

Sales, Strategy & Success in Latin America

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Utah Governor's Office of
Economic Development
BUSINESS • TOURISM • FILM



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U.S. Small Business Administration



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GOED's "Toolkit"

- **International Trade and Diplomacy**
- High-growth Cluster Strategy
- Incentives
- GOED Business Resource Centers
- Rural Development/Incentives
- Film Commission
- Tourism

Current Export Markets

Top U.S. Export Destinations (2011)

1. **Canada, \$280.7 billion**
2. **Mexico, \$197.5 billion**
3. China, \$103.8 billion
4. Japan, \$66.1 billion
5. United Kingdom, \$55.9 billion
10. **Brazil, \$42.9 billion**
22. **Chile, \$15.8 billion**
24. **Colombia, \$14.3 billion**
32. **Peru, \$8.3 billion**

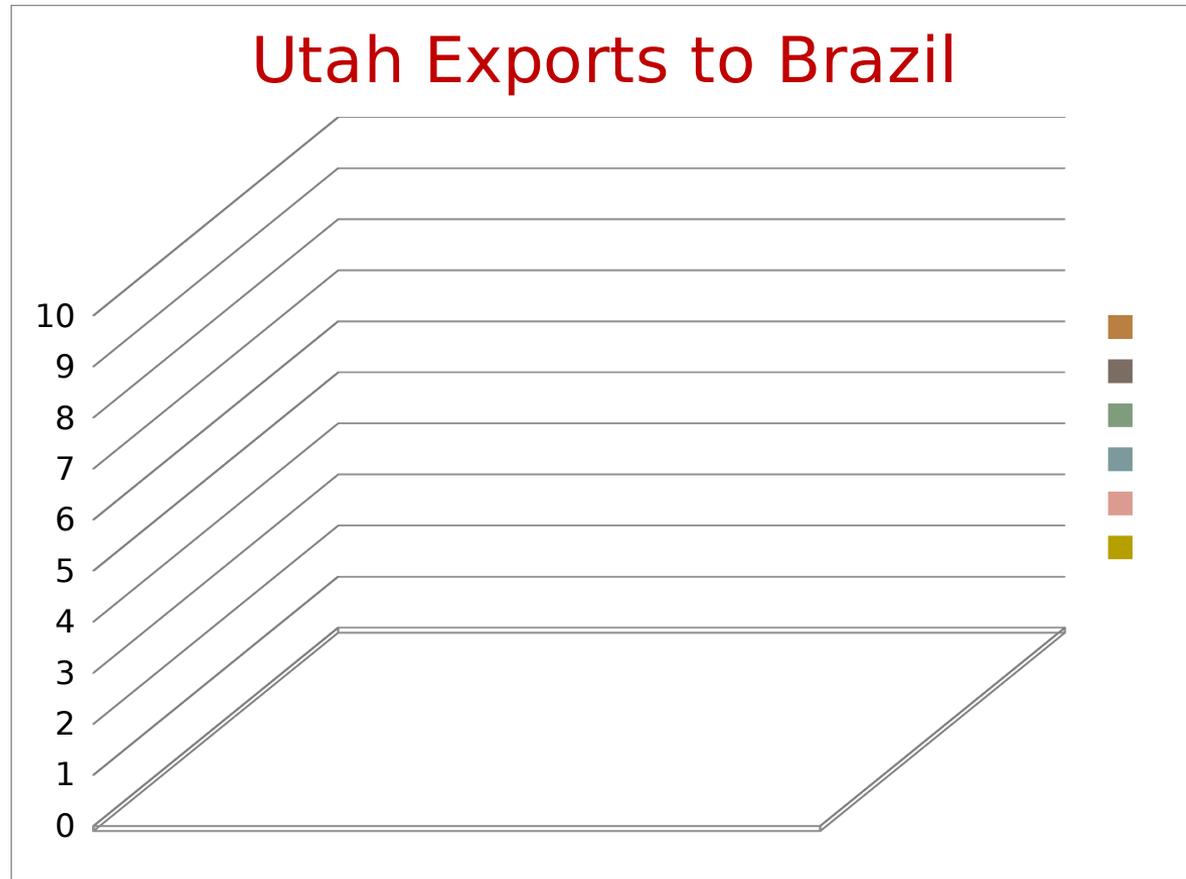


Top Utah Export Destinations (2011)

