

## Virtual Country Seminar Chile

Focus: Food, via MS-Teams

on Tuesday, 06 September 2022

- only for companies of the GEFA branch organisations -

### Initial situation

In 2021, German exports to Chile have overall increased by **80.5 %**, reaching **€ 255 million** in value. The biggest export categories in 2021 were meat and meat products (€ 62.4 m., +303 %), dairy products (€ 36.3 m., +42 %), sweets and confectionary (€ 23.4 m., +41 %), processed fruits, vegetables and potatoes (€ 17.9 m., +66 %), beer (€ 26.9 m., +130 %), and bakery products (€ 13 m., +42 %).

### Partner

The seminar is organised in close collaboration with the [AHK Chile](#).

### Objective

**Presentations by speakers with years of experience** will provide participants with expert knowledge about the current market situation and enable them to assess their potential market opportunities.

The seminar is aimed at companies / export employees who are either newcomers to the Chilean market or those who want to update / deepen their existing knowledge.

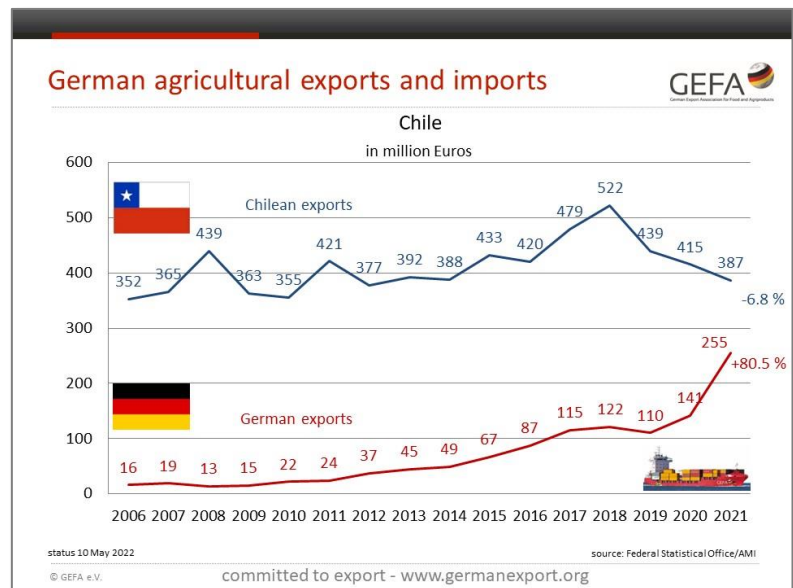


Figure 1: Agricultural Exchange between Germany and Chile, 2006-2021, source: AMI.

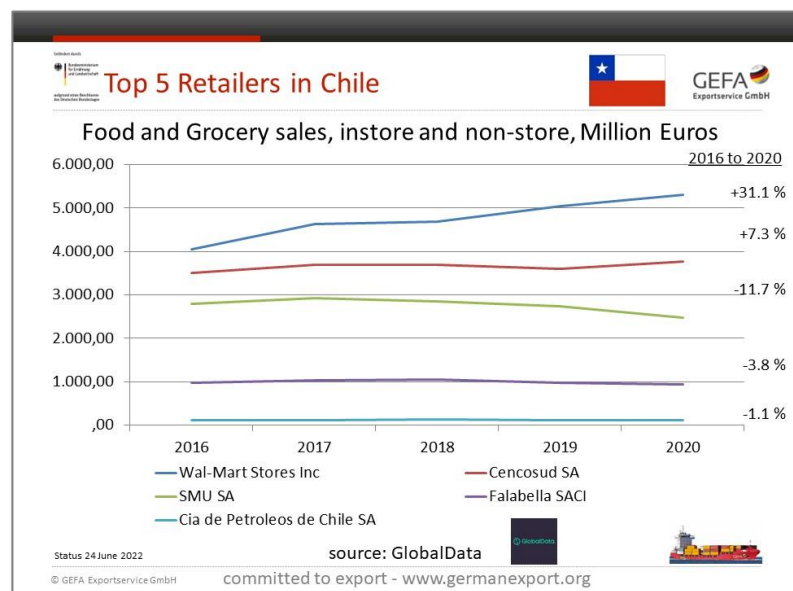


Figure 2: Top 5 Retailers in Chile, source: GlobalData.

## GEFA service package

- **Practical orientation:** Speakers are experienced practitioners with many years of references.
- **Target market specific market data:** participants additionally receive current trade market data (source: GlobalData) and the export statistics (source: AMI) on the Chilean market
- **One-off cost contribution:** several company representatives can participate
- **Implementation in English:** The seminar will be held in English.
- **AHK consultancy services:** For individual support on the Chilean market.

