Dear readers,

Welcome to the first Regional Newsletter in 2014.

So far Latin America is off to a good start. On February 18th the Danish newsletter “Berlingske Tidende” held a conference promoting business opportunities in Colombia and Peru. Both countries have high growth rates and both have been elected as the new Emerging Markets in Latin America. The Danish Ambassadors in Colombia, Chile and Peru, Svend Roed and Lars Steen Jørgensen, were invited as key speakers.

In Mexico, the Latin American Diabetes meeting was held in Mexico City on the 17-18th of February. The Forum was organized by the Mexican Secretariat of Health, with Novo Nordisk and the Danish Embassy in Mexico as co-organizers.

In this issue you can also read about the rise in demand of Paraguayan meat and dairy products and the Mexican government’s major energy reform, which will change the settings on this area completely. In Brazil, the government is looking to launch a “Single Portal on Foreign Trade” to facilitate and integrate the diverse systems of the different organisations involved in foreign trade.

Moreover, a business delegation is set to visit Mexico on 12-16th of May focusing on the food and agricultural sectors.

The Danish Trade Council’s commercial department in Santiago, Chile, is visiting Peru during the autumn of 2014 with the purpose of cultivating a strong network in the Peruvian market along with providing Danish companies with unique support services in connection with the stay.

Enjoy your readings!

Laurids Refslund
The Trade Council
Regional Coordinator Latin America
E-mail: lauref@um.dk
# Table of content

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>3</td>
</tr>
<tr>
<td>Booming cattle sector in Paraguay</td>
<td>3</td>
</tr>
<tr>
<td>Paraguay encourages the production and consumption of dairy products as an important food source</td>
<td>4</td>
</tr>
<tr>
<td>Politics and Economy</td>
<td>5</td>
</tr>
<tr>
<td>Brazil to launch single portal on foreign trade</td>
<td>5</td>
</tr>
<tr>
<td>Chile is the best place to do business in Latin America in 2014</td>
<td>6</td>
</tr>
<tr>
<td>Historic agreement between the Pacific Alliance countries</td>
<td>7</td>
</tr>
<tr>
<td>The Mexican economy: “Poco a poca”</td>
<td>8</td>
</tr>
<tr>
<td>Export</td>
<td>9</td>
</tr>
<tr>
<td>Business Delegation to Mexico within the Food and Agriculture Sector</td>
<td>9</td>
</tr>
<tr>
<td>Big Danish newsletter gives conference on Latin America in collaboration with Danish Ambassadors in Colombia and Chile</td>
<td>10</td>
</tr>
<tr>
<td>Microbreweries on the rise in Chile</td>
<td>11</td>
</tr>
<tr>
<td>International fashion week to take place in Peru</td>
<td>12</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>13</td>
</tr>
<tr>
<td>Peru on its way!</td>
<td>13</td>
</tr>
<tr>
<td>Healthcare</td>
<td>14</td>
</tr>
<tr>
<td>Peru is looking to reform national healthcare</td>
<td>14</td>
</tr>
<tr>
<td>Latin American meeting on diabetes in Mexico</td>
<td>15</td>
</tr>
<tr>
<td>Energy and environment</td>
<td>16</td>
</tr>
<tr>
<td>Historical Energy Reform passed by Congress</td>
<td>16</td>
</tr>
<tr>
<td>Exchange rates and Inflation</td>
<td>17</td>
</tr>
<tr>
<td>Fairs and Events</td>
<td>18</td>
</tr>
<tr>
<td>About Us</td>
<td>23</td>
</tr>
</tbody>
</table>
Agriculture

**Booming cattle sector in Paraguay**

The Paraguayan beef production for the coming year is estimated to hit a record of 540,000 tons cwe (Carcass weight equivalent), as a result of the firm and continuous growth in both herd size and production efficiency in the last few years.

In 2011 and 2012 Paraguay suffered a serious outbreak of foot-and-mouth disease, which led to a breakdown of key export markets. In 2013 it seems the situation has changed, the Paraguayan livestock sector has received strong investments, attracting many producers from neighbouring countries, resulting in an expected boost within the sector. This is primarily due to the excellent production conditions and the fact that land prices are significantly lower in Paraguay in comparison with their respective neighbouring countries. Opportunities for new cattle land are constantly being pursued, especially in the western Chaco region, where 45% of the herd is currently located.

