



**Alianza del  
Pacífico**

**PARTICIPATION GUIDELINES**

**VI BUSINESS MATCHMAKING FORUM OF THE PACIFIC ALLIANCE**

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**VI BUSINESS MATCHMAKING FORUM OF THE PACIFIC ALLIANCE  
OAXACA, MEXICO  
AUGUST 2018**

<b>Venue:</b>	Convention Center, Oaxaca, Mexico
<b>Date:</b>	30th and 31st of August 2018
<b>Registration deadline:</b>	27th July

**Relevance of the Pacific Alliance:**

The Pacific Alliance is a watershed in the integration mechanisms of Latin America. Its main objective is to build a deep integration to progressively progress towards the free circulation of goods, services, capital and people, so that together we can strengthen the commerce as well as global value chains among Chile, Colombia, Mexico and Peru.

Our countries are linked by a geographic and cultural proximity, and we are distinguished by the complementary of our economies. Therefore, through this integration we strengthen our global value chains, which will help us to develop together our productivity and to be more competitive in the global market.

**Business Matchmaking Forum of the Pacific Alliance:**

The objective of this forum is to generate various business meetings that will create direct contacts between buyers and exporters of those sectors, which have been identified as potentially tradable.

**These sectors are:**

Agroindustry	<ul style="list-style-type: none"> <li>✿ Fruits and vegetables</li> <li>✿ Processed foods</li> <li>✿ Seafood</li> <li>✿ Beverages alcoholic and non-alcoholic</li> </ul>
Manufactures	<ul style="list-style-type: none"> <li>✿ Plastics, rubber, and their manufactures</li> <li>✿ Hardware, construction materials and tools</li> <li>✿ Furniture and decoration articles</li> <li>✿ Cleaning, hygiene and toilet products</li> <li>✿ Cosmetics and personal hygiene</li> <li>✿ Packaging</li> </ul>
Consumption goods	<ul style="list-style-type: none"> <li>✿ Textiles and their materials</li> <li>✿ Jewelry and imitation jewelry</li> <li>✿ Clothing, shoes and accessories</li> <li>✿ Furs, leather and its manufactures</li> </ul>



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	 Handicrafts
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**Exporters profile:**

The VI Business Matchmaking Forum of the Pacific Alliance will host 400 exporters of the Pacific Alliance:

-  100 Chileans
-  100 Colombians
-  100 Mexicans
-  100 Peruvians

**Support from the promotion agencies**

In order to help the buyers, the promotion agencies will issue one (1) return flight from the city of origin to Oaxaca, in economy class, per confirmed buyer.

Furthermore, the participation at the VI Business Matchmaking Forum of the Pacific Alliance will include the following benefits:

- Airport transportation - main hotels of the event – airport: shuttles will be available on August 29<sup>th</sup> and 30<sup>th</sup> for transportation from the airport to the main hotels of the event; likewise there will be transportation shuttles from the Convention Center to the airport on August 31<sup>st</sup>, and from the main hotels of the event to the airport on September 1<sup>st</sup>.
- Transportation from main hotels of the event – convention center: shuttles will be available on the 30<sup>th</sup> and 31<sup>st</sup> of August from the main hotels of the event to the Convention Center.
- Transportation to the integration and cultural activities.
- Meals: meals on the 30<sup>th</sup> and 31<sup>st</sup> of August are included.

In addition, there are preferential rates at the following hotels:



