

pro|CHILE
IMAGINA · CRECE · EXPORTA



Chile: A good business partner





1. Let's talk about Chile

2. Open to the World

3. Trade with Taiwan





¿WHY CHILE?

BECAUSE ITS A GENIUNE AND TRUSTWORTHY COUNTRY

Chile is a democracy with an open and stable economic model, which has remained one of the most competitive economies in the region. Its solid institutional framework, the strength and transparency of its public institutions, infrastructure, and efficient and sophisticated financial market, have led to becoming the first South American country to be a member of the **Organization for Economic Cooperation and Development (OECD)**.

Today, the country **ranks 22** among 176 countries in the "**Index 2013 Corruption Perception**" published by Transparency International, being a leader in **Latin America**.



¿WHY CHILE?

BECAUSE IT IS AN OPEN COUNTRY CONNECTED WITH THE WORLD

The stunning and distinct geography of the country has shaped the character of its people, challenging them to dominate and to establish links with the world. Currently, Chile has the largest network of existing Free Trade Agreements. **24 Trade Agreements with 62 countries**, and others in the process of negotiation, give him privileged access to a market of over 4,439 million inhabitants.

Despite the geographical distances, **Chile is a leader in the development of information technology and communications in Latin America**, as per the ranking of Connectivity Scorecard 2013. Likewise, its infrastructure of roads, ports and airports are among the most advanced in the region.



¿WHY CHILE?

FOR THE TREASURES THAT ARE PRESENT IN ITS DIVERSITY

Travelling through Chile is an invitation to awaken your senses, carried away by its many landscapes, climates forged **23 climatic zones present along its 4,300 miles of coastline**. In its extreme regions, you may find the world's driest desert and ancient glaciers; extensive sea and stunning mountain; vast fields and lush forests; modern cities and islands full of legends.

The country was highlighted as "must VISIT" destination, and Santiago as "One of the most interesting places to visit" in 2011, by The New York Times. Virtual Tourist in 2013 highlighted the **Torres del Paine National Park as the "Eighth Wonder of the World."**

Ethical Traveler has placed Chile at 4th place in its list of "The 10 most ethical countries for sightseeing in 2014." Indicators highlighting it in Responsible Tourism, Social Welfare and Human Rights.





TOURIST ATTRACTIONS



1. NATURAL INSPIRATION

Travelling in Chile is like getting connected with the natural bliss such as mountains, geysers, volcanoes, lakes, forests, glaciers and a rich variety of flora and fauna.

2. SPORTS AND ADVENTURE

Its appealing **geography** makes it one of the best places in the world for activities closely related to nature, such as skiing, trekking, rafting, fly fishing, diving, surfing and bird watching.

3. CULTURE AND HERITAGE

Chile is a country where **different ethnic groups** live. Its native people remain, to this day, true to their traditions that are palpable through their beliefs, art and gastronomy.

4. WINE AND GASTRONOMY

Wine and seafood are the **most recognizable** of the exportable supply of food; however, owing to its diversity of ecosystems, Chile has a wide range of products such as fruit, collect items and dishes of Creole tradition to combine the best of international cuisine.

LAND OF OPPORTUNITIES



N°	CITY	COUNTRY
1	São Paulo	Brasil
2	Metropolitana de Santiago	Chile
3	Rio de Janeiro	Brasil
4	Buenos Aires	Argentina
5	Bogotá	Colombia
6	Buenos Aires Province	Argentina
7	Antofagasta	Chile
8	Lima	Perú
9	Rio Grande do Sul	Brasil
10	Valparaíso	Chile
11	Minas Gerais	Brasil
12	Paraná	Brasil
13	Bío Bío	Chile
14	Atacama	Chile
15	Arica y Parinacota	Chile
16	Magallanes	Chile
17	Santa Catarina	Brasil
18	Coquimbo	Chile
19	Los Lagos	Chile
20	Aysén	Chile
21	Antioquia	Colombia
22	Bahia	Brasil
23	Montevideo	Uruguay
24	Tarapacá	Chile
25	Rancagua	Chile

In Chile, there are 12 of the 25 American cities with better prospects for investment according to the ranking "South American States of the Future 2014/15", the Financial Times.

The parameters evaluated were:

- Economic Potential.
- Human Capital.
- Cost.
- Infrastructure and
- Ease of Doing Business.

Source: Unidad de Inteligencia del Financial Times, fDi Magazine



LAND OF OPPORTUNITIES



According to various rankings and international reports of bodies such as OCED, World Bank and The Economist Intelligence Unit, Chile has been recognized as:

- **The most stable and secure country of South America.**
- **A good business partner.**
- **A country open to the world that promotes free trade.**

Ernst & Young placed Chile among the countries with the fastest economic growth along with China, Ghana, Indonesia, Saudi Arabia and Colombia.



