

CHILE AND ITALY: COOPERATION AND OPPORTUNITIES

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Chile and Italy: a strong relationship on a growing path with still room for improvement

Chile and Italy: trade flows 2015 prices (MIn USD)

Italy to World

x2.8

x6.1

Italy to Chile

173

Chile to Italy

400

1,059

1,477

Chile to World

x3.7

x8.3

1990

1995

2000

2005

2010

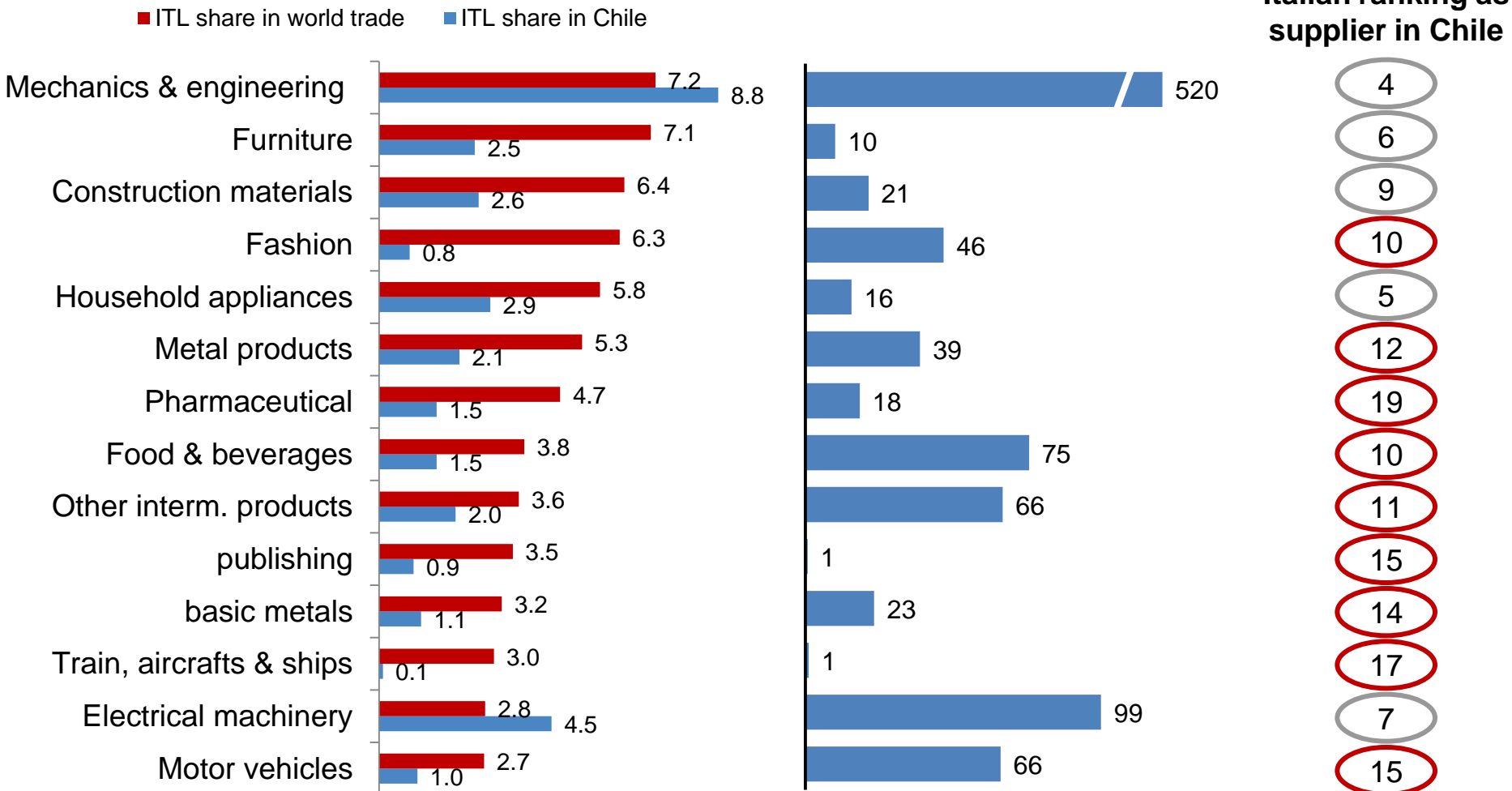
2015



