

# ALABC

Australia-Latin America Business Council

CHAMPIONING BUSINESS

GROWTH ACROSS THE PACIFIC



STRATEGIC BUSINESS  
PLAN 2020



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## WHY LATIN AMERICA?

- Whilst Australia's business relationship with Latin America grows every year, the potential for Australian companies in the region remains largely untapped. The level of trade and investment with the region is small in relative terms, but has the potential to generate billions of dollars in exports of products and services.
- In 2030, the population of Latin America will reach 710 million becoming the 3rd largest region in the world and home to 10% of the world's population.
- More than 10 economies in Latin America rank amongst the best globally in the areas measured by "Doing Business 2018", such as Getting Credit and Starting a Business.
- 80% of Latam's population live in urban areas compared to world average of 54%.
- Latin America's GDP is USD 5.9 trillion and is expected to grow 2.6% in 2020. It far exceeds ASEAN's combined GDP of USD 2.5 trillion. Both Brazil and Mexico are bigger economies than Indonesia.

# CHALLENGES IN THE REGION:

**Accessibility**

**Lack of knowledge of the region**

**Red tape**

**Outdated perceptions of the issues associated with doing business in the region**

**Instability**

## OUR VISION:

To be the leading industry body for engagement between Australia and Latin America.

## OUR MISSION:

To increase trade and investment between Australia and Latin America.

# OUR VALUE PROPOSITION

We:

- Facilitate the engagement of our members with business and Government contacts in Australia and Latin America.
- Affect and influence Australian government business policy through advocacy for the Latin American region.
- Provide networks and leverage business relationships for our members in Australia and Latin America.
- Raise awareness more broadly on trade and investment opportunities for Australia in Latin America (both inbound and outbound).
- Provide information and education on business in Latin America to our members and key stakeholders.
- Increase brand awareness and increase exposure to business opportunities for our member organisations; and
- Have established and maintained extensive regional expertise to support our members maximise to their business opportunities.
- Provide a unified voice in improving market access and reducing trade barriers, while ensuring our members have the right information and contacts to increase business opportunities.

**"ALABC's purpose is to help our members succeed in doing business in Latin America"**

## MILESTONES SUPPORTED BY ALABC, ACHIEVED DURING 2019:

- In 2019 the financial performance of ALABC remained strong, delivering a small profit for the second year in a row.
- ALABC membership grew to 140 member organizations encompassing more than 800 individual memberships.
- An amended Constitution and Board Charter were ratified by members at the AGM celebrated on May 2019.
- Developed a new value proposition for Education organisations.
- Developed a Policy and Advocacy Strategy.
- Australia ratified the Free Trade Agreement with Peru (PAFTA). PAFTA will enter into force on 17 February 2020. This high-quality and comprehensive agreement, will open new doors and deliver wide ranging benefits to industries including agriculture, manufacturing, mining, education and tourism.
- Generated real optimism on the Pacific Alliance-Australia FTA negotiations to be finalised in the first part of 2020. We will have another milestone in the Australia-Latin America relationship to celebrate in 2020.
- ALABC contributed to the International Education Latin America Implementation Reference Group in response to the An Educated Choice: Expanding Australia's Education, Training and Research Engagement with Latin America report.
- Australia recruited a record number of Latin American students. Latin America (LATAM) markets' share of total onshore commencements has increased significantly. Brazil (4th) and Colombia (8th) are the largest markets from LATAM and the only two non-Indo-Pacific markets in the top 10 source markets for international students. Enrolments from these countries have reached over 70,000 in 2019.
- Chile has scrapped the A\$ 170 "reciprocity fee" Australians were required to pay to enter the country, as part of new visa arrangements.
- The state of NSW announced that will have a presence in South America from 2020, revamping the NSW Trade and Investment Network.
- The Department of Home Affairs appointed a Global Talent Officer for the Central and South America region, based in Santiago, to attract the best and brightest skilled migrants.

The six interim priority industry sectors for global talent are:

- Advanced manufacturing
- Food and agribusiness
- Medical technologies and pharmaceuticals
- Energy and resources
- Digital technology and cyber security
- Major infrastructure and urban development

- Latam Airlines commenced non-stop flights, between Sydney and Santiago, eliminating the route's previous stop in Auckland. Currently Latam Airlines and Qantas fly direct to Santiago and Air New Zealand continue its flights to Buenos Aires via Auckland.
- The Socceroos have been invited to take part in the 2020 edition of South America's continental football championships, the Copa America. ALABC will work with Football Federation Australia to use football as another opportunity to strengthen business ties between Australia and South America.
- Austrade made great progress developing the marketing campaign: "Latam: Diversify your growth". All our members and stakeholders will be receiving the collateral that will be produced during 2020. ALABC will be heavily involved in the dissemination of this new narrative about Latam opportunities.