CHILE NUMBER ONE IN LATIN AMERICA



INDEX OF EASE OF DOING BUSINESS 2014

WORLD: 34 OF 189

WORLD BANK

BEST COUNTRIES TO DO BUSINESS 2013

WORLD: 22 OF 145

FORBES MAGAZINE

GLOBAL IT REPORT 2014

WORLD: 35 OF 144

FORO ECONÓMICO MUNDIAL

GLOBAL COMPETITIVITY REPORT 2014

WORLD: 31 OF 60

INTERNATIONAL INSTITUTE FOR MANAGEMENT DEVELOPMENT

GLOBAL FOOD SECURITY INDEX 2013

WORLD: 28 OF 107

ECONOMIST INTELLIGENCE UNIT

INDEX OF ECONOMIC FREEDOM 2013

WORLD: 11 OF 152

FRASER INSTITUTE, CANADA

LOGISTICS PERFORMANCE INDEX 2014

WORLD: 42 OF 160

WORLD BANK

EASE OF BUSINESS INDEX 2014

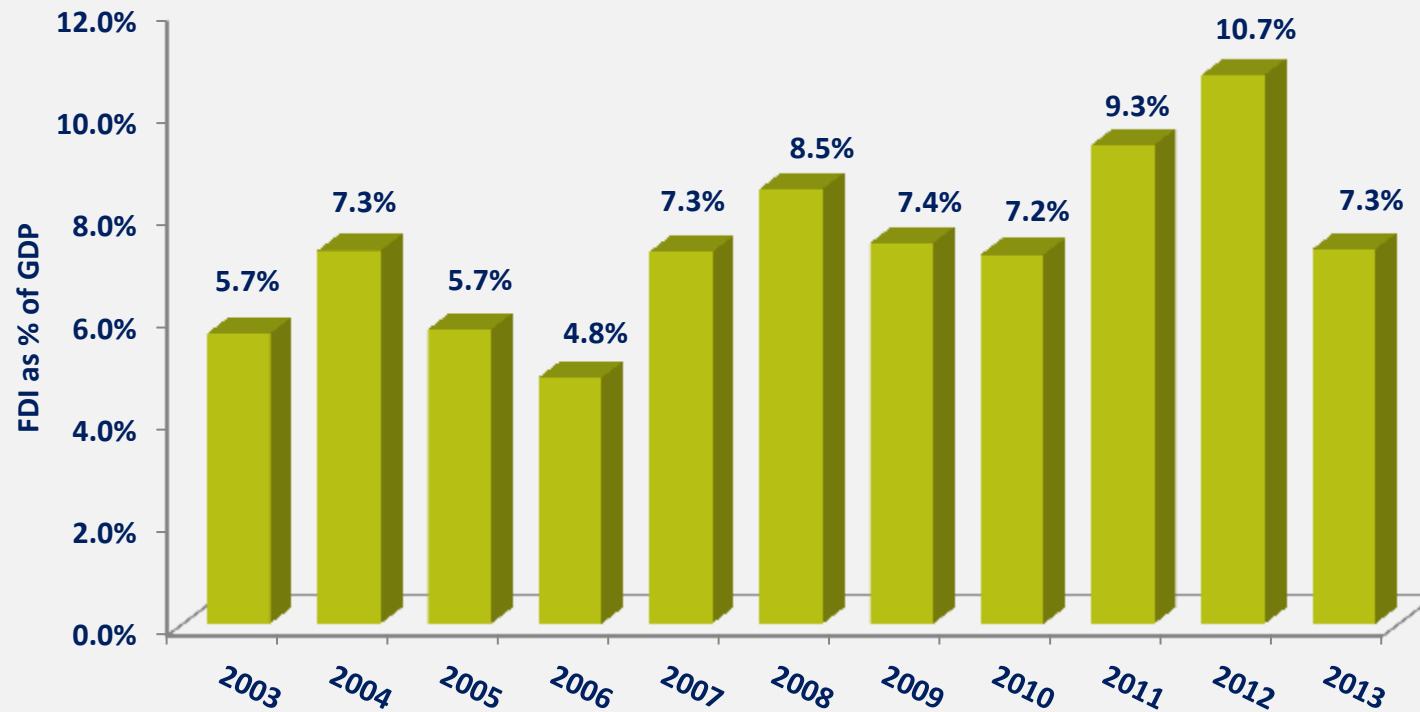
WORLD: 8 OF 138

WORLD ECONOMIC FORUM

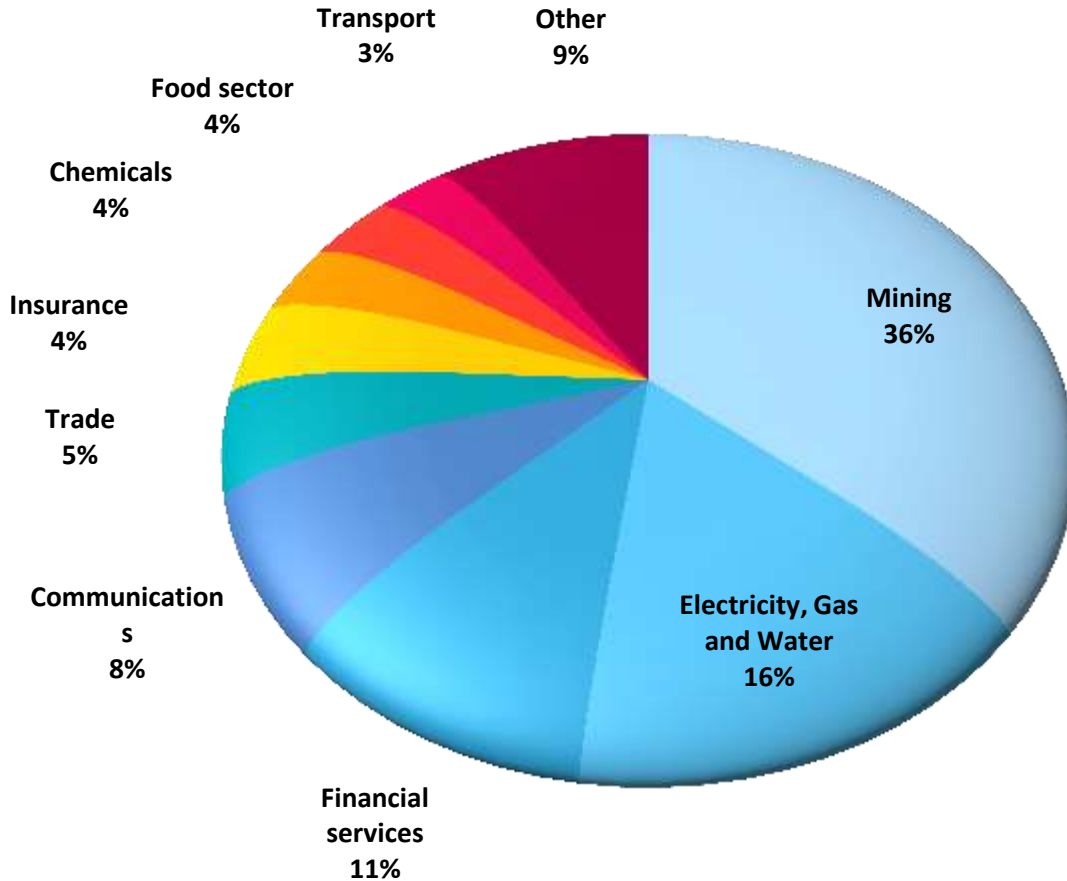
A PLACE TO LOOK FORWARD TO

Success story of Foreign Direct Investment

An average of 7.4% of GDP in the last decade



A PLACE TO LOOK FORWARD TO



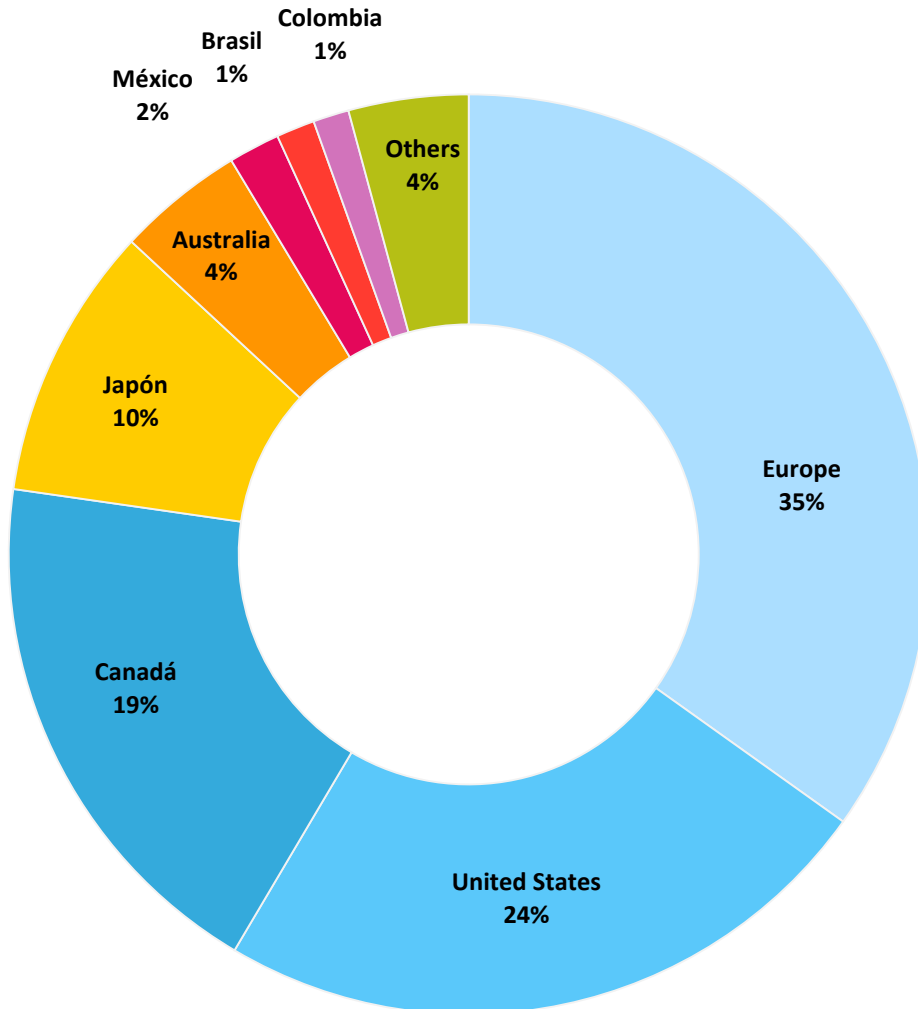
FDI in CHILE: SECTORS