The rapid growth of the Paraguayan beef sector in the past few years is projected to continue at a rate of 5-6% annually. In fact, it is estimated that the country’s cattle stock could reach a total of 19-20 million by 2020.

Following the successful effort to control and eliminate foot-and-mouth disease in the past years, foreign markets are beginning to realize the potential of the Paraguayan beef sector. Chile, the country’s most significant export market, has recently reopened its market to Paraguayan beef. Since the outbreak of foot-and-mouth disease, Russia has become the main importer of Paraguayan beef, replacing Chile. From January 2012 to September 2012, it accounted for 75 percent of beef exports, with sales of more than 500 million USD.

Recently the government has begun the process of persuading the EU to reopen its market, which could happen during the first or second quarter of 2014. Entering the European markets, the Paraguayan beef sector faces a game changer of great economic potential.

Agricultural business in South America is attractive to Danish companies because of the strong macro-economic performance and sound fiscal policies.

The current trend is particularly interesting for Danish companies in the agricultural sector specialized within hardware, tech solutions and other knowhow related to livestock farming and beef production, who are considering new business ventures in South America.

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**For further information, please contact:**
The Royal Embassy of Denmark in Argentina
Contact person: Søren Hasholt
Phone: +54 (11) 4312 6901 #109
E-mail: sohash@um.dk
**Agriculture**

Paraguay encourages the production and consumption of dairy products as an important food source. The Paraguayan dairy sector has become a dynamic and fast growing sector within recent years, due to massive marketing efforts and significant investments.

The Paraguayan sector heavily promotes Dairy products on a national level to create public awareness of the Health benefits and nutrients related to consuming dairy product – the average Paraguayan consumes close to 90 liters of milk per person/year, whereas The World Health Organization recommends an annual consumption of 160 liters of milk per person/year.

At the current growth rate, the Paraguayan Dairy industry is estimated to reach a record of 12,000 producers in 2014, totaling an estimated annual production of about 700 million liters of milk per year. Comparing this to the rest of Latin America, the numbers are relatively high, although the Southern Cone countries, Argentina, Chile and Uruguay, have a greater dairy consumption.

The positive trend has motivated significant government supported investments in industrial plants for processing milk powder for exportation, a potential new economic adventure for Paraguay. In fact, milk powder is now the main export item giving impetus to foreign trade, and the dairy industry now estimates that it could sell as much as 25 million USD worth of milk powder to foreign buyers by the end of this year. In 2012 the total export of dairy products generated 3 million USD; this level was nearly quadrupled (350% rise) from January to November 2013, according to statistics from the Central Bank of Paraguay (BCP).

Bearing in mind that the Paraguayan Diary industry is young and expanding, we see interesting opportunities for Danish companies offering hardware, know-how and technological solutions for the dairy industry. The Danish Embassy in Buenos Aires has established good relations to private organizations and governmental institutions related to the industry and will seek to organize a promotion event in Paraguay in 2014.

For further information, please contact:
The Royal Embassy of Denmark in Argentina  
Contact person: Søren Hasholt  
Phone: +54 (11) 4312 6901 #109  
E-mail: sohash@um.dk
Brazil to launch single portal on foreign trade

It is expected that in the end of the month, President Dilma Roussef will announce the launching of the first platform of the “Single Portal on Foreign Trade”. The portal aims at integrating the diverse systems of the different organisations involved in foreign trade operations in just one and, as a consequence, streamlining import and export administrative flows.

According to the Secretary of Foreign Trade, Mr Daniel Godinho, currently, only during the administrative phase, a single import/export operation may require the consent of 17 different parties. When the portal is up and running the information will be recorded only once in a single database that will be easily accessed by all the necessary authorities.

The goal of the new system is to reduce the time required to release imports from customs from an average of 17 to 7 days and exports from 14 to 5 days. This reduction in time will have a meaningful impact for the importer/exporter. Not only will it improve efficiency of customs administration, it will also facilitate trade flows and reduce the costs of operations (it is estimated that the costs can be reduced by at least 8%).