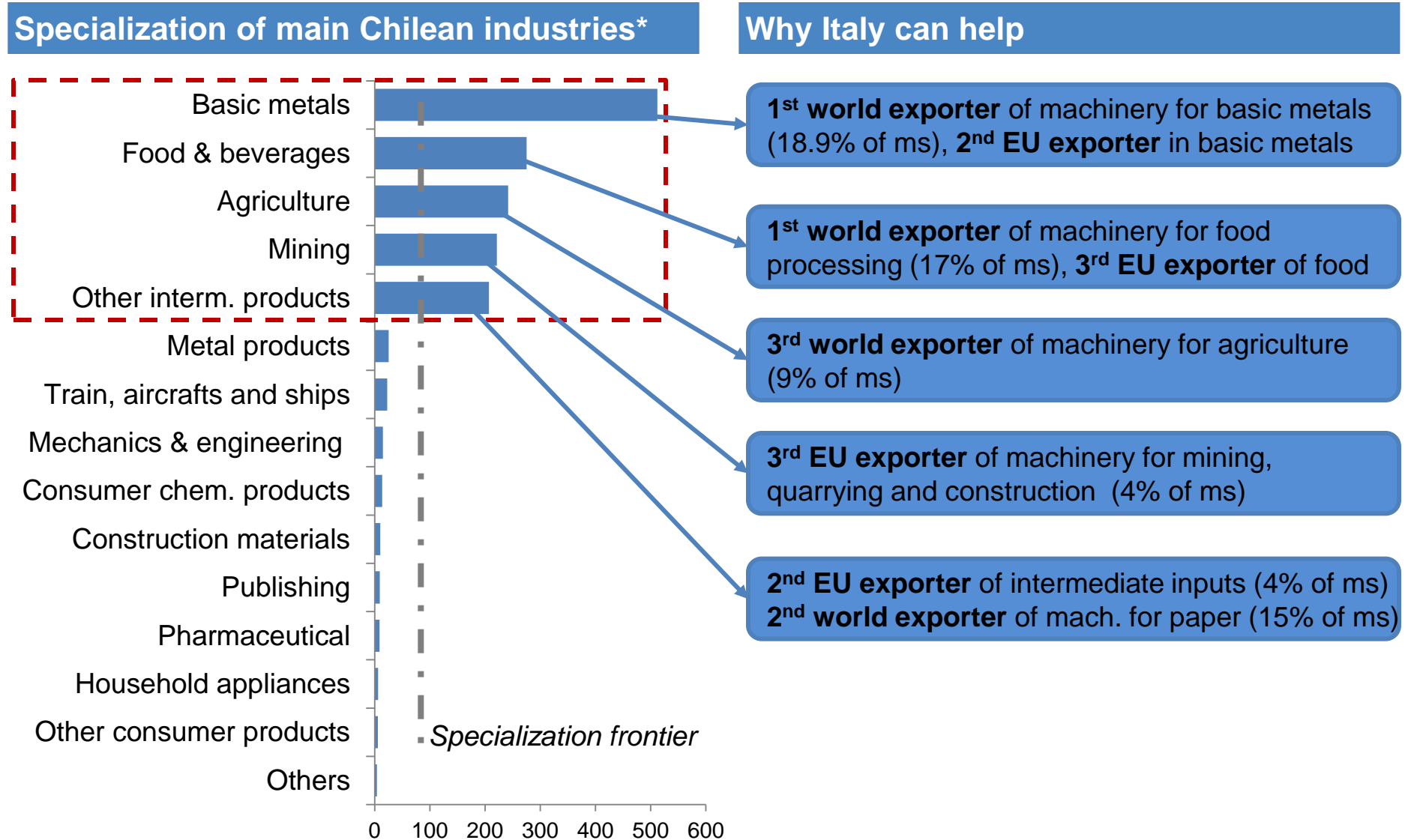
Italy is still underrepresented in Chilean economy

Italian market share on Chilean and world imports (2014, %)

Italian export to Chile by industry (2014, mln USD)



Even in mechanics & engineering we can do much more, given the complementarities between our industrial specializations



* Balassa index 2014: country market share in a specific industry / average market share in international trade