1. United Kingdom, \$6.6 billion
2. Hong Kong, \$3.8 billion
3. **Canada, \$1.3 billion**
4. Thailand, \$707 million
5. Taiwan, \$696 million
11. **Mexico, \$515 million**
18. **Chile, \$138 million**
24. **Brazil, \$101 million**
40. **Colombia, \$16.4 million**
41. **Peru, \$16.1 million**

Statistics adapted from the International Monetary Fund World Economic Outlook, 2011 and WiserTrade

Shifting Export Markets for UT



Export Market Growth Model:

Purpose of Model: Identify & Assess New Market Opportunities

- Method to prioritize target markets & industries for trade missions
- Based on potential export growth
- Ranks markets & industries based on relevant indicators

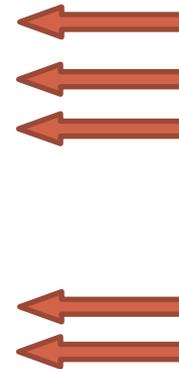
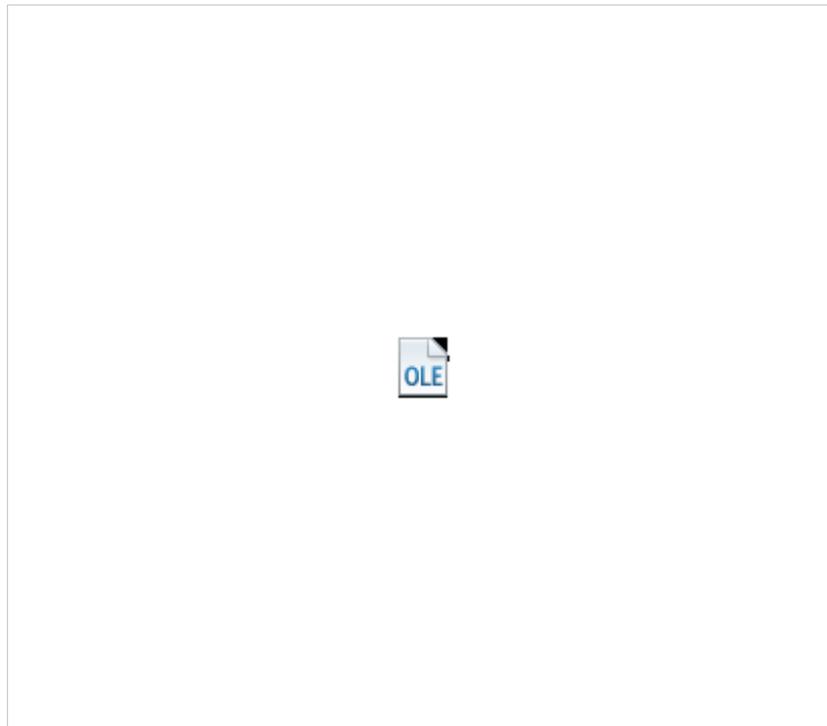
4 Components of Model

1. Economic Vitality: GDP/Capita, GDP Growth, GDP Product
2. Population
3. Export Potential: Utah's Replacement Potential, New Demand
4. Freedom of Trade: FTAs, Economic Freedom Index