Brazil has been working on the single portal project for a while, but the signing of the Bali WTO Agreement on Trade Facilitation last December provided an incentive for a swifter implementation of the plan. The Brazilian government expects that the portal will improve transparency, reduce corruption and improve overall trade flows, both for exports and imports; hence implementing most of the obligations foreseen in the agreement.

For further information, please contact:
The Royal Embassy of Denmark in Brasilia, Brazil
Contact person: Livia Dantas
Tel.: +55 61 3878 4500
E-mail: livdan@um.dk
Politics and Economy

Chile is the best place to do business in Latin America in 2014

The well renounced newsletter Bloomberg has announced Chile as the best Latin American country, in which to do business. Furthermore, Chile also has the cheapest costs in the region.

The country of about 17 million people secured the top position of 14 Latin American nations based on six criteria, including the degree of economic integration and labor costs. Peru and Brazil respectively occupied the next two slots.

In the global ranking, Chile moved up to 21st from 26th the year earlier. Chile is the only country in Latin America with net savings instead of debt after 30 years of almost uninterrupted growth. The nation has free trade accords with countries including the U.S., China, Mexico, Peru and Colombia, allowing for cheap imports.

In the bottom of the list are the Bahamas, Ecuador and El Salvador.

For further information, please contact:
The Royal Embassy of Denmark in Chile
Contact Person: Laurids Refslund
Phone: +56 2 29415105
E-mail: lauref@um.dk
Politics and Economy

Historic agreement between the Pacific Alliance countries

On February 10th 2014 the presidents of the Pacific Alliance countries – Chile, Colombia, Mexico and Peru- signed a significant framework agreement. This involves an elimination of trade and non-trade barriers on 92% of the goods traded within the region to improve mobility of capital and individuals.

The Pacific Alliance have a combined population of over 210 million people, a total GDP of USD2trillion and account for around 40% of all foreign trade and inward foreign investment flows to Latin America and the Caribbean.

It is also highly possible that a broader trade bloc in the America will join on-going talks to create the Trans-Pacific Partnership (a free-trade area with Australia, Brunei, Chile, Canada, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore, the US and Vietnam).

This recent agreement has generally been welcomed in the Pacific Alliance’s countries, where it is seen as an opportunity for the countries to complement and homogenise its intra-bloc exports. For instance Chile and Peru are likely to heighten their foreign sales of agro-industrial goods, while Colombia is expected to benefit from increased exports of processed food, clothing and leather and other basic manufactures.

In the case of Chile, Peru and Colombia the Pacific Alliance will help them to reduce their export dependence from single goods and in the case of Mexico the single markets. Furthermore, the Pacific Alliance means an opportunity to build strong intra-bloc advantages to penetrate the Asian market.

Although the leaders have stressed that the Pacific Alliance does not have a political motivation, other blocs, such as MERCOSUR (consisting of Argentina, Brazil, Paraguay, Uruguay and Venezuela) and the Alianza Bolivariana para los Pueblos de Nuestra America (consisting of Bolivia, Cuba, Dominica, Ecuador, Nicaragua, St. Vincent and the Grenadines and Venezuela), see it as a political threat.

For further information, please contact:
The Royal Embassy of Denmark in Chile
Contact person: Laurids Refslund
Phone: +56 2 29415105
E-mail: lauref@um.dk
Politics and Economy

The Mexican economy: “Poco a poco”

In Mexico there is a saying: “Poco a poco” (little by little). The saying might be the right metaphor for the Mexican economy anno 2013.

Last year the Mexican central bank adjusted its expectation to the Mexican economy several times because of low growth. The World Bank has estimated the Mexican growth rate in 2013 to be 1,4%. This is the lowest growth rate in Mexico since 2009 where the economy was affected by the financial crisis. Mexico therefore seems to take on one of the lowest growth rates in 2013 in Latin America. Only Venezuela and Dominica have an even lower growth rate.