FOREIGN INVESTMENTS RECIEVED D.L.
600 Sectorial Distribution 1974-2013

US\$ 100,757 million

Source: Inteligencia Comercial ProChile, con cifras del Comité de Inversiones Extranjeras.

A PLACE TO LOOK FORWARD TO



FDI in CHILE: COUNTRIES

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- 
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ECONOMY AND FOREIGN TRADE



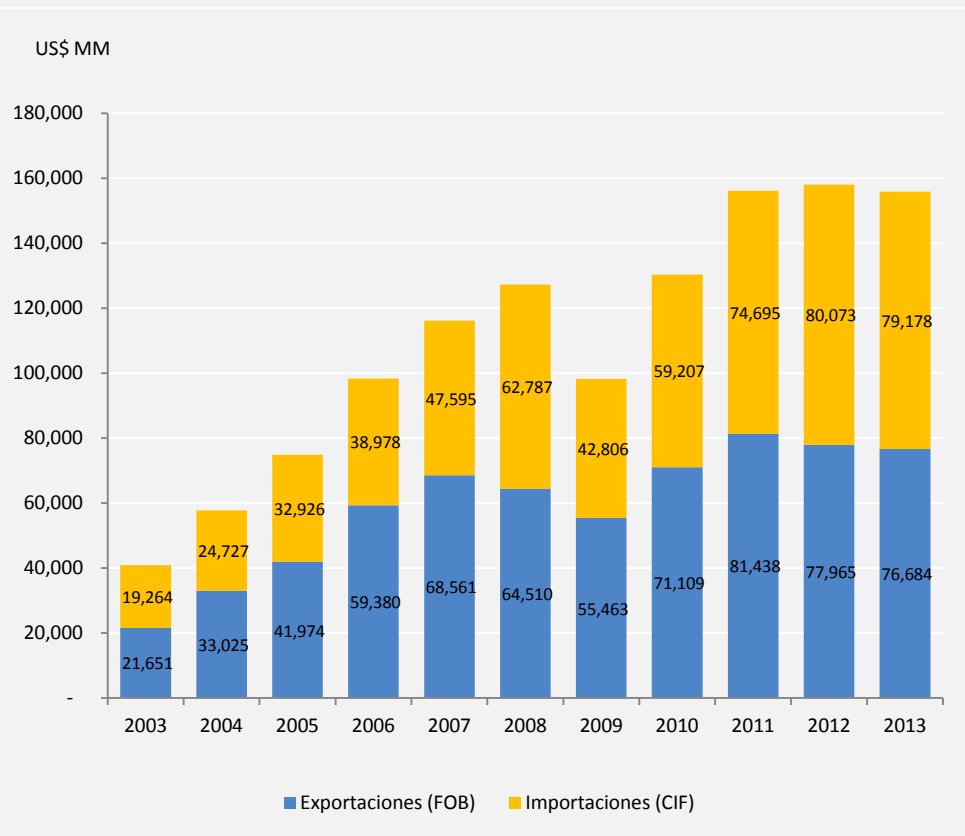
A COUNTRY OPEN TO THE WORLD: 24 Trade agreements with 62 countries.



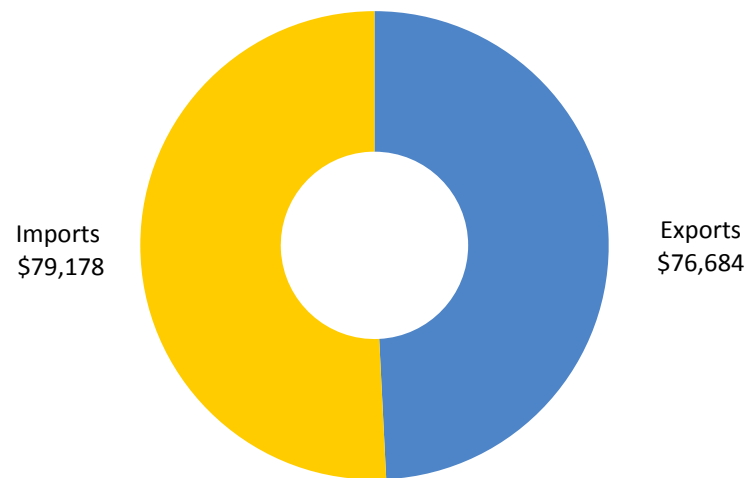
- | | | | | | |
|----------|-----------|-------|----------------|-----------------|-----------|
| Vietnam | Australia | Japan | EFTA | Central américa | Venezuela |
| Malaysia | Perú | India | South Korea | México | Bolivia |
| Turkey | Cuba | P-4 | United States | Canadá | Colombia |
| Ecuador | Panamá | China | European Union | Mercosur | Thailand |

Fuente: Inteligencia Comercial ProChile, con datos de DIRECON.

