



36th Annual World Trade Week 2012

Honors MERCOSUR



May 17, 2012

Venue: Wichita Marriott, 9100 E Corporate Hills Dr, Wichita

Calendar of Events

1. 7:30^{am} – 4:30^{pm} “USA/KS Doing Business with MERCOSUR & Trade Prospects”

Wichita Mayor’s Welcome & WTW Proclamation Day conference provides unique opportunities to network, learn about trade prospects and discuss issues, prospects for US firms “Doing Business with MERCOSUR” from Argentina, Brazil, Chile, Paraguay and Uruguay & American trade specialists, Wichita Aircraft & area MNC export strategy & success case studies.

2. 5:45pm – 9:00pm WTW 2012 Honors MERCOSUR: Trade Relations - VIP Reception & Banquet

Social Hour & VIP Reception provides an opportunity to network with MERCOSUR delegates, distinguished guests & speakers. Banquet features Keynote Addresses, Governor’s World Trade Week Proclamation, Recognition of International Business Excellence Award & Internships Award and winners

Business Prospects under MERCOSUR

MERCOSUR is an economic and political agreement among Argentina, Brazil, Paraguay and Uruguay that has now transformed itself into a customs union. Bolivia, Chile, Colombia, Ecuador, Peru and Venezuela have associate member status.

MERCOSUR offers a huge potential market for the U.S. covering about 5 million square miles of territory, a population of 270 million and a combined GNP of \$2.9 trillion

The U.S. is **MERCOSUR’S** largest trade partner comprising about 25% of total **MERCOSUR** trade. Mercosur ‘5’ members account for only 3.5% of total U.S. trade. but with associates & Mexico joining as an observer, prospects are greater for trade advancement. Since 1991, U.S. trade with **MERCOSUR** increased over 5 fold from \$ 16 billion to about \$ 88 billion dollars in 2011. U.S. exports comprised about \$ 52 billion, while imports totaled about \$ 36 billion. **The U.S. owned FDI stock in MERCOSUR was about \$ 73 billion, while MERCOSUR countries in turn owned \$ 2.2 billion in U.S. FDI stock.** The largest category of 2011 exports was machinery, agricultural products, fuel and oil, commercial services and aircraft. The largest category of imports was minerals and oil, machinery, iron and steel and agricultural products.

Brazil, largest MERCOSUR economy, is a premier buyer of Wichita’s Aircraft.



World Trade Council of Wichita, Inc.
Center for International Business Advancement [CIBA]
USED/BIE Project, Barton School of Business, Wichita State University
1845 Fairmount, Wichita KS 67260-0088.



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Please circulate & invite business associates
Attend WTCouncil MERCOSUR events.

1. "Doing Business with MERCOSUR & Trade Prospects"

May 17, 2012

AGENDA

Venue: Wichita Marriott, 9100 Corporate Hills Dr.

7:30 am	Registration: <i>Coffee/Tea and Croissants</i>	
8:00 am	Introductions & Opening Remarks: <i>Dr. Dharma deSilva, Chair WTCouncil</i> Welcome & Mayor's World Trade Week MERCOSUR Proclamation, <i>Hon. Carl Brewer, Mayor City of Wichita</i>	
8:15 am	Perspectives & Prospects of Doing Business in Argentina – <i>Hon. Marcelo Suarez Salvia, Consul General, and Deputy Consul Juan Ignacio Camio Bavasso</i>	
8:45 am	Perspectives and Prospects of Doing Business in Brazil – <i>Hon. Ernesto Henrique Fraga Araujo, Deputy Chief of Mission</i>	
9:15 am	Perspectives & Prospects of Doing Business in Uruguay – <i>Hon. Dra. Nury Bauzan, Consul General</i>	
9:45 am	Perspectives & Prospects of Doing Business in Paraguay – <i>Ms. Kuni Hashimoto, Segunda Secretaria</i>	
10:15 am	Break	
10:30 am	Perspectives and Prospects of Doing Business in Chile (US-Chile FTA) <i>Mr. Robert Evans, Honorary Consul</i>	
11:00 am	Perspectives & Prospects of Doing Business in Ecuador – <i>Mr. Borys Mejia, Trade Commissioner,</i>	
11:30 am	Perspectives & Prospects of Doing Business: Columbia & Peru FTAs with USA - <i>[Observer Panel invited]</i>	
12:00 pm	Lunch – <i>US-MERCOSUR Trade Relations, Hon. Walter Bastian, Deputy Assistant Secretary, US Dept of Commerce</i>	
1:15 pm	Panel: Legal, Customs, Documentation, Accounting & Taxation Issues – <i>Dr. Melissa Birch, KU; Dr. Clyde Stoltenberg, WSU; Ken Hoffman, Attorney at Law; Mario Bonilla, Grant Thornton; Wade West UPS, and others TBA</i>	
2:15 pm	Panel: Wichita Aircraft & Other KS Firms in MERCOSUR business – <i>Cargill; Pioneer Balloon; BG Products; Bradbury Group; NetApp; Cessna Aircraft; Hawker Beechcraft; Bombardier Aerospace/Learjet; The Boeing Co., [Invited]</i>	
3:45pm	Q & A - joined by Kansas Resources – <i>GWEDC, KWTC, KDOC, USDOC & USSBA [Presenters TBA] Chair Dr Masud Chand</i>	
4:30 pm	Adjourn – Opportunity for individual consultations with delegates, companies and panelists	
5:45-6:45 pm	VIP Reception WTW Honors MERCOSUR <i>(Complimentary to all day conference participants)</i>	