Still, Mexico and the rest of the world expect a good year for Mexico to come. The World Bank forecasted the Mexican growth rate for 2014 to be 3,4%. “We are seeing elements that indicate that the economy is rebounding and that should take on greater luster going forward,” said central bank chief, Agustin Carstens, to Reuters in November. And there are reasons for optimism. Mexico has moved from being number 58 to number 53 out of 144 countries on the World Economics Forums Competitiveness Index. Furthermore Standards & Poor’s raised Mexico’s credit rate from BBB to BBB+. This was in particular due to the energy reform which was approved by the Mexican Congress in December 2013.

The historic reform is the biggest economic overhaul since the North American Free Trade Agreement, and will allow private companies to drill for oil and natural gas, which haven’t been possible until now because of PEMEX state monopoly. The Mexican Congress has also approved a tax reform that raises the taxes for the wealthy, and levies junk food and stock market gains. The reforms aim at bolstering the Mexican economy, but the implementation processes has not yet finished and will have an impact on the effects.

Furthermore, the politicians still need to deal with the profound corruption and crime in Mexico. According to the World Economic Forum, corruption and crime are the most problematic factors for doing business in Mexico, and therefore have a huge impact on the Mexican economy. It will therefore be interesting to see what President Enrique Peña Nieto will bring to the table in order to minimize the corruption and crime rates. With the energy and tax reform, the President and the Mexican Congress have shown willingness to take unpopular, but necessary, decisions in order to reform the country into a more competitive and international economy. The Mexican economy is catching up “poco a poco”.

For more information, please contact:
The Royal Embassy of Denmark in Mexico
Contact person: Jakob Tvede
Tel.: +52 55 52 55 34 05
E-mail: jaktve@um.dk
Export

Business Delegation to Mexico within the Food and Agriculture Sector

Agro Business Park, GLOBALmidt and The Trade Council at the Embassy of Denmark in Mexico City are jointly organizing a business delegation to Mexico within the food and agriculture sector. The delegation will take place from 12-16 May 2014. In addition, a briefing will be held in Denmark on 14\textsuperscript{th} March.

In continuation of last year’s Royal visit to Mexico in November, the interest for Danish solutions is continuously growing among Mexican stakeholders. This time Agro Business Park, GLOBALmidt and The Trade Council at the Embassy of Denmark in Mexico City will be organizing a business delegation to Mexico for Danish small and medium sized companies (Companies having fewer than 250 employees and an annual turnover of less than DKK 375 million). The delegation will focus on companies within the food and agricultural sector working with livestock production technologies and equipment for food production.

The companies will have the opportunity to gain valuable insights of the Mexican food and agriculture sector, in addition to identifying concrete business opportunities. The delegation will consist of different activities spanning from company visits, B2B meetings with managers, matchmaking event and more. By participating in the different activities, the companies will be part of an exclusive group whom will directly network with Mexican stakeholders, having the possibility to present their competitive advantages, new products and services. The delegation will also give the opportunity to expand distributor networks and build on future client and business relationships, apart from increasing brand awareness among key stakeholders in the Mexican industry.

Prior to the business delegation there will be held a briefing for interested companies about the scope and activities. In addition, two Danish companies will be presenting their story of making business in Mexico and ProMéxico presenting on how to do business in Mexico and market opportunities. The briefing will take place on 14\textsuperscript{th} March in Aarhus.

For further information, please contact:
The Royal Embassy of Denmark in Mexico
Contact person: Andrea Herrera
Tel.: +52 55 52 55 34 05
E-mail: andher@um.dk
Export

Big Danish newsletter gives conference on Latin America in collaboration with Danish Ambassadors in Colombia and Chile.

On Tuesday February 18, 2014 the Danish newsletter “Berlingske Tidende” held a conference with focus on the new market opportunities for Danish companies in Latin America. Among the invited speakers were Danish Ambassador in Colombia Svend Roed and Danish Ambassador in Chile and Peru Lars Steen Nielsen.

Peru and Colombia are the new emerging markets in Latin America.

According to the World Bank, the two countries are in the top 3 when it comes to business environment in Latin America – only surpassed by Chile. Furthermore both countries have extensive trade agreements with the EU. Several Danish companies are already established in one of the two countries, but there is potential for much more and is right now “the window of opportunities”.

Over the past decade Peru has experienced a decrease in poverty, an annual growth in GDP around 6% (5, 4% in 2013) and a growing middle class.

