN UP here
Join ELAN Biz Advanced Business Services!
[Register Now](#)

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Email Address
Select password
 Remember Me
[Sign In](#)
[Forgot Password](#)

Do you want to invest or export in Latin America?
The Ask the Experts service puts your company in direct contact with an Expert in market access requirements. The Expert will answer you in maximum 5 working days, free of charge.

[Ask the expert](#)



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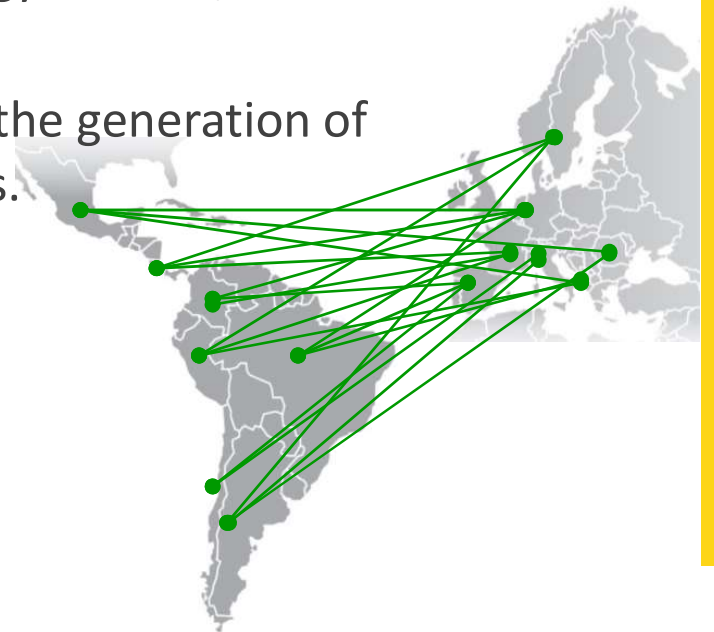
ELAN Network



ELAN

European and Latin American
Technology based Business Network

- European and Latin American Network (ELAN) of Research and Innovation (R&I) actors created in 2015.
- **Objectives:**
 - Promote lasting partnerships and foster collaboration between the innovation ecosystems of the EU and Latin America;
 - Share knowledge and generate technology transfer, in areas aligned with European applied research;
 - Increase SMEs competitiveness through the generation of technology-based business opportunities.





Activities



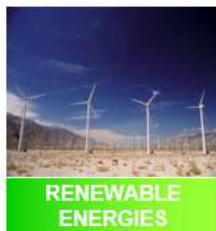
ELAN

European and Latin American
Technology based Business Network

SMEs Support

- Identification of technology based business opportunities
- Access to a consolidated network of innovation agents
- Organisation of **co-creation events, thematic workshops, technical missions to LA**
- ***Strengthening capacities of Network members***

Sectors:



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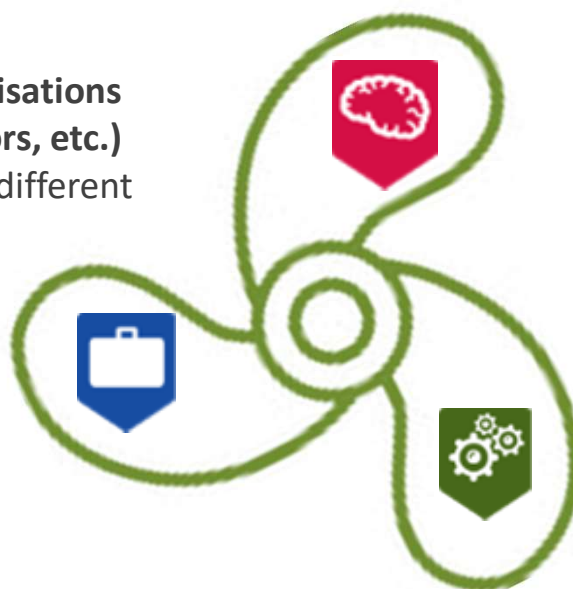
The Triple Helix



ELAN

European and Latin American
Technology based Business Network

Business support organisations (CCIs, clusters, incubators, etc.) that work with SMEs in different domains: innovation, internationalisation, competitiveness, entrepreneurship...