<b>Agenda on 06 September</b> in Central European Standard Time (CEST) / Chile Summer Time (CLST)	
3:00–03:05 pm CEST 10:00–10:05 am CLST	<b>Greetings and introduction:</b> GEFA Exportservice GmbH, Ms Sonja Hammann, Int. Project Manager
03:05–03:30 pm CEST 10:05–10:30 am CLST	<b>The Food sector in Chile:</b> AHK Chile, Philip Bartsch, Deputy General Manager
03:30–03:45 pm CEST 10:30–10:45 am CLST	<b>Chile in brief: export statistic, retailer and consumer data:</b> GEFA Exportservice GmbH, Ms Sonja Hammann, Int. Project Manager
03:45–04:10 pm CEST 10:45–11:10 am CLST	<b>Requirements of a food retailer for its international suppliers:</b> Pibamour, Felipe Vargas
04:10–04:45 am CEST 11:10–11:45 am CLST	<b>Import of food and agricultural products from the EU to Chile:</b> Agencia de Aduanas Felipe Serrano Solar, Felipe Serrano Marcet and Marcelo Torres Trujillo
04:45–05:10 am CEST 11:45–12:10 pm CLST	<b>Requirements for suppliers and importers of Cencosud:</b> Cencosud, Cristóbal Gomez San Martin
05:10–05:15 am CEST 12:10–12:15 pm CLST	<b>Q&amp;A and closing words:</b> GEFA Exportservice GmbH, Ms Sonja Hammann, Int. Project Manager

## The speakers in brief

<p><b>Mr Felipe Vargas</b> Managing Director, <a href="#">Pibamour</a></p>	<p>Founded in 1976, Pibamour is the leading company in import, distribution and representation of gourmet foods from around the world in Chile with a focus on the categories food, beverages and confectionery. Through convenience stores, gas stations, restaurants, catering, hotels, pharmacies and their subsidiary, they connect international brands with Chilean end consumers. For their suppliers Pibamour aims to be the best-in-class partner to position global brands in Chile.</p>
<p><b>Mr Cristóbal Gomez San Martin</b> Regional Commercial Manager, <a href="#">Cencosud</a></p>	<p>Cencosud is one of the largest retail conglomerates in Latin America with active operations in Argentina, Brazil, Chile, Peru and Colombia and more than 140,000 employees. In Chile, their supermarket brands <a href="#">Jumbo</a> and <a href="#">Santa Isabel</a> cover the national territory with high-quality, top-tier products and additional services. With a wide range of imported products, the supermarkets are an ideal retail partner to target Chilean customers.</p>
<p><b>Mr Felipe Serrano Solar</b> Managing Director and <b>Mr Marcelo Torres Trujillo</b> Commercial Manager, <a href="#">Agencia de Aduanas Felipe Serrano Solar</a></p>	<p>Felipe Serrano Solar is a member of a family dedicated for 40 years to the Foreign Trade service. Following this tradition, you get the experience and professional training necessary in everything related to Foreign Trade, Logistics and Attention to the Customer. FSS has the same service, dedicated and professional, for big and small companies. With around 100 employees, the FSS team, has extensive knowledge of the regulations and operation of foreign trade, controlling and complying with the rules.</p>
<p><b>Philip Bartsch</b> Deputy Managing Director, <a href="#">AHK Chile</a></p>	<p>The German-Chilean Chamber of Industry and Commerce (AHK Chile), founded in 1916, is the biggest binational Chamber in Chile with its more than 580 members. As such, AHK Chile is the official representative of German business in Chile, but has also developed into an important platform for trade exchange and the transfer of technology and know-how between Germany and Chile.</p>
<p><b>Ms Sonja Hammann</b> International Project Manager, <a href="#">GEFA Exportservice GmbH</a></p>	<p>GEFA has been implementing export projects worldwide since 2010. These include country and export seminars, trade fair participations, business trips, b2b matchmaking events and promotional campaigns. Since 2020, 22 country seminars have already been realised.</p>

For registration, please use the following registration form.

Please return until **15 August 2022** to

[hammann@gefaexportservice.com](mailto:hammann@gefaexportservice.com)

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## **Virtual Country Seminar Chile**

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**Tuesday, 06 September 2022**

Dear Ms Hammann,

We book bindingly the participation in the above-mentioned virtual country seminar at the price of 245 Euro. The costs are per company and plus VAT.

We agree that a short overview of our participant(s) may be made available to the GEFA partner [AHK Chile](#).

Our responsible contact for further project coordination is:

Contact

Company:

Street:

Postal Code + City:

Mr. / Ms.:

Phone:

Mobile:

E-Mail:

We have the following specific question for (please specify):

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Place

Date

legally binding signature