TOTAL TRADE

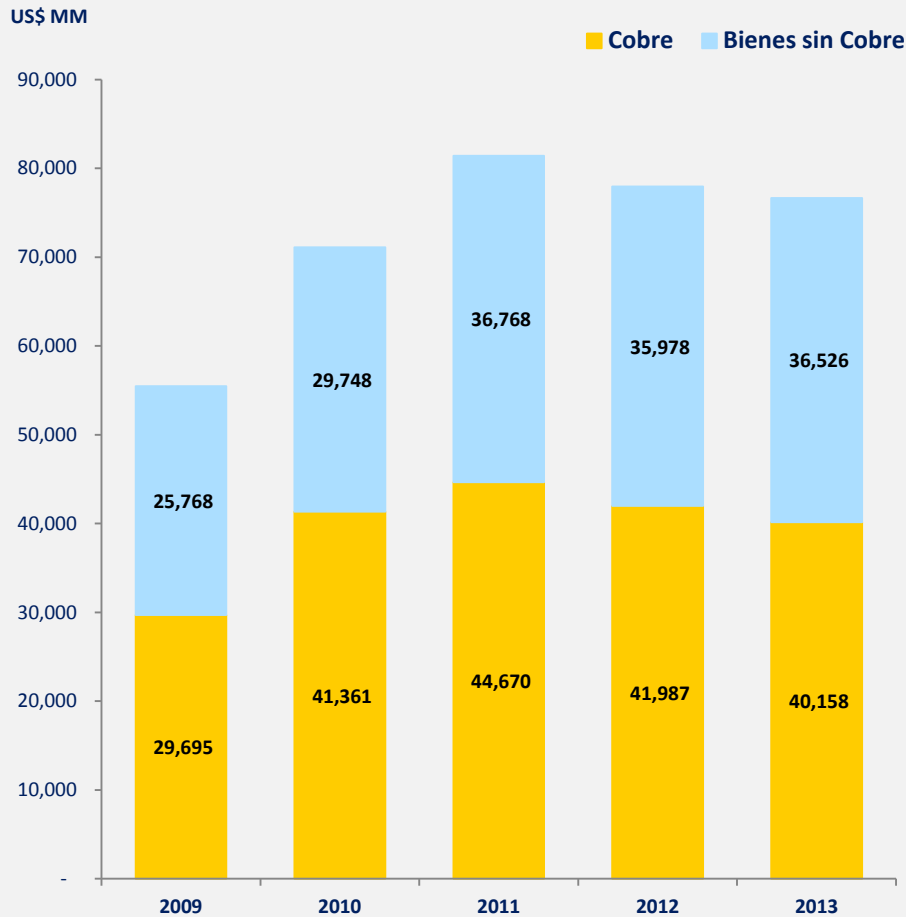


In the year 2013, Chilean exports totaled US\$ 76,684 million, meanwhile imports reached US\$ 79,178 million.



Fuente: Inteligencia Comercial ProChile, con cifras del Banco Central de Chile.

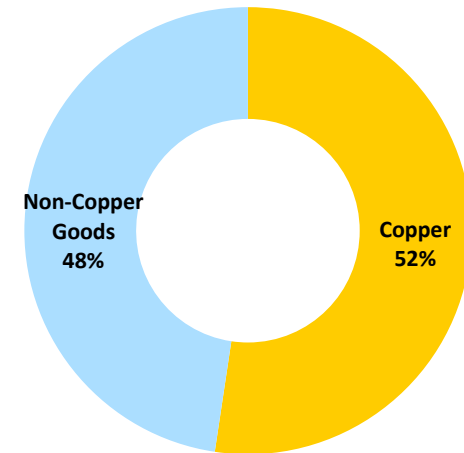
EXPORT OF GOODS



Fuente: Inteligencia Comercial ProChile, con cifras del Banco Central de Chile.



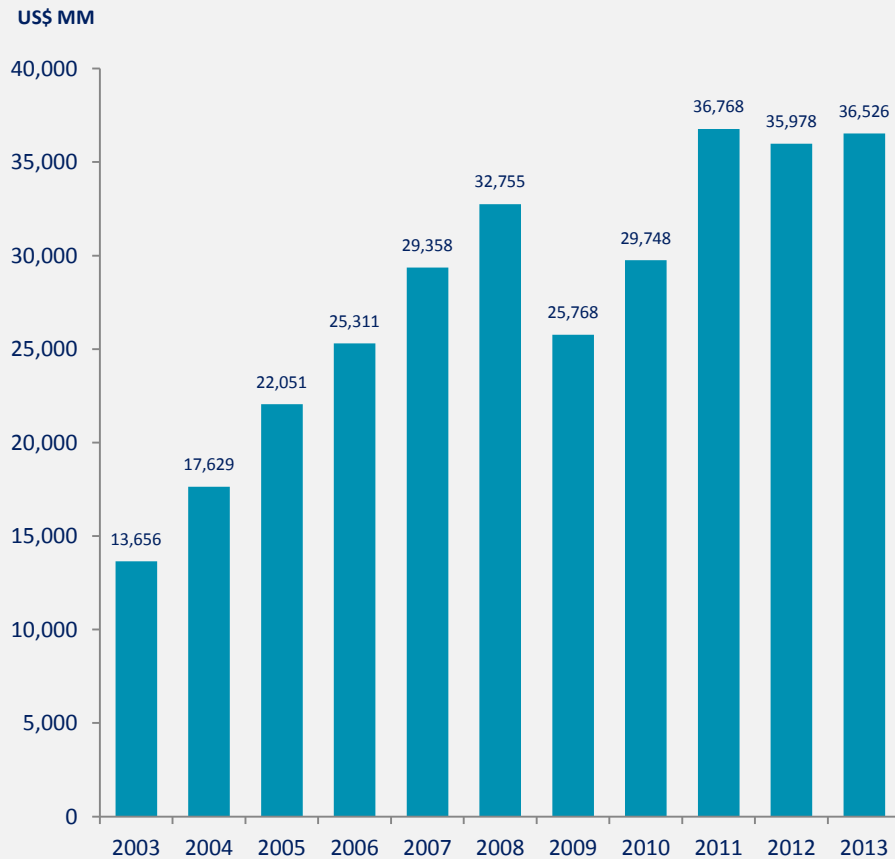
In 2013, the total Chilean exports reached US\$ 76,684 millones.



Exports 2013:

- US\$ 40,158 million in Copper
- US\$ 36,526 million in goods without copper

EXPORT OF GOODS*



* Doesn't include neither Copper nor services

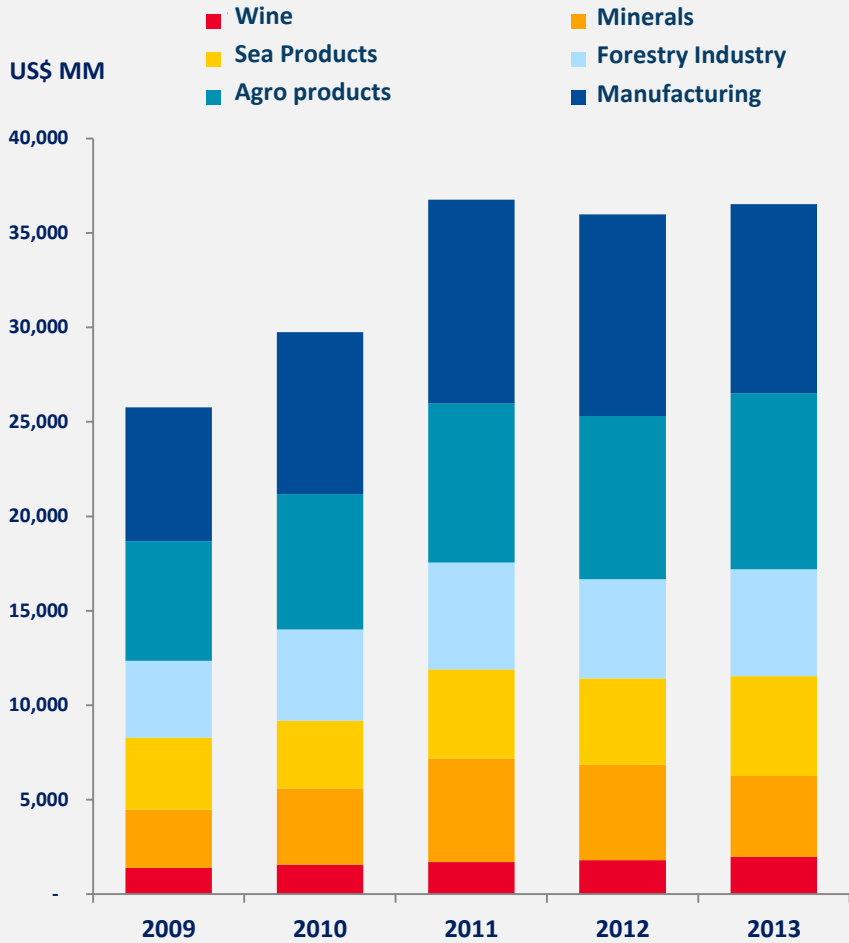
Fuente: Inteligencia Comercial ProChile, con cifras del Banco Central de Chile.



