

# ABC of south america

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Booking  
Details

Please complete this form in block capitals. Please tick the appropriate box:

- I wish to become a member of emita. Please send me your invoice for £50.00 (including VAT). This entitles me to attend ABC of South America, and future emita seminars free for a year.
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Name \_\_\_\_\_

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Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

Product | Sector \_\_\_\_\_

## Workshops

Please indicate your choice of workshop for each of the three groups below

11.00 – 11.40

- Workshop 1: How to really do business in Argentina: Dave Prodger  
 Workshop 2: How to really do business in Brazil: Paul Eadie MBE  
 Workshop 3: How to really do business in Chile: Duncan Hill

11.50 – 12.30

- Workshop 4: How to really do business in Argentina: Dave Prodger  
 Workshop 5: Being Culture Smart in Brazil: David Solomons  
 Workshop 6: How to really do business in Chile: Duncan Hill

12.40 – 13.25

- Workshop 7: Case Study Argentina: Attenborough Brush Ltd.  
 Workshop 8: Case study Brazil: Centriquip Ltd.  
 Workshop 9: Case Study Chile: John Bell & Associates

Dietary or special requirements (please write in space provided below)

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# ABC of south america



same old stuff...

or real change?



Tues 19<sup>th</sup> Sept 2006  
PERA Innovation Park,  
Melton Mowbray, LE13 0PB

# ABC of South America

Tuesday 19<sup>th</sup> September 2006 at PERA, Melton Mowbray

## Programme

08.45	Registration
09.30	Welcome & Introduction: Andrew Henderson (Chairman)
09.35	Keynote Address: South America - The Same Old Stuff... Or Has There Been Real Change? Sir Peter Heap
10.00	An introduction to Argentina: Dave Prodder
10.15	An introduction to Brazil: Andrew Henderson
10.30	An introduction to Chile: Duncan Hill
10.45	Coffee & move to workshops
11.00	Workshops 1, 2 & 3
11.40	Move to workshops
11.50	Workshops 4, 5 & 6
12.30	Move to workshops
12.40	Workshops 7, 8 & 9
13.25	Summary & Conclusion: Andrew Henderson
13.35	Lunch

There are nine workshops taking place and each person is able to attend three:

11.00 – 11.40	Workshop 1: How to really do business in Argentina: Dave Prodder Workshop 2: How to really do business in Brazil: Paul Eadie MBE Workshop 3: How to really do business in Chile: Duncan Hill
11.50 – 12.30	Workshop 4: How to really do business in Argentina: Dave Prodder Workshop 5: Being Culture Smart in Brazil: David Solomons Workshop 6: How to really do business in Chile: Duncan Hill
12.40 – 13.25	Workshop 7: Case Study Argentina: Attenborough Brush Ltd. Workshop 8: Case study Brazil: Centriquip Ltd. Workshop 9: Case Study Chile: John Bell & Associates

Costs: non-members - £25 per person (incl VAT) emita members - free

## Sir Peter Heap

Sir Peter Heap is a former British diplomat whose assignments included four years in Venezuela and three in Brazil, where he was Ambassador from 1992-95. Other positions in the Foreign Office took him, inter alia, to Hong Kong, Nigeria, Bahamas, New York, Canada and Sri Lanka. He has been Chairman of the Brazil Chamber of Commerce in Great Britain for the last ten years. Since leaving the Foreign Office he has held a number of other posts in the private sector (most recently as Chairman of a small oil company) and in voluntary and trade promotional organisations. He lives in London and continues to travel regularly.



## Andrew Henderson

Andy Henderson has been British Consul General in São Paulo and Director for Trade and Investment for UKTI Brazil since October 2003. Andy began his career at the Foreign and Commonwealth Office (FCO) in London in 1971, and has held various posts throughout the world including Norway, the USA, Angola, Egypt and Saudi Arabia. Married with two daughters, his interests include tennis and golf.



## Details of Workshops

There are nine workshops taking place and each person is able to attend three:

### Workshop 1 & 4: How to really do business in Argentina

**Dave Prodder (Head of Trade & Investment, UKTI Buenos Aires)**

Dave will look at the important business considerations facing this difficult but potentially rewarding market. He will give you numerous insights into important aspects of business and will also cover how language, culture and the current politics are affecting business. Dave will be giving many valuable tips for new or inexperienced exporters to Argentina.

### Workshop 2: How to really do business in Brazil

**Paul Eadie MBE (Brazil Market Adviser, UKTI North West)**

Paul will give an outline of the numerous business opportunities that exist across Brazil; how to do and also how NOT to do business in the country. He will also give details of what help is available to assist companies wishing to do business in Brazil and how to go about getting this support.

### Workshop 3 & 6: How to really do business in Chile

**Duncan Hill (Head of Trade & Investment, UKTI Santiago)**

Duncan will outline the key issues to consider when looking at doing business in this modern and outward looking market. He will also provide an overview on what issues to consider according to the type and size of company wishing to enter the Chilean market – e.g. tax, EU free trade agreement, Embassy support, relationship building and various economic issues.

### Workshop 5: Being culture smart in Brazil

**David Solomons (CEO, CultureSmartConsulting)**

Using *CultureSmartConsulting's* Communications Matrix©, this interactive workshop focuses on the 10 key cultural paradigms which affect business style. David will provide a behavioural tool for recognizing cross-cultural problems at work, comparing your own cultural expectations with those of Brazil.

### Workshop 7: Case study Argentina

**Edward Attenborough (Managing Director – Attenborough Brush Ltd)**

Attenborough's are one of the UK's leading dental laboratory product manufacturers. Having exported globally for many years they never managed, until recently, to crack the South American market. Edward will give an overview of how Attenborough won new business in Argentina, and his early experience of starting from scratch in this challenging territory in terms of regulation, culture, politics and the economy.

### Workshop 8: Case study Brazil

**Peter Smith (Export Manager, Centriquip Ltd )**

Centriquip is the UK's foremost manufacturer of industrial centrifuges used in sewage treatment plants and in the treatment of environmental wet waste. Peter will present his experiences of entering the Brazilian industrial market using a local agent. This will include the challenges of language, culture, physical size of the country and a practical review of the lessons that have been learned.

### Workshop 9: Case study Chile

**John Bell (Partner - John Bell & Associates)**

John will detail the steps he took to develop sales for the leading U.K. manufacturer of drilling equipment widely used in the construction and mining industries, where they tried twice to penetrate the Chilean market but without immediate success. John will analyse the reasons for those failures, the steps he took before visiting Chile, how he identified the ideal distributor, and how he persuaded them to accept - and invest money - in the agency.