Among the most important industries are mining, fishing, agriculture and energy.

- Peru is the second largest producer of sugarcanes and third largest when it comes to asparagus and olives.
- Peru has the world largest gold reserve, the second largest cobber reserve and the third largest in zinc.
- Peru is the only country on the Pacific coastline of Latin America with substantial deposits of natural gas.
- Right now there are extensive opportunities for approx. USD 16 billion in investments in energy projects.
- As well as extensive opportunities for approx. USD 9 billion investments with new facilities in the sector of oil and chemicals.

For further information, please contact:
The Royal Embassy of Denmark in Chile
Contact person: Laurids Refslund
Phone: +56 2 29415105
E-mail: lauref@um.dk
Microbreweries on the rise in Chile

Small independent Chilean breweries, so called microbreweries, expect a double-digit rise in their sale for 2014.

A growing trend in Chile, as well as the rest of the world, is the emerging of microbreweries.

Microbreweries are defined by producing less beer than the traditional industrial breweries and usually have a bigger variation in tastes and blends.

The microbrewery industry in Chile is still a very small business area – with only 1%- 1,5% of the beer market in Chile, but that just means that there is still room for more. Microbreweries such as Cuello Negro, Szot, Del Puerto and Guayacán estimate a rise on sale between 11% and 50% in 2014.

As the economy keeps rising, and the middle class keeps growing so does the demand for quality products – even when it comes to beer. As in many other countries, the Chileans are starting to pay attention to small companies that serve high quality products.

In the last decade microbreweries have emerged in all bigger cities around the world as a counterpart to the big national and global beer companies. Now the trend is appearing in Chile as well.

“The independent beer industry has a fantastic outlook. It’s a niche area, with room for new competitors and where the clients demand high quality” says Christian Olivares, owner of Cuello Negro Microbrewery.

The consummation of beer in Chile was approx. 40L/per capita in 2013. In comparison the Danes consume approx. 20 L/per capita per year.

For further information, please contact:
The Royal Embassy of Denmark in Chile
Contact person: Laurids Refslund
Phone: +56 2 29415105
E-mail: lauref@um.dk
Export

International fashion week to take place in Peru

*Peruvian fashion gains acceptance from world known fashion designers. The annual Peruvian fashion event is back in April 2014 and is a good occasion to establish new business relations.*

Peruvian fashion has never been as fashionable as it is now. Designers have been able to gain prestige. With the brief incursion of Peruvian fashion on the runways of Madrid, it has been demonstrated that Peruvian projects are at the level of European runway shows.

On the 9-11th of April 2014, the Peruvian fashion event PERUMODA takes place in Lima, Peru. PERUMODA is an international conference in the care of prominent specialists. The event gathers the most important Peruvian export offer of fashion within clothing, footwear and jewelleries. The event gives the opportunity to see the exclusive quality of the Peruvian products and to establish business relations with national companies. It also encourages the contact between companies in the fashion industry and the main importing companies of fashion clothing from the five continents around the world. This can be the opening to initiate new business relations and to gather information of purchases and investments.

Peru is known for its textile industry, as for example the alpaca, versatile and exclusive fibres and leather. Also the Peruvian cotton is internationally known as one of the best. Peru is also known for jewelleries in exclusive quality and design.

The 2013 event took place with more than 9000 persons from 45 different countries, covered by important media as, among others, Vogue. Among former participants have also been Marc Jacobs, Abercrombie and Fitch, Calvin Klein, Polo Ralph Lauren and Victoria’s Secret.

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For further information, please contact:
The Royal Embassy of Denmark in Chile
Contact person: Kamil Kuninski
Phone: +56 2 29415111
E-mail: kamkun@um.dk
Infrastructure

Peru on its way!

Peru needs new infrastructure. This could mean new market opportunities for Danish companies within the sectors of energy, transportation, construction and healthcare.

In the coming years Peru will experience a serious increase in investments to improve their infrastructure so the country can keep up with the growth in population. There are approx. 30 million people in Peru and in Lima alone there are more than 9 million inhabitants – numbers that are growing steadily.

The increase in population causes a great demand for an improved infrastructure in almost all areas including roads, seaports and hospitals. In the energy sector there are investments opportunities for approx. DKR 26 million and approx. DKR 32 million in the transportation sector- and these are just the investments within the public sector.