Export of goods have grown significantly in the last decade. It has been supported by an active policy of trade liberalization, which has facilitated access of Chilean products to international markets.



EXPORT OF GOODS *

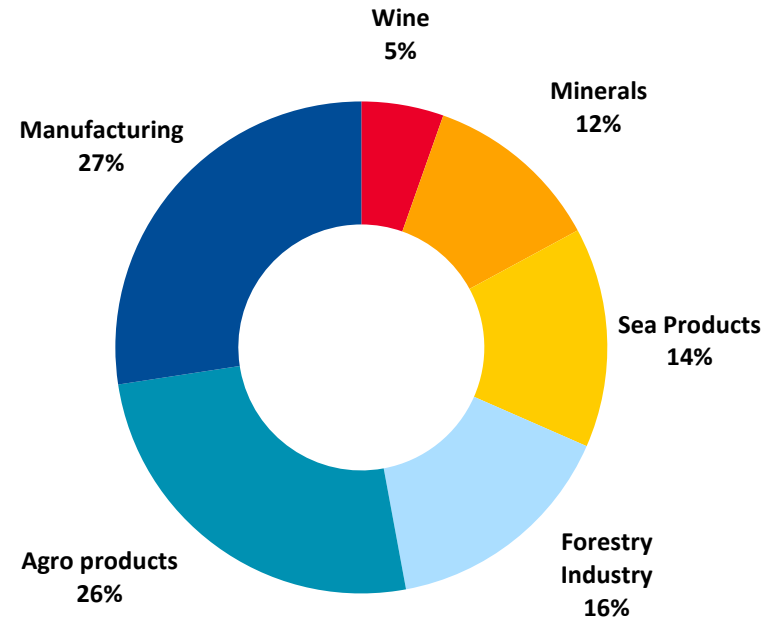


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Fuente: Inteligencia Comercial ProChile, con cifras del Banco Central de Chile.

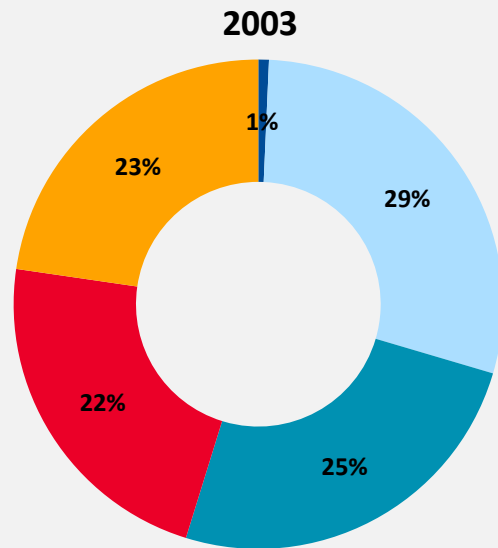


In 2013, the exports of non-Copper goods reached US\$ 36,526 million, recording a growth of 2% in comparison to 2012.