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Hotel	Single Rate	Double Rate	Others	Booking contact
<a href="#">Hotel Victoria</a>	\$1,245 MXN (\$69.20 USD) standard (single/double)	\$1,490 MXN (\$83.00 USD) Jr Suites (single/double)	Tax, breakfast and transportation to downtown are included	Booking can be made through email or telephone. Contact: Brenda García 01 951 5020850 ext. 850 <a href="mailto:reservaciones@hotelvictoriaoax.com.mx">reservaciones@hotelvictoriaoax.com.mx</a> Rosalba Morales 01 951 5020850 ext.100 <a href="mailto:grupos@hotelvictoriaoax.com.mx">grupos@hotelvictoriaoax.com.mx</a> Group code: <b>MROAXACA18</b>
<a href="#">Hotel Fortin</a>	\$64.67 USD	\$83.27 USD	Tax and breakfast are included. Triple room \$101.76USD Quadruple room \$127.86 USD	Contact: ISELA MATADAMAS ROBLEDO Grupos, Congresos y Convenciones Tel. 01 951 515 7777 Ext. 846 <a href="mailto:grupos@hotelfortinplaza.com.mx">grupos@hotelfortinplaza.com.mx</a> Group code: <b>MROAXACA18</b>
<a href="#">City Centro</a>	\$1,570.80 MXN	\$1,689.80 MXN	Tax and breakfast are included. Triple room \$1,927.00 MXN Quadruple room \$2,165.80 MXN	MGN Edwin López Rojas Sales Manager City Centro Oaxaca Tel. 8 01951)502 2270 Ext. 192 Cel. 951 5482855 Group code: <b>MROAXACA18</b>
<a href="#">Hotel ONE</a>	\$773.50 MXN (queen)	\$892.50 MXN	Triple room \$1,011.50 MXN Tax, breakfast and local transportation are included.	Contact: Patricia Ramírez // Sales Manager at Hotel One Oaxaca Email: <a href="mailto:ventas1oace@posadas.com">ventas1oace@posadas.com</a> Telephone: 01 800 800 663 give the code <b>G1AVBU@OAX</b> or the name of the Congress <b>MR OAXACA 18</b> Booking can be made on the website <a href="http://www.fiestamericana.com/es/groups">http://www.fiestamericana.com/es/groups</a> with the same code



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Hotel	Single Rate	Double Rate	Others	Booking contact
<a href="#">Misión de los Ángeles</a>	\$1171.50 MXN (\$63.62USD)	\$1331.50 MXN (\$71.97USD)	Tax and breakfast are included.	Groups and conventions (Nancy Cruz) 01 951 50 20 100 Ext: 104 Booking (Milca Silva) 01 951 50 20 100 Ext: 108 Group code: <b>MROAXACA18</b>
<a href="#">City Express</a>	\$880 MXN (\$44.90USD)	\$960 MXN (\$48.98USD)	Tax, breakfast and local transportation are included.	Hotel telephone: 01 (951) 5023500 Ext 192 <a href="mailto:ceoax.ventas@cityexpress.com.mx">ceoax.ventas@cityexpress.com.mx</a> <a href="mailto:ceoax.ayb@cityexpress.com">ceoax.ayb@cityexpress.com</a> Hugo Hernandez Mecinas, Cel. 044 951 2306386 Group code: <b>MROAXACA18</b>



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Additionally, if you need the participation of a second buyer of your company, you can obtain a discounted airline ticket by using the following preferential codes:

- INTERJET: one month before the event, you can make the purchase of your plane ticket with **10%** discount on interjet's website through the events tab, with the code **VIMACRO**.
- Aeroméxico: from June 5th you can make the purchase of your plane ticket at the Aeroméxico Call Center with the congress code **ITRGB7518N1**, which grants the following discounts:
  - o Discount for flights within Mexico: **12%** in Q, T, E, N, R; **10%** in U, K, H, L; **05%** in J,C,D, the following categories are not discounted I,Y,B,M.
  - o Discounts for international flights to the rest of the world, except Mexico and USA: **10%** in J,C,Y,B,M, **05%** in D,I,U,K,H,L,Q, **3%** in T., the following categories are not included: E, N.
  - o Discounts flights to/from **USA**: Not applicable
  - o To obtain this discount, you must submit your confirmation email to the VI Business Matchmaking Forum.
  - o In case of a change of schedule, any related charges to the fare regulations will apply, as well as the fare difference in case there is no availability in the originally booked category.

Finally, if you extend your stay, preferential rates for tours in Oaxaca are available, for further information please visit the V Business Matchmaking Forum website <http://www.promexico.mx/macrorrueda> in the section of tourism destinations.