Country	Requirements Rank	Economic Vitality				Population	Export Potential				Freedom of Trade Flows			SDM Score	
		3.16%				28.53%	60.30%		3.17%		4.77%				99%
		GDP/Cap	GDP Gro	GDP Prod	GDP Prod	Populati	Replaceme	NewDemand	Replacem	NewDem	FIA***	Economi	EFreede		EFreedom
Mexico	1	550	173	965	224	580	881.7	8539816	100	62	100	63	163	927	8831
Brazil	2	566	423	2051	68	100	5430	3809229	581	239	0	59	59	325	6025
Colombia	3	338	497	168.1	37	26	988	1389385	107	95	100	60	160	912	1926
Argentina	4	504	774	3972	90	27	854	1074238	97	73	0	40	40	239	1616
Venezuela	5	60	35	201.4	45	147	1255	3249170	142	20	0	31	31	2.4	1594
Chile	6	60	440	3051	7.6	88	367	296466	95	27	100	73	173	100	1585
Peru	7	284	796	2577	53	149	656	1201172	77	86	100	67	167	916	1530

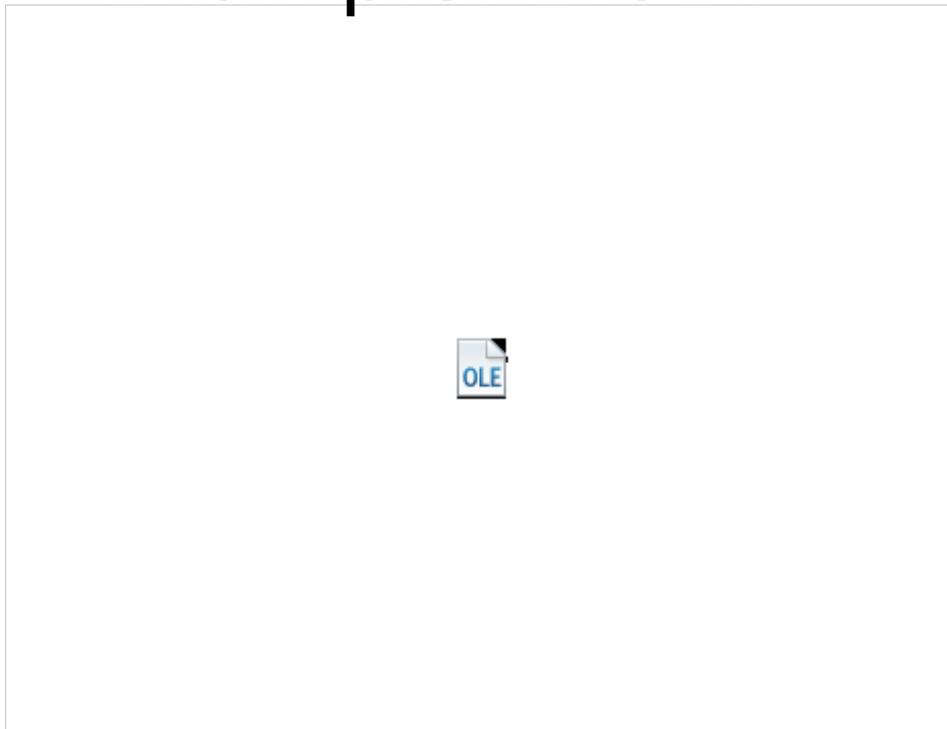
Macro Level Analysis

- Which countries are priorities?