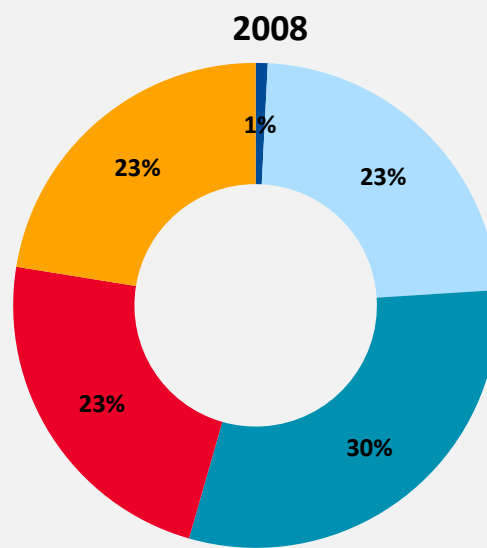


EXPORT OF GOODS*

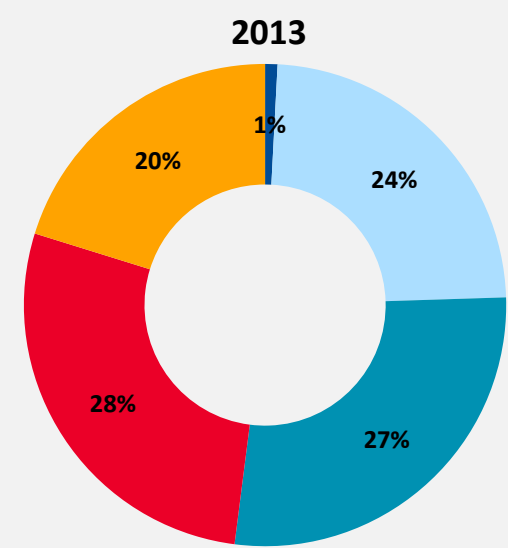
According to the Geographic Zone



US\$ 13,656 MM



US\$ 32,755 MM

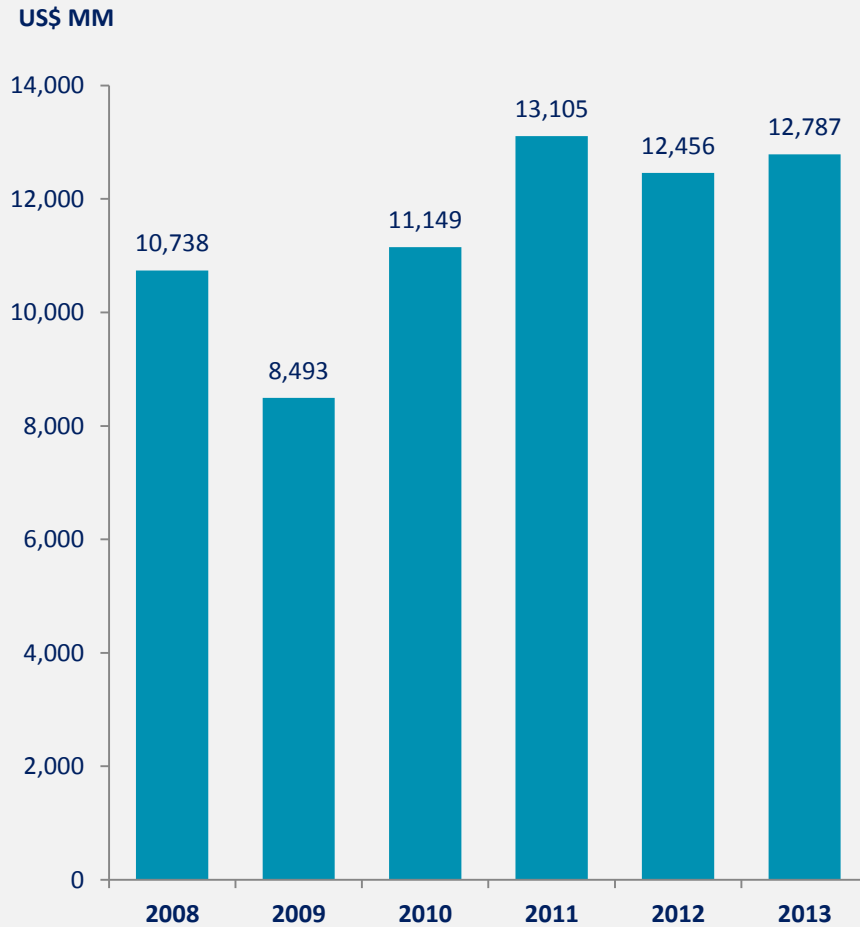


US\$ 36,526 MM

* Doesn't include Copper or services.

Fuente: Inteligencia Comercial ProChile, con cifras del Banco Central de Chile.

EXPORT OF SERVICES



Fuente: Inteligencia Comercial ProChile, con cifras del Banco Central de Chile (Balanza de pagos).



In 2013, exports of services totaled U.S. \$ 12,787 million, an increase of 3% compared to 2012.



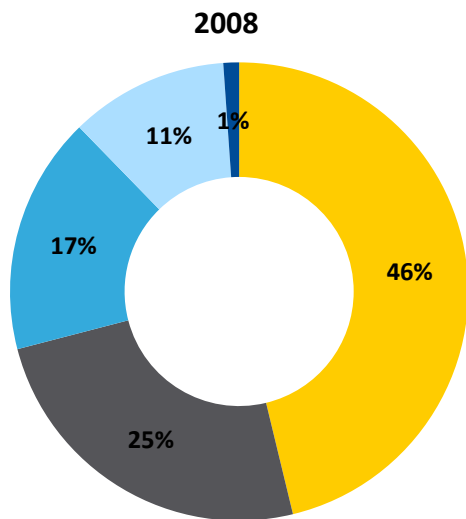
EXPORT OF SERVICES

According to the Geographic Zone

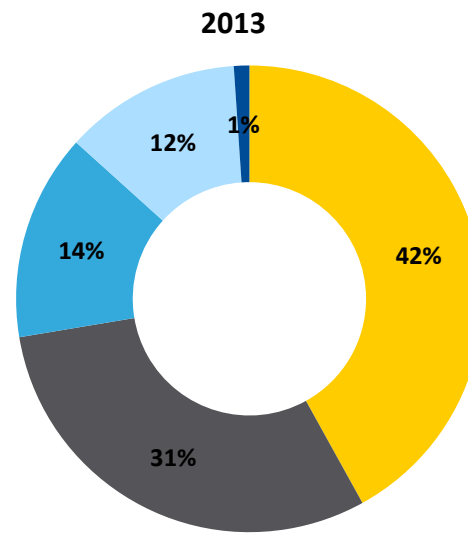


Zona Geográfica	US\$ MM 2008	US\$ MM 2009	US\$ MM 2010	US\$ MM 2011	US\$ MM 2012	US\$ MM 2013
America	4,964	3,868	4,343	5,010	5,312	5,364
Others***	2,655	2,097	3,057	3,854	3,610	3,889
Europe	1,800	1,512	1,644	2,003	1,780	1,831
Asia	1,200	930	2,003	2,113	1,613	1,565
Oceania	119	86	102	125	140	137
Total	10,738	8,493	11,149	13,105	12,456	12,787

■ América ■ Otros*** ■ Europa ■ Asia ■ Oceanía



US\$ 10,738 MM



US\$ 12,787 MM

*** Services without geographical specification.

Fuente: Inteligencia Comercial ProChile, con cifras del Banco Central de Chile (Balanza de pagos).

ACHIEVEMENTS AND FACTS ABOUT THE FOOD INDUSTRY



N°1

Biggest Exporter in the world of :

- Blueberries
- Table grapes
- Fresh plums
- Dehydrated Apples
- Trout
- Pacific Salmon

N°2

Second biggest exporter of:

- Fresh cherries
- Prunes
- Atlantic Salmon
- Inulin
- Agar-agar

N°3

Third biggest exporter of:

- Avocados
- Frozen raspberries
- Shelled walnuts
- Raisins
- Preserved Peaches
- Hazelnuts