Knowledge and technology based organisations (Universities, technological and innovation centres, etc.) with an ability and interest in identifying the best ideas, in order to transform them into business.

Public sector actors (internationalization and/or innovation promotion agencies, regional development agencies) drivers of the innovation ecosystem in their territories and owners of programmes and policies that support the generation of business opportunities.



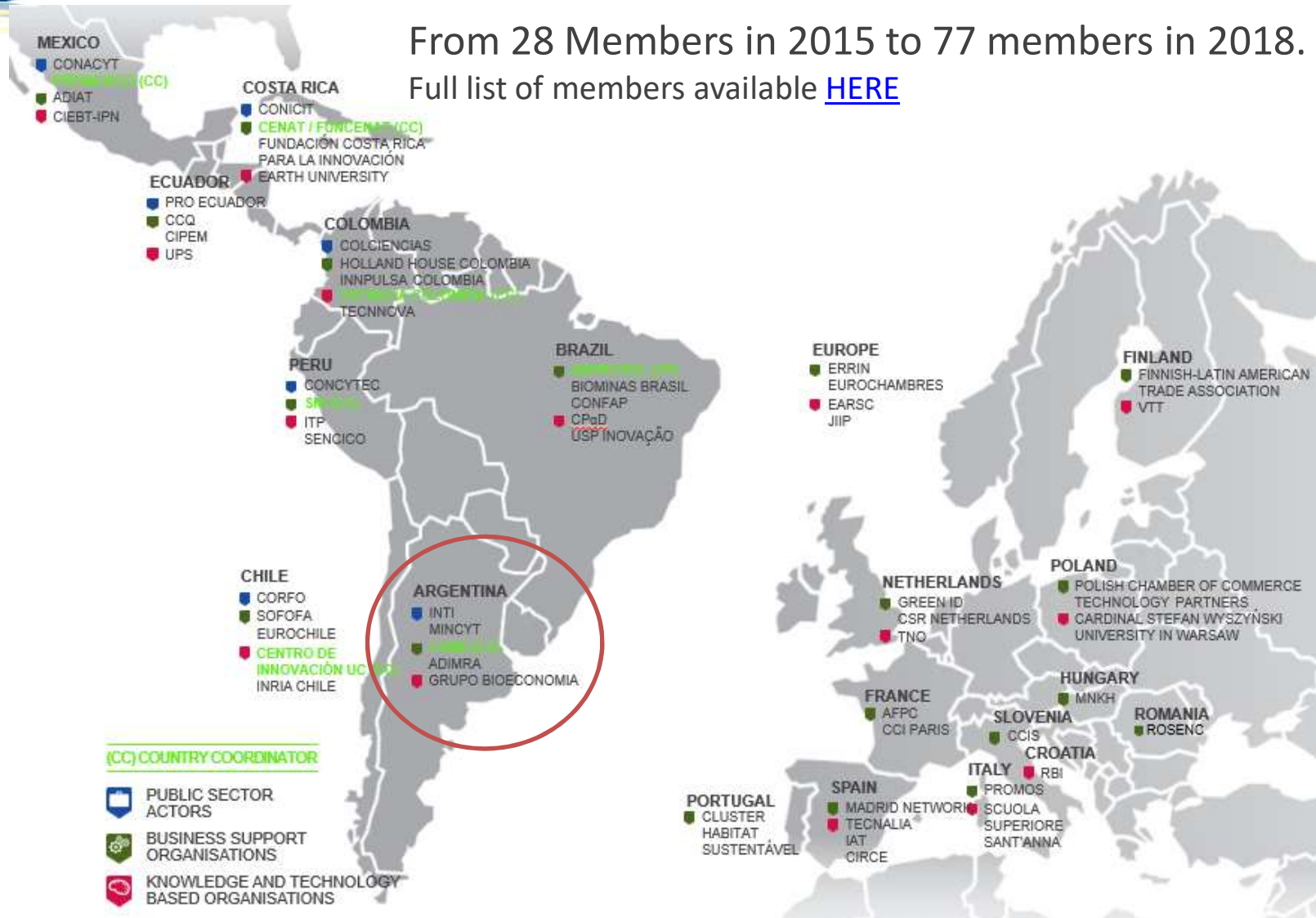
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A growing & self-sustainable network

From 28 Members in 2015 to 77 members in 2018.