## BUYER PROFILE

Direct buyers of retail stores and stores specialized in hardware, construction materials and decorative items.

- ✿ Managers of department stores and home improvement

Direct buyers of stores and specialized chain stores of food and beverages:

- ✿ Wholesalers and/or importers of supermarket chains
- ✿ Distributors and hotel-restaurant chains
- ✿ Distributors and importers of supermarket chains
- ✿ Buyers of departmental stores and warehouses.



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**PARTICIPATION REQUIREMENTS**

1. Be a buying or importing company with interest in trading with the Pacific Alliance market.
2. Legally constituted company.
3. Preferably with at least two years old.
4. With an interest in the Pacific Alliance markets – Chile, Colombia, Peru and Mexico.
5. The companies registered in the platform must have a minimum of **10 confirmed appointments**.
6. Have the participation of an executive who makes decisions on import purchases.

**REGISTRATION PROCESS:**

1. To start the registration process, the company must complete the registration form in the following link: <https://www.macrorruedaalianzadelpacifico.com/>  
The participation of the company is subject to a validation process, based on the information provided in the registration form. ProMéxico will review the profile and if accepted or rejected, the company will receive a notification email.
2. Subsequently, the company must review the profiles of the exporters and request business appointments through the platform. The buyer must have an agenda of **10 confirmed business meetings** in order to continue with its participation.
3. The confirmation to participate in the VI Business Matchmaking Forum will be obtained through an email sent by the platform.
4. Once your participation is confirmed, an executive from CREA will be contacting you for the purchase of your flight ticket.

**PREVIOUS TO THE VI BUSINESS MATCHMAKING FORUM:**

1. At least one week before the Forum, you must upload the information of your flights and accommodation on the platform:  
 Complete your flight and lodging on the platform.

**DURING THE VI BUSINESS MATCHMAKING FORUM:**

1. Attend all the business meetings in your agenda, as per the previously established schedules.



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#### **REGISTRATION STAGES**

The registration stages on the platform of the Business Matchmaking Forum are the following:

##### **a) Pre - Registered**

The registration form has been partially completed and the process is still unfinished. You are required to carry out a full registration to change your status to "Registered".

##### **b) Registered**

You have successfully completed the registration form. Your company will now be under the validation process and will be accepted according to the admission policies. **This stage does not confirm your participation.**

##### **c) Accepted**

The company has met all the requirements to begin the scheduling process. From this point on, the company will be able to request, confirm or reject meetings, according to their commercial interests. **Under this stage, your participation is not yet confirmed.**

##### **d) Confirmed**

The company must have a minimum of **10 confirmed appointments** to be confirmed. **Please keep in mind that CONFIRMED companies will be approved a maximum of two participants per company but only one flight ticket will be purchased.**

##### **e) Rejected**

The participation of the company was rejected because:

- Does not have the profile to participate
- Does not have the minimum number of confirmed appointments

##### **f) Canceled**

The Company informs that it will no longer participate in the event.

#### **PROCESS FOR THE PURCHASE OF FLIGHT TICKET**

Once the participation of the buyer is confirmed, an executive of the travel agency will be contacting the buyer to manage the purchase of the flight ticket. For this, a proposal of three flight options will be made, and the buyer will choose the one of his/her convenience; at the same time, the buyer will sign the letter of commitment



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of assistance. Once the flight is confirmed and the letter is signed, the agency will issue the plane ticket.

#### **CANCELATION POLICIES**

The buyer may cancel its participation until August 5<sup>th</sup> 2018, prior to the purchase of its plane ticket.

In the event that the Forum is canceled due to causes beyond ProMéxico's control, ProMéxico will not be responsible for covering any expenses derived from its participation in the event or related to it.

*\*Limited quota for 230 buyer companies with interest in the aforementioned markets.*

#### **CONTACT**

##### **Esau Garza**

Trade Commissioner / Consejero comercial

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