What is the Iberoamerican Network?

Created in 1999 to improve trade and investment promotion through:

• Best practices exchange
• Discussion of common interest issues
• Joint activities development
What is the Iberoamerican Network?

It currently has 22 members:

<table>
<thead>
<tr>
<th>Argentina</th>
<th>Bolivia</th>
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<tr>
<td>Brasil</td>
<td>Chile</td>
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<td>Colombia</td>
<td>Costa Rica</td>
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<td>Cuba</td>
<td>Dominican R.</td>
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<td>Ecuador</td>
<td>Spain</td>
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<td>Guatemala</td>
<td>Honduras</td>
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<td>Mexico</td>
<td>Nicaragua</td>
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<td>Panamá</td>
<td>Paraguay</td>
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<td>Peru</td>
<td>Portugal</td>
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<td>Puerto Rico</td>
<td>El Salvador</td>
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<td>Uruguay</td>
<td>Venezuela</td>
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And two strategic partners: International Trade Center (ITC) and the Interamerican Development Bank (IDB).
What is the Iberoamerican Network?

We are growing...

Iberoamericana's GDP Growth (Billion USD)

...and so is our trade

Source: International Monetary Fund

Iberoamerican Region Merchandise Trade Growth

Source: Global Trade Atlas
What is the Iberoamerican Network?

But we still have challenges ahead...

Share of Intra-Regional Trade of Merchandise within Total Trade of Merchandise

* Asia includes China, Korea, Japan, Malaysia, Philippines, Singapore, Thailand, Indonesia and India

Source: Global Trade Atlas
Our work

10 year history of gatherings...

Spain
Colombia
Ecuador
Chile
Argentina

Mexico
Brasil
Puerto Rico
Portugal
Costa Rica
Our work

We have a common web page where we share information.
We have shared experiences and developed strategic alliances (IDB and ITC)...

**Our work**

- Measuring Results
- Information Technologies
- FDI Attraction Practices
- New Services and Products
Network Growth:

- Integrate all agencies for trade and investment promotion within the Network
- Better integration with WAIPA
- Better ties with other agencies around the world

Use information technologies for enabling permanent interaction among our members
Our main tasks for the future

Strengthen Regional Trade:
- Consolidation of products and services for third markets
- Build better mechanisms for regional integration

Bring more FDI to the region in order to strengthen our productive capabilities
Next meeting: Mexico, July 2009

“Promotion, Trade and Investment in Iberoamérica: Can we move towards a regional promotion?”

Agenda:

- Increasing opportunities for intra-regional trade
- Regional products and services for other markets
- Beyond the Mercosur
- Europe: An experience of integration
- Regional integration efforts: Where are we going?
Specialists Meetings and Expert Advice:

- Services: How to measure and improve?
- Training for internationalization
- Logistics as a meeting point in regional trade
- TPO’s portals: The way to communicate with our customers

Two Annual Studies with support from the IDB
Web Page and Virtual Forum Enhancement:

- Share integrated events information
- Trade facilitation: The role of TPO’s
- Promotion of Foreign Direct Investment: Best Practices
- National Strategies
- Measuring activities
- Key services for our customers
It’s all about giving value!