

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 | Tailandé | 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

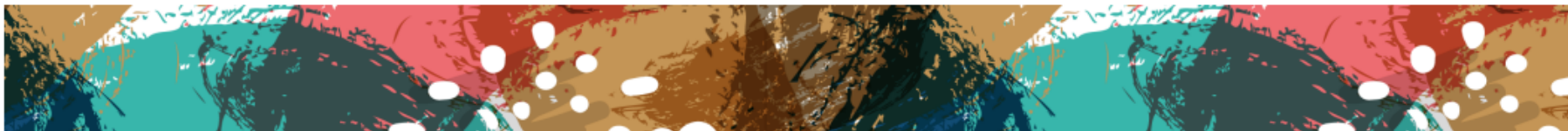
- Maximum tax rate for countries with existing agreements: **35 %**
- Maximum tax rate for countries without agreements: 44,45% (Total tax amount including 10% or 27% depending of the size of the company)

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



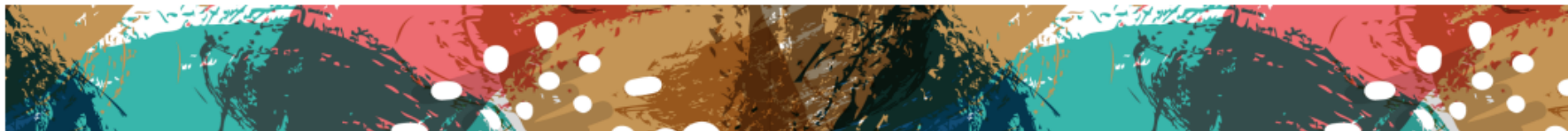
Legal structures

→ 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

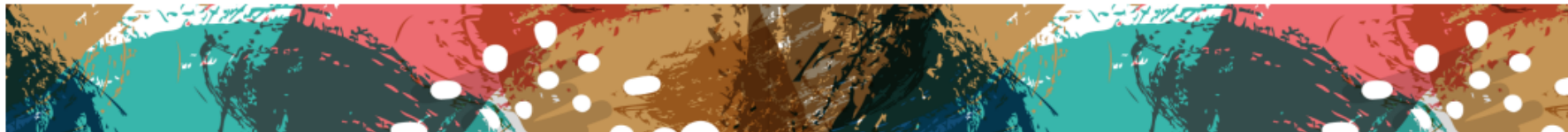
Energy sector:

→ 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—