Mid Level Analysis

- Which industries are priorities?
- Example: Brazil



Example:
3 Promising
Industries

← Chemicals

← Machinery
← Computer & Electrical

** Statistics adapted from Wisser Trade*

Match Utah's Cluster Initiatives

Aerospace & Defense



Outdoor Products & Recreation



Energy



Software Development & IT



Financial Services



Life Sciences



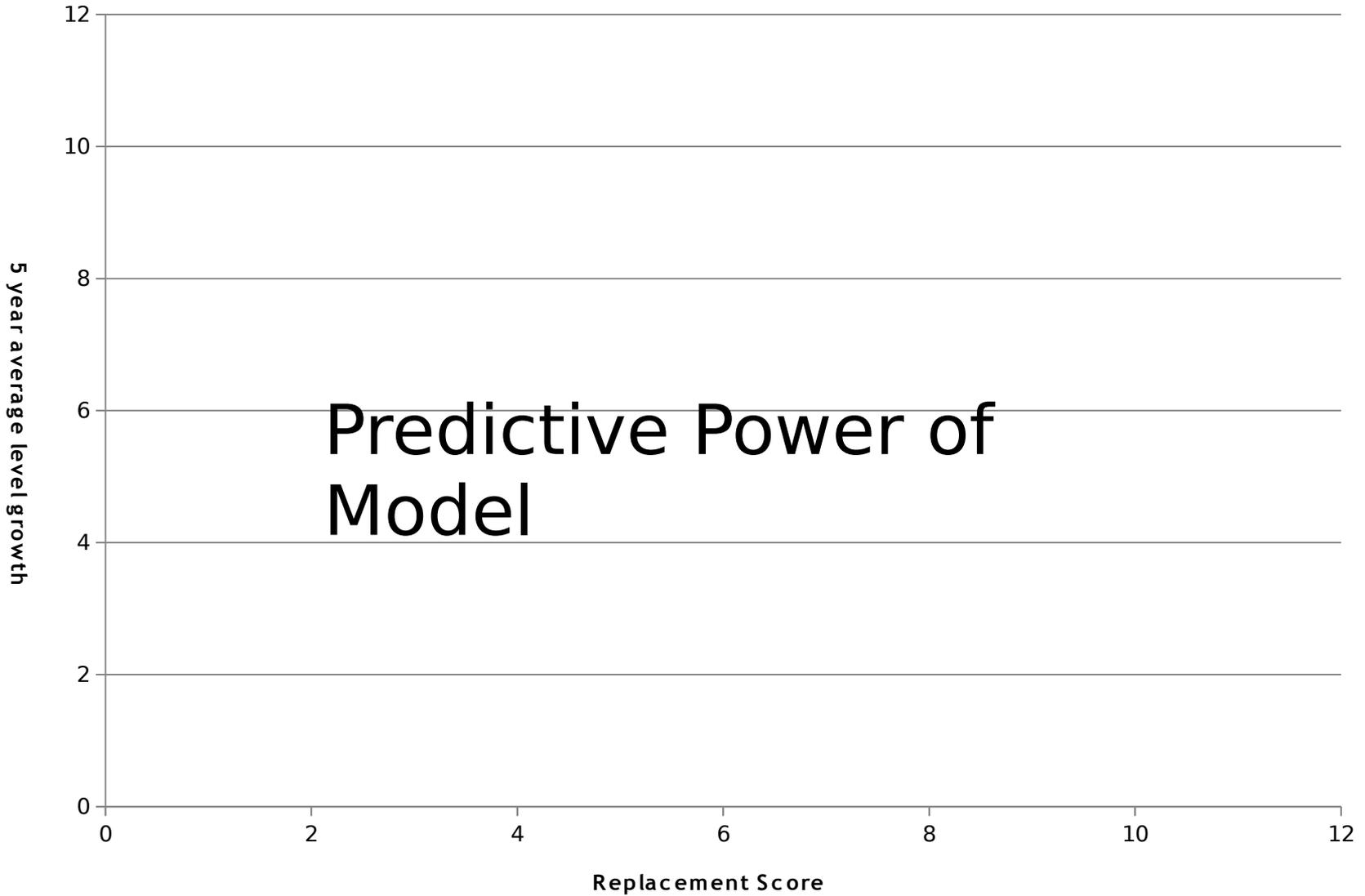
Micro Level Analysis

- Which products within industry categories are priorities?
- Example: Life Sciences - Brazil
 - HS Code 90: *Optic, Photo etc., Medical or Surgical Equipment*



* Statistics adapted from *Wiser Trade*

Replacement 5yr average vs. 5 yr average level growth



GOED & WTCUT Take Advantage of Growing Markets/Industries

- Trade Missions (Brazil 2013, Peru 2013)
 - Mexico - ongoing support - Guadalupe E.
 - Chile - ongoing support - Maria L.
- Academic & Cultural Exchange
- WTCUT Additional Trade Missions

Thank you

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For more information:

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