Note: all Italian market shares (ms) refer to worldwide ; Source: Prometeia

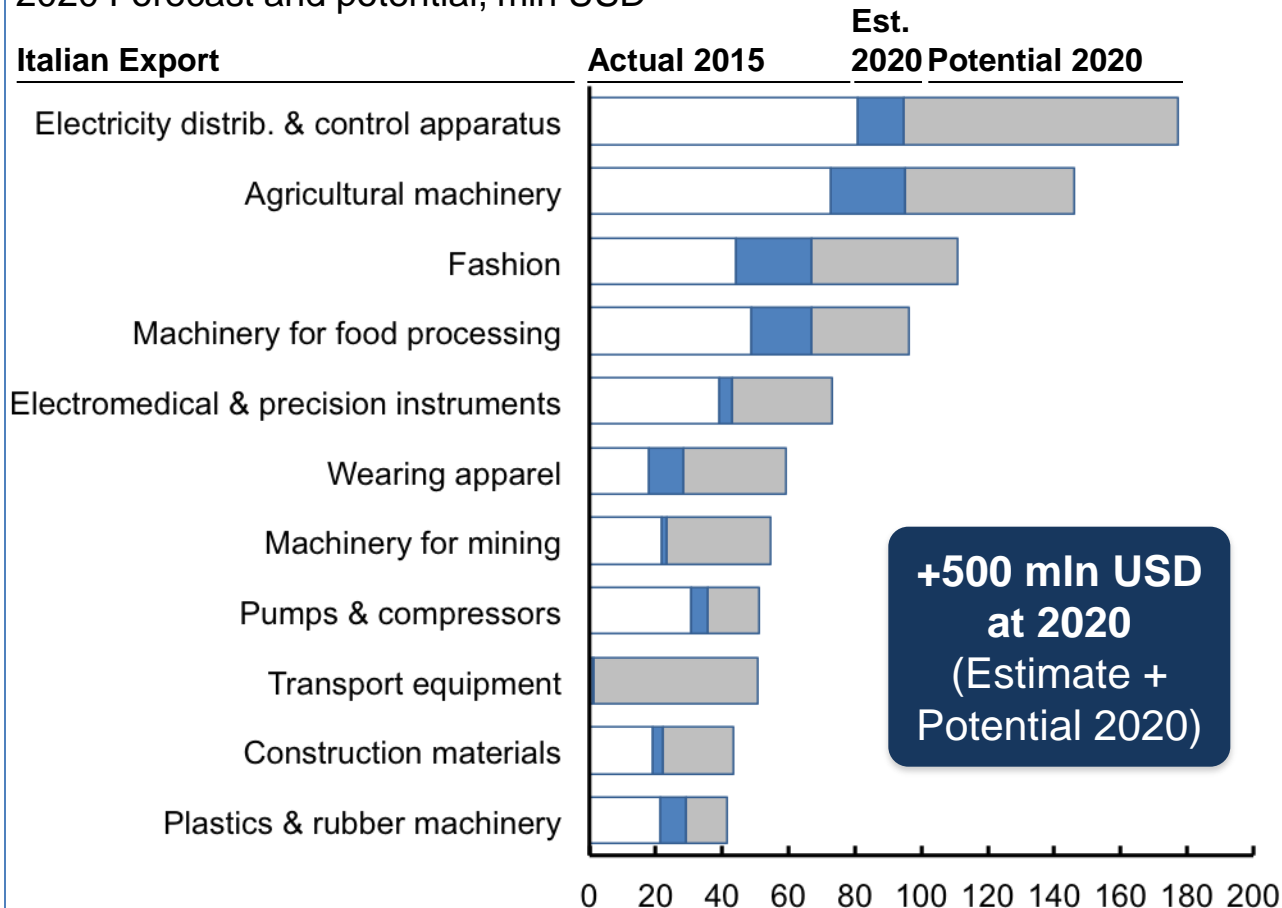
Chilean industrial priorities and Italian trade potential

Chilean industrial priorities

- Energy and renewable resources
- Mining industry (Upgrading mining capital stock to improve productivity)
- Infrastructure (aeronautics and aerospace)
- Health services
- Industrial diversification (with particular attention to SME)

