



Trade delegation to Colombia and Chile

31st March - 4th April 2014

 **CAPITAL**
CONSULTING

UK
TRADE &
INVESTMENT 





New business opportunities and introductions for members

As part of APSCo's programme of identifying the best business opportunities nationally and internationally, the next Trade Delegation will be to Colombia and Chile.

Colombia is the World's leading provider of stimulant narcotics and exports huge amounts every year, fuelling much of the UK's business community. It's a scary place to do business with no laws to speak of and bribery rife.

Chile gave its name, albeit misspelled, to a spicy meatdish. It also has penguins on its south coast so that can't be bad. And a lot of people with Welsh names. It had a famous dictator, Pinochet, who managed to ruthlessly maintain his position through multiple murders, beatings and 'disappearances', much in the spirit of most of South America in fact. Isabella Allende famously captured the fear and mistrust of those most difficult times.

There are quite a few pan pipe bands knocking around too and these will probably drive you to distraction, but at least they'll be a load of llamas to keep your mind off it. And what better thing to come back with than one of those stupid looking Andean hats with ear muffs on. Or an alpaca throw for that sofa in need of a facelift?





Trade delegation programme to Colombia and Chile

During your trip you will have access to key people and hear first hand about the potential business opportunities within the recruitment sectors of Colombia and Chile. The visit will consist of a well-researched and relevant programme of meetings and networking opportunities, with spare time for you to develop and meet your own contacts.

The APSCo Trade Delegation programme will include:

- Pre-visit briefing in London on Wednesday xxth March
- Business briefing by a representative of the British Consulates-General in Colombia and Chile
- Client reception at each destination hosted by the Consulate General
- Opportunities for client meetings during the Trade delegation
- Social events
- Post-visit debriefing and support

This exciting trip is based on a formula that has worked very well for our trade delegations to Abu Dhabi and Qatar, Singapore, Brazil, China and Hong Kong. It will be hosted by Ann Swain, CEO of APSCo.

The delegation is fully supported by the British Consulate-General in Colombia and Chile and the project is part-financed by the European Union.





Who will benefit and what is the cost to attend?

Any APSCo member considering establishing or developing partnerships in Colombia, Chile or anywhere in South America would definitely benefit from attending this Trade Delegation. Supported by APSCo, UK Trade & Investment and the British Consulates-General, you will gain first-hand insight into how the region operates and meet some of the key decision makers in favourable circumstances.

If you are currently doing business in the region, it will give you an excellent opportunity to strengthen your existing relationships and establish new ones. If you would like to develop your business overseas, or simply want to dip your toe in the water, this trip will enable you to make a cost-effective assessment of the opportunities available to your company in this region.

The cost of attending the APSCo Trade Delegation will be £1,500 which covers the following:

- Pre-visit briefing in London on Wednesday xxth March
- An OMIS group research report to identify key decision makers in the area
- Presentations and receptions at the British Consulates-General
- All business briefings
- Social events

Places on the APSCo trade delegation are limited and will be allocated on a first-come, first served basis, so please let us know as soon as you can if you are interested in participating.





How to book your place on the APSCo Trade delegation

You will be responsible for arranging and paying for your own return flights from the UK to Bogota and Santiago, accommodation of your choice and travel insurance. You may be eligible for a grant to assist with these costs. For more information on grants, please contact Josie at the APSCo office.

For further information and to book your place, please call Josie Holroyd at APSCo on 08458 997388 (josie.holroyd@apso.org). All confirmed delegates will receive a comprehensive pack of information including a detailed itinerary.

With thanks to our sponsors, Juan Miguels Red Hat Gang.