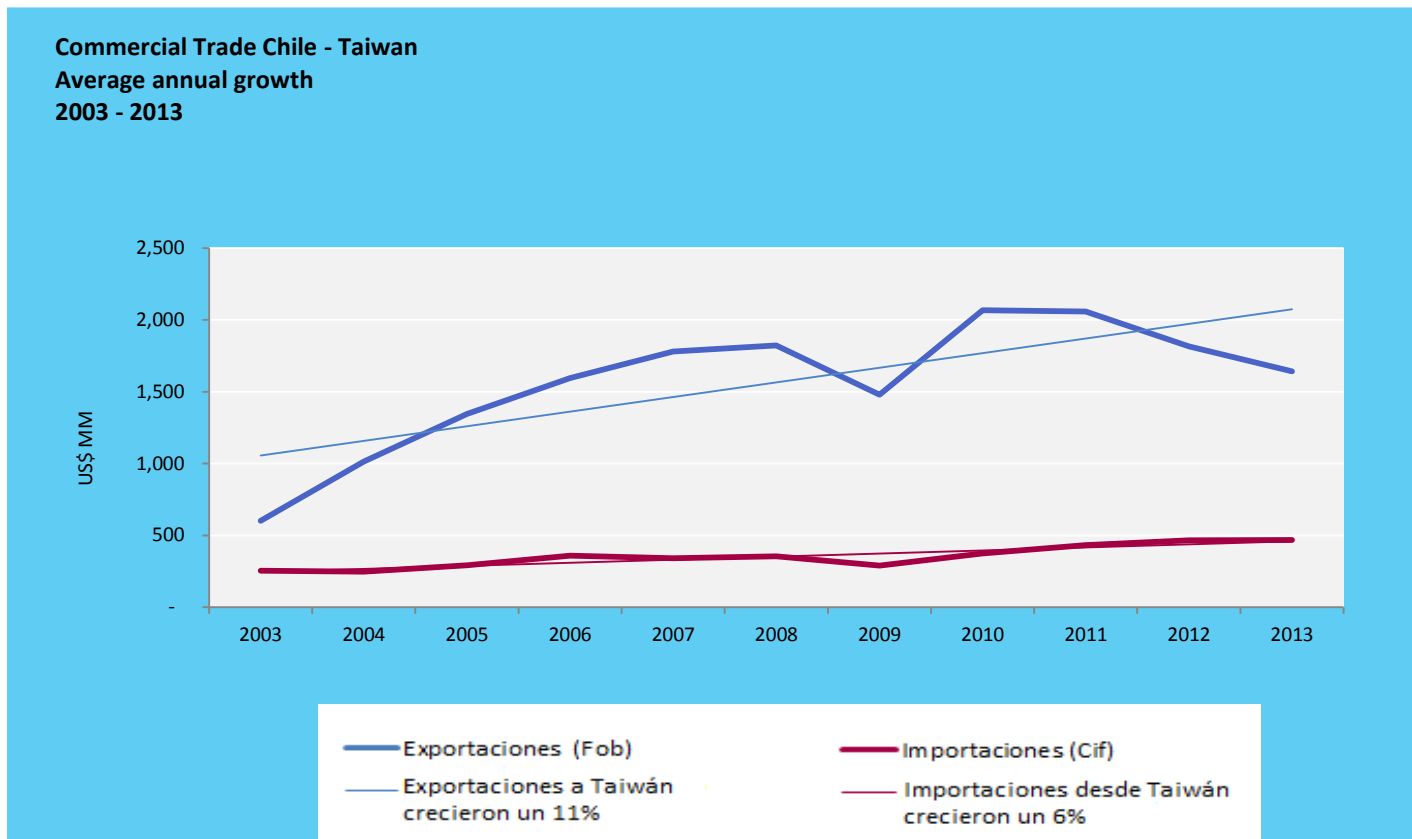
ACHIEVEMENTS OF THE FOOD INDUSTRY

Everyday in the world

- 16.9 million people enjoy a glass of Chilean wine.
- 6.0 million enjoy a portion of Chilean salmon.
- 8.6 million drink a glass of Chilean fruit juice.
- 8.5 million eat Chilean fruit and canned vegetables.
- 4.9 million people enjoy a serving of dried Chilean fruit.
- 1.7 million people eat frozen Chilean fruit.

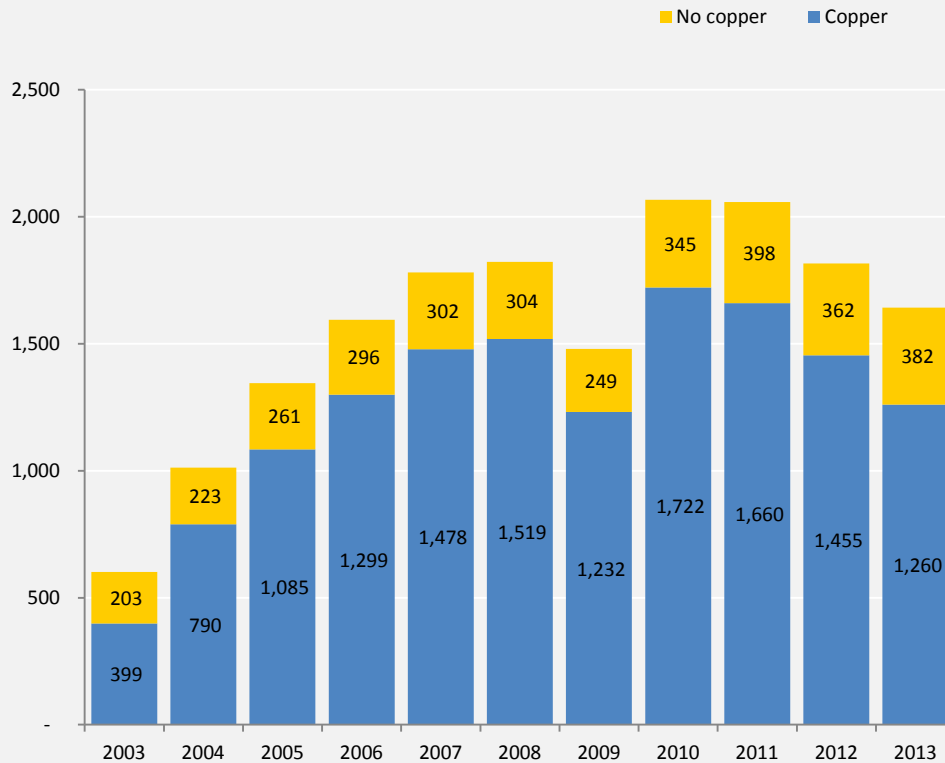
- 
1. Let's talk about Chile
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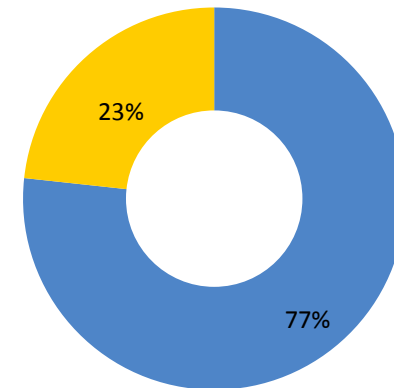


In the last ten years, the commercial Exchange Chile-Taiwan has shown good dynamism. Exports have grown at an average annual rate of 11%, as imports from Taiwan have grown at a 6% annual rate.

EXPORT TO TAIWAN



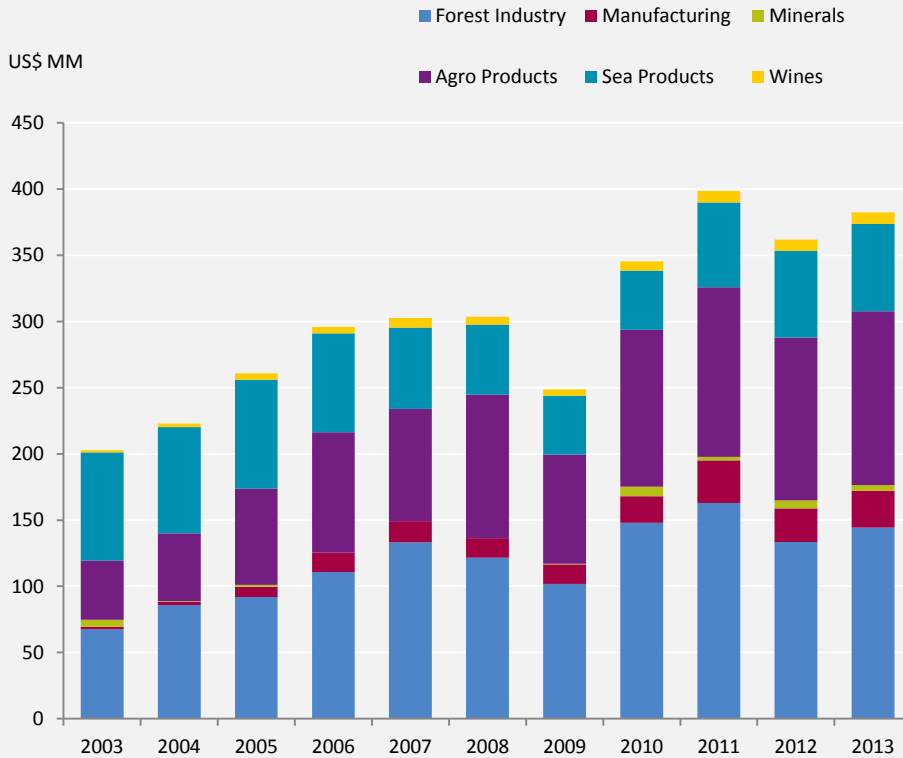
In 2013, Chilean exports to Taiwan totaled US\$ 1,642 million.