## OUR STRATEGIC PRIORITIES FOR 2020:

- **New members:** Membership growth and retention continues to be an area of key focus for the Board. Our marketing activities in general, alignment of our value proposition and additional benefits to members should provide good opportunities to grow our Memberships in all levels.
- **Member retention:** This will require greater interaction of the Board building a closer 'personal' bond with each member or prospective member and the delivery of tangible benefits by the CEO.
- **Events:** Hosting and/or supporting high quality events for 2020. Please see our Calendar of Events 2020 here.
- **Enhancing Data and Insights:** ALABC will facilitate access to up-to-date and unbiased insights/information/news/reports about the most recent developments in Latin America, in a timely manner. We will be actively using our social media channels, the CEO blog, website and monthly Newsletter. Countries in the region are experiencing political and social demands and ALABC can assist members navigate their business through these current challenges.
- **Community:** Creation of an online community using an APP for smart phones. Members to access the members directory and, connect with other members directly (subject to privacy policy). The app will also allow members to update their profiles, check the calendar of events, pay for tickets and renew their membership online.

- **Australia-Latin America Dialogue:** Review the creation of a Centre for Australia – Latin American relations (Research, Policy Analysis, Provide Advocacy and facilitate dialogue). Support the escalation of the current dialogues to include more delegates, from more countries, with more ideas and enthusiasm for the Australia and Latin America relationship. There should be greater strategic focus on the relationship covering key areas such as start-ups and the economy, governance and institutions, sustainability and the environment. (Canberra Networking Day).
- **ALABC support of Young Professionals and students Network:** Aimed to equip the next generation of Australian and Latin American leaders to engage with businesses and provide a peer network when returning to their countries after study and/or work experience. We see a clear opportunity for ALABC to provide talented young professionals with a means to build their networks, connect with our membership, and take the next steps in their career paths. Adding a student membership (Universities and Education agents) will help generate more links between Latam students and industry.
- **Influencing Policies:** Actively canvas the views of our members to obtain the information essential to assist in our policy and advocacy role. Support further flight connections with Brazil and Colombia. Implementation of PAFTA and further support for free trade agreements with countries in the region, including the Pacific Alliance. Consolidate the international network and alliances with bilateral chambers and similar associations, to advocate with great effect in Latin America. Collect the member's views about the Double taxation agreement with Peru. Industry diversification towards Agribusiness, Pharma and Medtech, Fintech, tourism, start-ups, small business, mining, agriculture and education.

# NEW MEMBER BENEFITS:

Patron Companies or organisations at the front of promoting Australia's commercial and economic relationship with Latin America.				
Large Corporate Enterprises with more than 200 employees.				
Corporate Enterprises with more than 20 employees and less than 200.				
SME / Sole Trader / Consultant Companies with less than 20 employees.				
\$6,000	\$3,000	\$800	\$400	Fees & Benefits - AUD exc. GST
✓	☐	☐	☐	Private events with Dignitaries
✓	☐	☐	☐	Complementary tickets/Preferential seating at selected events
✓	✓	☐	☐	Company introductions at events
✓	✓	☐	☐	Partner with Chairman/CEO to tailor programs to suit needs and objectives
✓	✓	☐	☐	Boardroom lunches (exclusive)
✓	✓	☐	☐	Senior Executives of Company host events/seats at the head table
✓	✓	☐	☐	Introductions at events (Facilitated by staff)
✓	✓	☐	☐	Distribution of marketing collateral at conferences
✓	✓	☐	☐	Promote your relevant events
✓	✓	✓	☐	Listing in Member Directory/branding/Feature company
✓	✓	✓	☐	Trade Missions
✓	✓	✓	☐	Nominate more than 1 member
✓	✓	✓	☐	Access to network of contacts in the region
✓	✓	✓	☐	Facilitate additional contacts with governments
✓	✓	✓	☐	Banner logo on website
✓	✓	✓	✓	Sponsorship Opportunities
✓	✓	✓	✓	Use of ALABC logo/member certificate
✓	✓	✓	✓	Advertise in Newsletter
✓	✓	✓	✓	Contribute with editorial content for the Monthly Newsletter
✓	✓	✓	✓	Collaboration with Government.
✓	✓	✓	✓	Ability to stand for the Board
✓	✓	✓	✓	Access to exclusive business intelligence
✓	✓	✓	✓	Access to Members only Company Directory and Resources
✓	✓	✓	✓	Newsletter/Information/Alerts/Webinars
✓	✓	✓	✓	Networking opportunities
✓	✓	✓	✓	Policy and Advocacy
✓	✓	✓	✓	Discounted event tickets
✓	✓	✓	✓	Access to Regional and Country Business Guides
✓	✓	✓	✓	ALABC to refer companies to enquiries regarding service providers
✓	✓	✓	✓	Share your company contact details when requested
✓	✓	✓	✓	Provide letter of support when applying for relevant government grants
✓	✓	✓	✓	Profile your company in our newsletter
✓	✓	✓	✓	Publish your relevant news in our social media platforms

**Apply for Membership Here!**