Peru is among the Latin American countries with the highest growth rate and in the top when it comes to ‘Ease of Doing Business.’ This offers great conditions for Danish companies with an interest in market opportunities in Peru.

Furthermore, in the autumn of 2014 the Minister of Trade and Development, Mogens Jensen, along with a business delegation have planned a visit to Peru.

For further information, please contact:
The Royal Embassy of Denmark in Chile
Contact person: Kamil Kuninski
Phone: +56 2 29415111
E-mail: kamkun@um.dk
Healthcare

Peru is looking to reform national healthcare

Peru is initializing a complete and thorough change of their healthcare system. In 2012 Peru spend 5.1% of the GDP on healthcare expenses. The overall average for healthcare expenses for Latin America was 7.6%.

Today’s healthcare system in Peru is big and complicated with infrastructure and services under 3 different units (the Department of Health, EsSalud and SIS).

One part of the reform is to unite the services offered by these 3 different departments.

This reform will construct a healthcare system that strengthens and integrates the system across the country’s regions, so that everybody can receive the same high level of services. No matter where they live or their financial situation – the citizens will have access to a universal healthcare insurance.

This means a modernization of old hospitals, the building of new hospitals, new hospital equipment and new rehab-centres for people involved in accidents- in Lima as well as in the rest of the country. There is a strong demand for new IT-technology and overall know-how, as well as a higher level of information about lifestyle deceases such as diabetes, and a better access to medicine of high quality. Peru will also need to increase the level of information when it comes to known diseases, so that people in rural areas will know when to contact the hospitals.

The goal is to reach, as a minimum, the same healthcare level as the rest of the region.

In recent years, Peru has experienced a financial and social prosperity, which is why this reform is possible. The economy is growing, the overall income pr. person is rising, and everyday people are getting more attentive to their rights within the healthcare system as well as a higher level of responsibility towards their own health. Most importantly there is strong support and willingness from the government to make a national health care system that benefits all.

For further information, please contact:
The Royal Embassy of Denmark in Chile
Contact person: Kamil Kuninski
Phone: +56 2 29415111
E-mail: kamkun@um.dk
**Healthcare**

**Latin American meeting on diabetes in Mexico**

*Embassy and Novo Nordisk were co-organizers at the Latin American meeting on Diabetes (RELAND) in Mexico City.*

The Latin American Diabetes meeting was held in Mexico City the 17-18th of February. The Forum was organized by the Mexican Secretariat of Health, with Novo Nordisk and the Danish Embassy in Mexico as co-organizers. The Danish Ambassador in Mexico, Susanne Hækkerup, had the honour of opening the forum where governments, health authorities and experts from Latin America and international organizations were present. The Mexican Secretary for Health was present at the forum, as well as representatives from Novo Nordisk.

The aim of the meeting was to create a forum for exchange experience, analysis and furthermore discuss the challenges with the increasing amount of diabetes patients in Latin America. Especially Mexico is struggling with diabetes, and it is said to be the new epidemic in Mexico with around 10 per cent of the population suffering from the disease. The increasing amount of diabetes patients in Mexico is mainly due to the increasing obesity. Last year, Mexico took the record from USA as the most obese country in the world, and 70% of the Mexicans are assumed to be obese. The Mexican government is therefore prioritizing the public health; by increasing the health spending, focus on prevent actions, among many other initiatives.

Because of the government focus, and an increasing demand for diabetes solutions, the Danish Embassy and Novo Nordisk took the opportunity to push forward cooperation between Denmark and Mexico on the subject matter. In November last year, the then Danish Minister for Health, Astrid Kragh, and the Mexican Secretary for Health, Mercedes Juan, signed a Memorandum of Understanding (MoU) on health. It is in the wake of the MoU that the Embassy together with Novo Nordisk has engaged with the Mexican Secretariat of Health in order to push forward the diabetes meeting, which further has positioned Novo Nordisk as a serious business partner for the Mexican healthcare sector. The case is a good example of how an Embassy in the margin of the MoU can create value and business opportunities for Danish companies by positioning them and their competences.