Full list of members available [HERE](#)



LATIN AMERICA
IPR SME HELPDESK



Latin America IPR SME Helpdesk

Why IPR?

- *It is one of the main business asset*
- *Strengthen competitiveness*
- *Attract Investors*

Latin America IPR SME Helpdesk

- what you get -

- **Maximize the value** of SMEs' intellectual property assets and improve their global **competitiveness**.
- Support in the **initial contacts** with local law enforcement agencies in the target countries.
- **Strengthen the links** between EU and Latin American companies with regards to the protection and enforcement of IPR.
- Help SMEs to **overcome** the existing **barriers**:
 - changing and complex regulatory frameworks
 - local idiosyncrasies and lack of market information
 - problems related with SMEs IPR protection and enforcement

What we offer

- *Core Services*

Helpline



Training



Webinars



IP Content



Website





What we offer

- *Helpline: Free of charge, first line advisory service on IP protection and enforcement for EU SMEs working or planning to operate in Latin America.*



What we offer

Training



Webinars



- *Targeted training session and webinars on IPR protection and enforcement for EU SMEs (including sector-specific approaches)*
- **Check our calendar**



What we offer

- *State-of-the-art online publications on the protection and enforcement of IPR in Latin America specifically addressing IP matters from the SME business needs point of view*

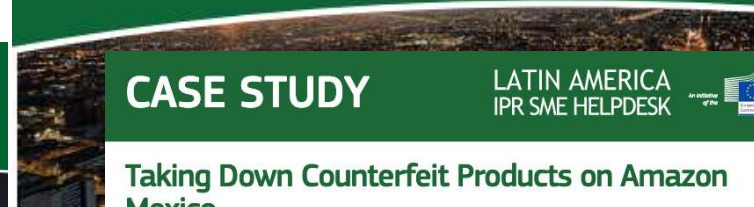
Latin America IPR SME Helpdesk
IP Factsheet: Peru



R&D and technology
transfer in Chile



Latin America IPR SME Helpdesk
IP Factsheet: Colombia



CASE STUDY

LATIN AMERICA
IPR SME HELPDESK



Taking Down Counterfeit Products on Amazon
Mexico

✓ Background

Boost2Party S.L. is a Spanish SME dedicated to online selling of costumes, accessories and party decorations. With their own online shop and running in 10 European countries, they decided on expanding to Latin America. First in their list was Mexico, and to save costs, they opted for using the online market platform, Amazon.

Following a similar IP strategy as in the EU, they applied for a trademark in Mexico and extended their surveillance to this country. A couple of months after, they found on Amazon Mexico a list of counterfeit costumes and accessories that looked almost identical to theirs.

LATIN AMERICA
IPR SME HELPDESK

An initiative of the



Contact

www.latinamerica-ipr-helpdesk.eu

Ask our IP Experts

helpline@latinamerica-ipr-helpdesk.eu

Follow us on Social Media

@latinamericaipr





Find what
**you're looking
for**

Commercial intelligence tools with information about:

- Trade intelligence and statistics
- Central American technical regulations
- Taxes and non-taxation measures
- Enterprises
- Products and services



Remain up
to speed

Informative website that releases interesting content and news for members of the RCAC

- Business opportunities
- Market studies
- Business catalogues
- Regional news
- Events



Boost your
business

Networking tools to promote business and company networks inside and outside of the region.

- Interactive chat
- Virtual rooms

<https://www.redca.sieca.int/>