



Chile



Colombia



Mexico



Peru



Seminar: “Doing Business in the Pacific Alliance”

Draft Program (as of 29th of January)

Tuesday, 26th of February 2019

Venue: Luxembourg Chamber of Commerce

1st part: Optional workshop:

14.00 Registration

14.15 **IPR rights in the Pacific Alliance countries¹ (45')**

Expert, Latin America IPR SME Helpdesk

The workshop is dedicated to companies only and to SME's in particular. The IP expert teaches participants about:

1. General Overview of Intellectual Property rights in Latin America
2. Intellectual Property Rights: Law and Practice
 1. Patents
 2. Trademarks
 3. Copyrights
1. Enforcement of Intellectual Property Rights
 2. Experiences
 3. Recommendations
 4. Q&A session

The IP expert of the Latin America IPR SME Helpdesk will be available for bilateral meeting during the networking session too. If you wish to schedule it in advance, please fill in the registration form accordingly.

2nd part: Official seminar:

14.30-15.00 Registration of attendees

15.00-15.40 Group picture of all the speakers and signature of the Golden Book

Welcome address (5')

Jeannot Erpelding, Director, International Affairs, Luxembourg Chamber of Commerce

Opening speech (10')

Daniel Da Cruz, Director General for Foreign Trade & Investment Promotion, Minister of the Economy

¹ Please note that the workshop is dedicated to companies only and to SME's in particular and that implementation is subject to a minimum number of attendees.

The Pacific Alliance (10')

HE Gonzalo Gutierrez, Ambassador of Peru

Progresses in the free movement of good&services (5')

HE Raúl Fernández Daza, Ambassador of Chile

Progresses in financial integration and the free movement of capital (5')

Francisco Coy, Chief of Affairs, Embassy of Colombia

Progresses in digital agenda and innovation (and SMEs) (5')

HE Mauricio Escanero, Ambassador of Mexico

15.40-17.00 **Business Opportunities in the 4 countries of the Pacific Alliance (40')**

The ambassadors of the Pacific Alliance will focus their presentations on renewable energy, banking and finance and investments opportunities, telecommunications and information technologies, infrastructure and logistics, digital economy and others.

Company testimonial on doing business in the Pacific Alliance countries (15')

Patrik Lowie, Area Manager, Jan De Nul Group

Q & A session

17.00-18:00 **Reception and networking**

Typical food and beverages from each country of the Pacific Alliance will be served

The Embassies' Economic & Commercial Attachés of each country will participate in the seminar. You will have the possibility to ask them questions during the networking.