**For further information, please contact:**
The Royal Embassy of Denmark in Mexico  
Contact person: Allan Leest  
Phone: +52 (55) 52 55 34 05  
E-mail: alllee@um.dk
Energy and environment

Historical Energy Reform passed by Congress

President Peña Nieto’s long awaited energy reform was passed by the Congress in December. The reform marks the ending of 75 years of state-run monopoly and opens up for private foreign investments in the energy sector.

Since 1938, the state-owned company Petróleos Mexicanos, PEMEX, has been the sole producer of oil, natural gas and refined products in Mexico. After 75 years of state-run monopoly, the Mexican Congress approved the anticipated energy reform, and thereby marks a new era for Mexico by opening up for private foreign investments, both within the oil and gas, and the electricity sector.

With the historical constitutional reform, President Peña Nieto aims to modernize the energy sector and move it towards more sustained growth. The reform will allow private foreign investments in the sector and PEMEX will be able to enter contracts with private companies at all stages of the value chain. The Mexican state will retain ownership of resources, but profits and risks will be shared with the companies. In addition, the tax model for PEMEX will change, so the company will have funds to make necessary investments. Furthermore the reform obliges PEMEX to greater transparency about its activities.

In the electricity sector the state-owned CFE has been in charge of controlling, generating, transmitting and commercializing the electricity. The reform will allow private companies to generate and sell electricity directly to consumers. One of the expected outcomes is reduced prices on energy benefitting businesses and consumers.

It is expected that the reform will provide Danish companies with new opportunities in regards of the Mexican market within areas as energy extraction and production. However, the secondary legislation will determine the potential of the reform. The secondary legislation is due to be approved in April.

For more information, please contact:
The Royal Embassy of Denmark in Mexico
Contact person: Ana Nadine Luna
Tel.: +52 55 52 55 34 05
E-mail: analun@um.dk
## Exchange rates and Inflation

### Exchange rates, February 2014:

<table>
<thead>
<tr>
<th>Country</th>
<th>100USD</th>
<th>782 ARS</th>
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<td>Brazil</td>
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<td>Chile</td>
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### Inflation rates, February 2014:

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<tbody>
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<td>Argentina</td>
<td>3,7%*</td>
<td>10,9%*</td>
<td>35%**</td>
</tr>
<tr>
<td>Brazil</td>
<td>0,63%*</td>
<td>5,43%*</td>
<td>6,38%*</td>
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<tr>
<td>Chile</td>
<td>0,2%*</td>
<td>3,2%*</td>
<td>3,0%*</td>
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<tr>
<td>Colombia</td>
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<tr>
<td>Mexico</td>
<td>0,89%*</td>
<td>3,97%*</td>
<td>4,48%*</td>
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<tr>
<td>Venezuela</td>
<td>3,3%*</td>
<td>56,2%*</td>
<td>38%*</td>
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</tbody>
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*Official numbers

**unofficial numbers (E.F. Thomsen)
ARGENTINA

Expoagro
Description: With more than 15 years of experience, Expoagro has become one of the most important and biggest open and dynamic agricultural exhibition in the world, with local and international recognition. With more than 50 hectares destined to almost one thousand stands, you can find the most important local and international suppliers, producers and institutions, governments and embassies, local and international media, local and international banks, Universities, etc.
When: March 12-15, 2014
Where: Autopista Buenos Aires – Rosario

Expo AICACYP 2014
Description: Hunting and outdoor fair, where weapons, fishing equipment, knives etc. are in focus. Only for professionals and business related.
When: March 28-30, 2014
Where: Costa Salguero Exhibition Centre, Buenos Aires
Info: http://www.expoaicacyp.com.ar

Congreso Argentino de Cirugía Plástica 2014
Description: The 2014 Argentine congress on plastic surgery.
When: April 9-12, 2014
Where: Sheraton Hotel Towers & Convention Centre, Buenos Aires
Info: www.facebook.com/CongresoArgentinoDeCirugiaPlastica2014
Expo Transporte 2014 Argentina

Description: Expo Transporte gathers manufactures, providers and professionals from the sector, with the purpose of demonstrating the latest technology and equipment for cargo transportation.

