

NOVEXPORT

Coaching

CHILE

8th June 2022



Coaching by country (preparation for the B2B):

- Chile: 8th June, 4pm - 5 pm
- Brazil : 9th June, 4pm - 5 pm
- Mexico : 10th June, 4pm - 5 pm

Technical sessions with the local key accounts :

- Mexico : 29th June, 4pm - 5.30 pm
- Chile: 30th June, 4pm - 5.30 pm
- Brazil : 1st July, 3pm - 4.30 pm

Virtual B2B Meetings in case of mutual interests :

- July depending on your availabilities



THE CONTEXT OF THE COACHING :

About 20 European companies want to develop their business in the Chilean market. As for any market, it is important for the managers of these companies to quickly understand the Chilean cultural context in which they will have to adapt if they want to succeed. They will need to understand the cultural specifics of Chileans, understand how they think and how they act.



OBJECTIVES OF THE COACHING :

- To become aware of cultural differences.
- To become aware of these differences in order to better adapt.
- Better understand Chileans in order to better understand business meetings.
- Optimize the success of future negotiations with Chilean partners.



José Luis Ilabaca Searle
Corporate, M&A and International Area

SUMMARY

Partner in charge of the Corporate, M&A and International area of DS Chile. Lawyer with more than 25 years of experience, specialized in commercial and corporate matters, mergers and acquisitions, business group restructuring, strategic negotiations and assistance related to foreign investments to domestic clients abroad and international clients in Chile.



Investing in Chile: What are the opportunities of the country and how to succeed?

Presentation by José Luis Ilabaca S.
Partner in charge of Corporate, M&A
and International Area
DS Abogados Chile





Introduction: Doing Business in Chile

What to know:

- How is the Chilean?
- Political and social context since 2019:
 - How and why it is started
 - What were the consequences: New constitution, Government changes
- The draft of new Constitution



Chile: How is the country?



CHILE



Santiago

General data and indicators:

- Population: 19,5 million people (2022)
- GDP: 11,7% (2021)
- PIB per capita: 13.767 euros (2022)
- Balance Trade: 1.071 USD Million (2022)
- Unemployment Rate: 7,7% (April 2022)
- VAT: 19,6 %
- Corporate Tax Rate: 27 % (big corporation) – 10% (SMBs)
- Doing Business: Number 56/190 countries. It represent the facilities for doing business in the country
- Perception of Corruption Index: 67 points, low index. index which ranks countries by their perceived levels of public sector corruption, as determined by expert assessments and opinion surveys.



Access to an international market: Free Trade and other Agreements

Pacific Alliance	Trade Protocol	2016 - May 01	India	Partial Scope Agreement	2007 - August 17
Argentina	Trade Agreement	2019 - May 01	Indonesia	Comprehensive Economic Association Agreement	2019 - August 10
Australia	Free Market Agreement	2009 - March 06	Japan	Economic Partnership Agreement	2007 - Septiembre 03
Bolivia	Economic Complementation Agreement	1993 - April 06	Malaysia	Free Market Agreement	2012 - April 18
Brasil	Free Market Agreement	2022 - January 25	Mercosur	Economic Complementation Agreement	1996 - Octubre 01
Canada	Free Market Agreement	1997 - July 05	Mexico	Free Market Agreement	1999 - July 31
Centroamérica	Free Market Agreement	2002 - February 14	P4	Acuerdo de Asociación Económica	2006 - Novembre 08
China	Free Market Agreement	2006 - Octubre 01	Panama	Free Market Agreement	2008 - March 07
Colombia	Free Market Agreement	2009 - May 08	Peru	Free Market Agreement	2009 - March 01
South Korea	Free Market Agreement	2004 - April 01	United Kingdom	Acuerdo de Asociación Económica	2021 - January 01
Cuba	Economic Complementation Agreement	2008 - June 27	Tailande	Free Market Agreement	2015 - Novembre 05
DEPA	Digital Economy Association Agreement	2021 - Novembre 23	Turkey	Free Market Agreement	2011 - March 01
Ecuador	Trade Integration Agreement	2010 - January 25	European Union	Economic Partnership Agreement	2003 - February 01
USA	Free Market Agreement	2004 - January 01	Uruguay	Free Market Agreement	2018 - Decembre 13
EFTA	Free Market Agreement	2004 - Decembre 01	Venezuela	Economic Complementation Agreement	1993 - July 01
Hong Kong	Free Market Agreement	2014 - Novembre 29	Vietnam	Free Market Agreement	2014 - January 01



Agreements to avoid double taxation

- Maximum tax rate for countries with existing agreements: **35 %**
- Maximum tax rate for countries without agreements: 44,45% (Total tax amount including 10% or 27% depending of the size of the company)

Argentina
Australia
Austria
Belgium
Brazil
Canada
China
Colombia

Croatia
Czech Republic
Denmark
Ecuador
France
Ireland
Italy
Japan

Malaysia
Mexico
Norway
New Zealand
Paraguay
Peru
Poland
Portugal

Russia
South Africa
South Korea
Spain
Sweden
Switzerland
United Kingdom
Thailand
Uruguay



Legal structures

→ Individual Person (individual)

- ✓ Individual or Unipersonal Company
- ✓ Family Microenterprise
- ✓ Limited Liability Individual Company

→ Legal company

- ✓ Limited Liability Company
- ✓ Public Coporation
- ✓ Closed Corporation
- ✓ Joint Stock Company



Sectors in development

→ Energy

→ Construction

→ Mining

→ Agrobusiness

→ Real Estate

→ Agrobusiness

→ IT

→ Tourism



Chile: Pioneer in energy efficiency and electrification via renewable energies

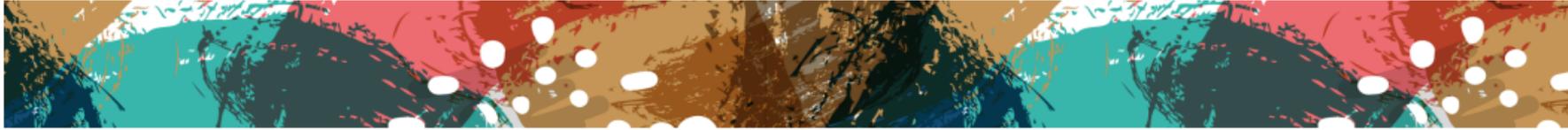
Energy sector:

→ ¾ global greenhouse gas emissions (massive use of fossil fuels)

→ **Chile:** Only 0,3% of global greenhouse gas emissions

→ In 6 years, Chile has quintupled its electricity production capacity thanks to renewable energies (e.g. solar and wind energy)

- Northern Chile: desert – benefits of extensive solar radiation
- Southern Chile (Patagonia): strong and constant winds
- Future investments in Green Hydrogen



Other sectors that are growing as a result:

Sustainability - **modernizing the process of extracting its strategic metals**, both for energy infrastructure and extraction technologies, as well as for the creation of data centers and IT companies

→ Requires:

- Its own Technologies
- Digital solutions
- Automation
- Many parallel services



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Questions and Answers



Thank you

**TEAM
FRANCE**
— EXPORT —