Italian export potential* to Chile

2020 Forecast and potential, mln USD

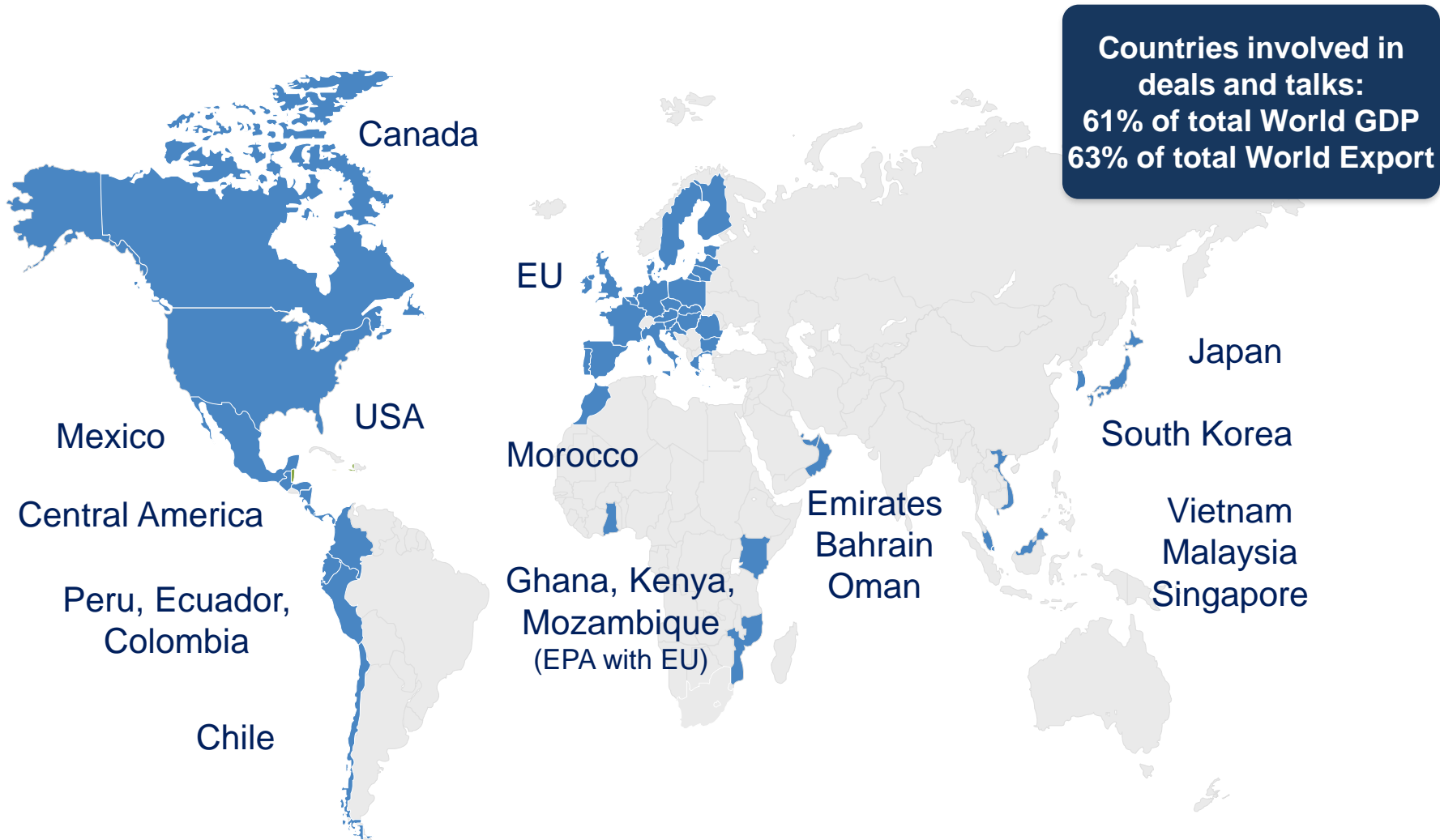


* Italian performance aligned with best international competitor among OECD economies in the market (past 5 years)

Source: Prometeia

A new free trade zone is on the move

Ongoing trade negotiations and deals signed by both EU, US with Pacific Alliance/ Asia-Pacific countries and others



Chile-Italy next steps: action plan 2015-2016

Exhibitions on relevant Italian and Chilean/ LatAm trade fairs

- **Infrastructures and construction**
 - ✓ Collective attendance of Italian companies to CONEXPO Latin America 2015 (Construction Technologies, Santiago 21-24 Oct. 2015)
- **Food and beverage, agroindustry, packaging**
 - ✓ Incoming of Chilean operators to the main Italian exhibitions: Plast, Ipack, Cibus, Macfrut in collaboration with Italian industry associations

G2G and B2B cooperation

- **Health services**
 - ✓ Communication of the 5 year Chilean Health Devpt. Plan among Italian companies
 - ✓ Italian health industry mission to Chile (2nd half 2016)
 - ✓ Launch cooperation in remote medicine
- **Infrastructure and construction**
 - ✓ Follow up of B2B meetings at Chilean pavilion at Expo Milan (follow up mission 2nd half 2016)
- **Fashion**
 - ✓ Italian fashion industry mission to Chile (2nd half 2016)

Partnership with large retailers to promote Made in Italy

- **Retail and department stores – Consumer goods**
 - ✓ Project with Falabella: consumer test within Chilean fashion market for Made in Italy brands. Ongoing Falabella buyers mission to Italy (eg. furniture, fashion)

Follow up mission 2nd half 2016
(Health, Infrastructure, Energy, Consumer goods, Mechanics)

Thank you