Note: If you & spouse/friends wish to attend WTW MERCOSUR Banquet following VIP Reception, Reservations required, call 978-3176

2. World Trade Week 2012 Honors MERCOSUR: VIP Reception & Banquet

Thursday May 17, 2012	5:45 pm	VIP Reception <i>[Taste of MERCOSUR Wines/ Beverages sponsored SBC, WTCouncil Patrons, Hors d' oeuvres by Dean & DeLuca, King Midas, Wichita Marriott]</i>
	6:45 pm	World Trade Week MERCOSUR 2012 Banquet <i>[Cargill KS meat carving and Wine served]</i>
	7:30 pm	Presiding, Introduction & Recognition of MERCOSUR delegates – <i>Dr Dharma deSilva, Chair WTCouncil</i>
	7:40pm	Governor's Welcome & Proclamation of World Trade Week Honors MERCOSUR 2012 Keynote Addresses by MERCOSUR Chairs 2012 - <i>Hon. Marcelo Suarez Sabria, Consul General of Argentina, Hon. Ernesto Henrique Fraga Araujo, Deputy Chief of Mission, Embassy of Brazil & Hon. Walter Bastian, Deputy Assistant Secretary, US Dept of Commerce USDOC, Washington DC</i>
	8:40 pm	International Business Excellence Award Sponsored by Grant Thornton & Internships Winners <i>Dan Meyer [Chair] Roger Hubble, Dr. Douglas Hensler & Dr Clyde Stoltenberg</i>
	8:50pm	Vote of Thanks, Presentations of Souvenirs, Door Prizes & Group Photo

Reservations Deadline May 14, 2012. Register online or Mail with payment to:

World Trade Council Wichita Inc.
CIBA, Barton School of Business, CH 034, Wichita State University
1845 Fairmount, Wichita, KS 67260-0088

1. Make _____ Reservations for WTW MERCOSUR Day Conference & Luncheon @ \$90.00 Members _____ [120 Non-Members]
Name[s] _____
Company _____ Tel: _____ Email _____ Vegetarian _____

2. Make _____ Reservations for Evening WTW MERCOSUR VIP Reception & Banquet @ \$35 member or \$45 non-member & walk-ins
Company/Group _____ Reservations for VIP Reception & Banquet at special rate of \$250 per table of eight guests.
Name[s] _____
Company _____ Tel: _____ Email _____

SPONSORS: World Trade Week Honors Mercosur 2012 is sponsored by the World Trade Council of Wichita Inc. affiliated with The Metro Chamber & WSU Center for International Business Advancement, CIBA=USED/BIE Project, WTCouncil VIP Reception Contributors, Leon Trammell-LT Ranch, Pioneer Balloon Décor, Standard Beverage Corporation, Dean & DeLuca, Cargill; in association with Embassies; Consulates General of MERCOSUR, KU Center Latin American Studies, City of Wichita, Sedgwick County, Kansas Dept. of Commerce, US Dept of Commerce-DEC, Wichita Committee on Foreign Relations, US-SBA, KSITCC, AIESEC-WSU & Wichita Marriott. Venue: Contact Tricia or Neftali [Tel 316 - 651- 0333] for special rates at Wichita Marriott for visiting country dignitaries & participants.

Register early as seats are limited. Please circulate among interested business associates. Spouse/friends Welcome.

WTCouncil – A Non-Profit Organization Affiliated with WSU's Center for International Business Advancement & The Metro Chamber