When: April 9-12, 2014

Where: La Rural Predio Ferial


EMAQH

Description: A platform to show products and services related to the manufacturing and metal industry, including tools, materials, equipment and technology.

When: April 9-12, 2014

Where: La Rural

Info: [http://www.emaqh.com](http://www.emaqh.com)

For more information on fairs and event in Argentina, please visit: [www.argentina.um.dk](http://www.argentina.um.dk)

Brazil

Hospitalar

Description: Hospitalar is a trade show is for companies wishing to improve their business in Brazil’s health care industry. It is the largest trade show within products, equipment, services and technology for hospitals, laboratories, clinics and pharmacies in the American continent. Hospitalar features 1,250 exhibitors and 90,000 professional visitors.

When: May 20-23 2014, 12:00-21:00

Where: Expo Center Norte, São Paulo

Info: [www.hospitalar.com/hospitalar/infos.html](http://www.hospitalar.com/hospitalar/infos.html)
Chile

**Expomin 2014**

**Description:** Expomin is the main event in Latin America and one of the most important fair worldwide when it comes to the mining industry. 1,300 companies, suppliers of technologies, equipment, machinery, services and supplies from all over the world for Latin America exhibit at this fair.

**When:** April 21-25, 2014  
**Where:** Santiago, Chile  
**Info:** [www.expomin.cl](http://www.expomin.cl)

Peru

**PerúModa 2014**

**Description:** PERUMODA is the main event of the Peruvian fashion industry. It showcases the best of the Peruvian export supply in apparel, footwear, accessories and jewellery.

**When:** April 9-11, 2014  
**Where:** Lima, Peru  

**FIR – International Trade Fair of Retail**

**Description:** FIR is one of the best meeting points for the clothing sector and the commercial distribution sector and it is the ideal platform for retail business in Peru.

**When:** April 24-26, 2014  
**Where:** Centro de Exposiciones Jockey, Lima, Peru  
**Info:** [http://www.fir.pe](http://www.fir.pe)

Mexico

**Alimentaria Mexico 2014**

**Description:** International exhibition for all subsectors in the food industry.

**When:** 3. – 5. June 2014.  
**Where:** Centro Banamex. Mexico City, Mexico.  
**Info:** [www.alimentaria-mexico.com](http://www.alimentaria-mexico.com)
Congreso Mexicano de Petróleo

Description: Conference for the oil and gas sector arranged by PEMEX.


Where: Acapulco, Mexico.

Info: www.congresomexicanodelpetroleo.com.mx

EXPO Manufactura 2014

Description: Exhibition on production technology addressed to metal processing, the car industry, the flight industry, electronic devices, medical equipment etc..


Where: Cintermex. Monterrey, Mexico.

Info: www.expomanufactura.com.mx

EXPO PACK México 2014

Description: Exhibition for the packaging and manufacturing industry in Latin America.


Where: Centro Banamex. Mexico City, Mexico.

Info: www.expopack.com.mx

EXPOMED 2014

Description: Exhibition for the health and medical industry.


Where: World Trade Centre. Mexico City, Mexico.

Info: www.expomed.com.mx
The GREEN EXPO 2014

Description: Exhibition on environmental, energy water and sustainability cities.


Where: World Trade Centre. Mexico City, Mexico.

Info: www.thegreenexpo.com.mx
### Danish companies’ access to the Latin American market

The Trade Council is Denmark’s official export and investment organisation, and its purpose is to promote and assist Danish companies regarding exportation and internationalization. In Latin America we are represented in Argentina, Brazil, Chile, Colombia, Mexico and Venezuela, however our network and competences cover more markets in the region.

Latin America is very diverse and offers great opportunities for competitive Danish companies. Your business can take advantage of the Trade Council’s local knowledge and networks. We offer a range of services in the area of trade and can help your company with access and penetration on the Latin American market.

If you and your company are interested in more than one market in Latin America, please contact the regional coordinator at the Danish Embassy in Chile: lauref@um.dk

**IF YOU WANT TO SUBSCRIBE TO THE REGIONAL NEWSLETTER OF LATIN AMERICA, PLEASE CONTACT: SCLAMB@UM.DK**

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<th>Website</th>
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<tbody>
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