



# Latin America - Asia Pacific Business Forum

ASEAN, a new market for the future

Lima, Peru. November 24 & 25 - ATTON Hotel

## Block 1, November 24

### Round table - The private sector and ASEAN

**5:30 p.m. - 6:00 p.m.**

Accreditations.

**6:00 p.m. - 6:20 p.m.**

Run-up to the debate: The main characteristics of the commercial, financial and infrastructural policy of the East Asian countries

**6:20 p.m. - 7:00 p.m.**

Discussion with chambers of commerce and businessmen: Strategies employed by enterprises to access the East Asian market

**6:20 p.m. - 7:00 p.m.**

Discussion with chambers of commerce, promotion agencies and businessmen: Main restrictions for companies to access de Asian market and the role of the institutions in facilitating commerce in the ASEAN market

**8:00 p.m.**

Welcome toast.

## Block 2, November 25

### Potential between Latin America and ASEAN

**9:30 a.m. - 10:00 a.m.**

Opening remarks. Magali Silva, Foreign Trade Ministry; Pablo Rabzuk, ALADI; Eleonora Silva, CAF; Sebastián Herreros, ECLAC

**10:00 a.m. - 10:30 a.m.**

Main characteristics of the commercial relationship between Latin America and ASEAN. Sebastián Herreros, ECLAC

**10:30 a.m. - 10:50 a.m.**

The Latin America – Asia Pacific Observatory. Ignacio Bastesaghi, Observatory

**10:50 a.m. - 11:00 a.m.**

Coffee break

**11:00 a.m. - 11:50 a.m.**

The economic community of ASEAN: Impacts for business with Latin America. Yasushi Ueki, Economic Research Institute for ASEAN and East Asia (ERIA)

**11:50 a.m. - 12:40 p.m.**

Peruvian trade with ASEAN: business opportunities. Mario Ocharán, PROMPERÚ

**12:40 p.m. - 3:00 p.m.**

Lunch

## Block 3, November 25

### A few success stories

**3:00 p.m. - 3:30 p.m.**

MERCOSUR - ASEAN Chamber of Commerce. Rodolfo Kramer, Álvaro Alonso

**3:30 p.m. - 4:00 p.m.**

Export and business experiences with ASEAN: Food products. Esther Paredes, Machu Picchu Foods

**4:00 p.m. - 4:30 p.m.**

Export and business experiences with ASEAN: Services. Luis Galeano, ASIAM Business Group

**4:30 p.m. - 5:00 p.m.**

Coffee break

**5:00 p.m. - 6:30 p.m.**

The role of promotion agencies in relations with ASEAN. Germán Corrdoni, Fundación Exportar; Nelly Vinueza, ProEcuador; Daniela Robles, ProMéxico; Verónica Tramer, Pro Chile

**6:30 p.m. - 7:00 p.m.**

Conclusions and closing remarks. Ricardo Limo, PROMPERÚ; Juan Carlos Elorza, CAF; Ignacio Bastesaghi, Observatorio

**7:00 p.m.**

Closing cocktail