Exportaciones 2013:

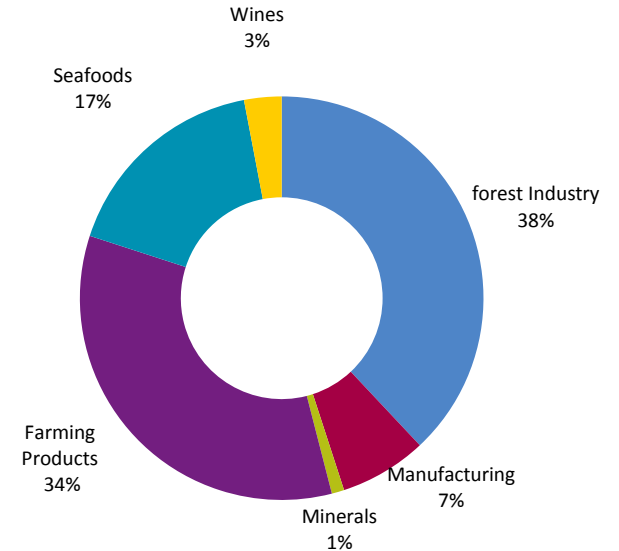
- US\$ 1,260 million in Copper
- US\$ 382 million in Goods excluding Copper

EXPORT OF GOODS*



*Not including copper

In 2013, exports of goods excluding copper reached US\$ 382 million, showing a growth rate of 6% in comparison to 2012.



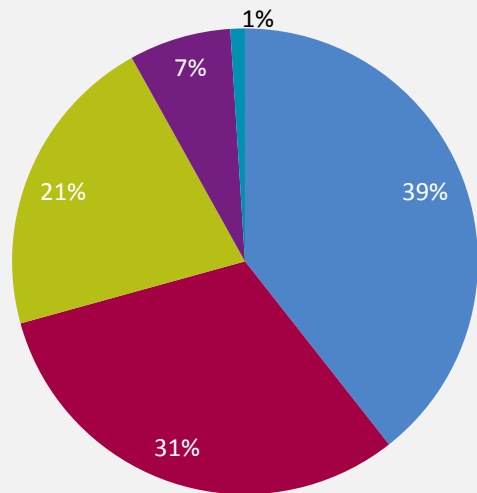
*Not including copper

PRODUCTS EXPORT TO TAIWAN BY SECTOR *

Main Products

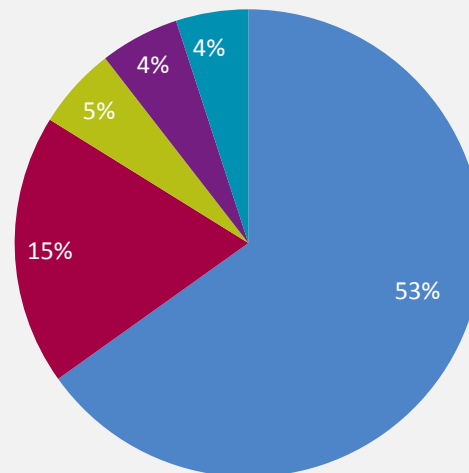


Forest Industry



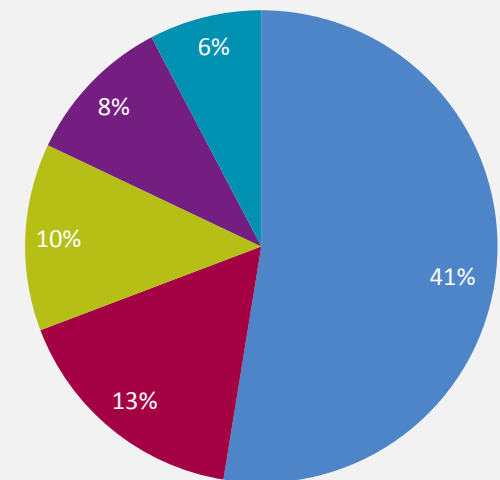
- Chemical wood paste as caustic soda (soda) or as sulphate, of eucalyptus
- Chemical wood paste as caustic soda (soda) or as sulphate, of conif.
- Chemical wood paste as caustic soda (soda) or as sulphate, raw, of conif.
- Simple wood sawed long, of pine insigne, of thickness sup. to 6 mm

Manufacturing



- Other scraps and wastes, of iron or steel
- Iron molybdenum
- Scraps and wastes, of stainless steel
- Amonium nitrate, including acuous disolution
- Scraps and wastes, of aluminum

Agro Products



- Fuji apple, fresh
- Sweet cherry (Prunus avium) (Prunus cerasus)
- Other fresh apples
- dried moss, excluding those used for brunches o ornaments and medicinal

* without Copper

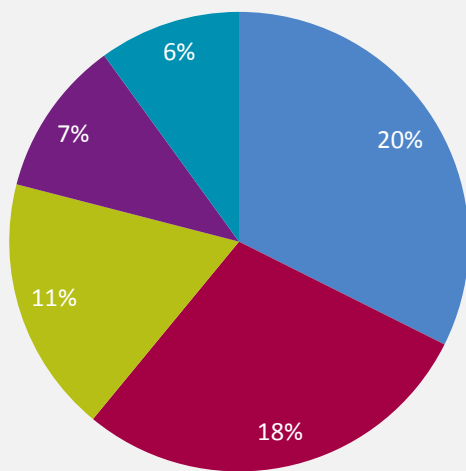
Fuente: Inteligencia Comercial ProChile, con cifras del Banco Central de Chile.

PRODUCTS EXPORT TO TAIWAN BY SECTOR *

Main Products

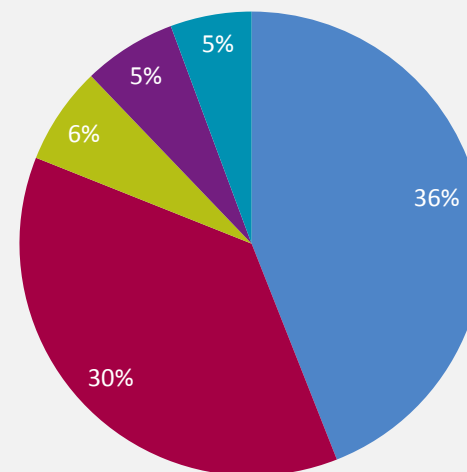


Sea Products



- Atlantic Salmon (Salmon salar) y Danubius Salmon (Hucho hucho), whole, frozen
- King Crab (Lithodes antarcticus), frozen
- Fish oil, raw, no chemical modification
- Fish flour, protein count between 66% and 68%, in weight (prime), not for human consumption
- Cuttlefish fillet or red squid (Dosidicus gigas), frozen

Wines



- Red wines with DO, Cabernet sauvignon, in containers of 2L or less
- Red wines blend with DO, in containers of 2L or less
- Red wines with DO, Merlot, in containers of 2L or less
- Red wines with DO, Carmenère, in containers of 2L or less
- The rest of the wines and grape-juice in which fermentation has been stopped or cut adding alcohol, red

* without Copper

Fuente: Inteligencia Comercial ProChile, con cifras del Banco Central de Chile.



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