

AUSTRALIA

AGENDA LATAM Trade Readiness Forum

Thursday, 13th June 2024

Time (AEDT)	Description
5.00 to 5.30pm	Arrival & Registration Drinks
5.30-5.35pm	Introduction Rod Arenas
5.35-5.40pm	Opening Remarks Her Excellency Mrs Dianela Pi. Ambassador of Uruguay
5.40-6:00pm	Region & Market Briefing <ul style="list-style-type: none">• Why LATAM• LATAM food and beverage industry overview• How region is growing their economy• Opportunities Inbound / Outbound. Speaker: Rod Arenas / Marcelo Salas
6.00-6.15pm	Market Trends and Opportunities <ul style="list-style-type: none">• The LATAM consumer & business conditions• Where to start• Key considerations and what to expect.• Requirements on how to succeed. Speaker: Dr Antonio Castillo
6.15-6.35pm	Australian Company(s) in LATAM <ul style="list-style-type: none">• Opportunities and challenges.• Accessing retail and other channels in country & promotions• Steps to expand into LATAM market, food & beverage marketing, and brand development in country.• Compliance & FTA's Speaker: TBA
6.35-6.45pm	Why Cultural Intelligence is important for you and your business. <ul style="list-style-type: none">• Cultural difference & business Etiquette. An overview of why understanding LATIN business culture is important in a business setting, why is it important for success, what are the key LATIN cultural drivers which differ and practical strategies to help navigate through the new environments. Speaker: Cristina Abela
6.45-7.15pm	Supply chain <ul style="list-style-type: none">• Logistics and freight to LATAM countries• Current conditions / challenges to distribution• Measures to mitigate and reduce supply chain risk.• Duties, taxes & documentation (Australia-free trade agreement benefits) Speaker: TBC
6.45-7.30pm	Q&A with panellists
7.30 – 8.30pm	Networking Drinks & Food