

Opportunities for UK companies in Latin America and the Caribbean



*Mexico City,
Mexico*

 **EXPORTING
IS
GREAT**
BRITAIN & NORTHERN IRELAND



Rio de Janeiro,
Brazil

Contents

About the Department for
International Trade (DIT).....**2-3**

Opportunities for UK companies in
Latin America and the Caribbean **4-5**

Sectors	
Advanced Engineering	6-7
Education	8-9
Financial Services	10-11
Food & Drink	12-13
Infrastructure	14-15
Life Sciences	16-17
Marine	18
Mining	19
Oil & Gas	20-22
Renewable Energy	23

Markets	
A focus on Latin American and Caribbean markets	24-25
Argentina	26
Barbados	27
Brazil	28
Chile	29
Colombia	30
Costa Rica	31
Cuba	32
Dominican Republic	33
Ecuador	34
Guatemala	35
Guyana	36
Jamaica	37
Mexico	38
Panama	39
Paraguay	40
Peru	41
Trinidad & Tobago	42
Uruguay	43
Venezuela	44

The Department for International Trade



This brochure is designed to draw together key points about the most important sectors and markets with opportunities for exporting UK companies to consider in Latin America and the Caribbean.

Opportunities are particularly relevant to larger exporting companies with experience of trading in other overseas markets, with capacity to visit the region and invest time in establishing strong business relationships.

From our offices overseas and in the UK, the Department for International Trade (DIT) helps UK-based businesses export and grow in overseas markets and also helps overseas companies locate and grow in the UK. We provide our services in over 100 markets worldwide.

DIT's international trade experts help UK companies assess market potential for their product or service; we can help research the market and we can advise companies on the best route to market and on regulations they need

to comply with. We connect companies up with key contacts in their sector and help them identify and warm up potential business partners. Our teams can:

- Help to find the best markets for a company's product or service.
- Provide tailored support and guidance on how to trade in a target market.
- Research, identify and warm up potential business partners.
- Support during overseas visits.
- Support during overseas exhibitions and events.

UK Export Finance



UK Export Finance is part of DIT and supports companies with financing their overseas sales. They also help UK exporters win contracts: the attractive financing terms they can give to buyers of UK goods and services help exporters make their offer more competitive.

They help exporters fulfil contracts by enabling companies to access the working capital they need, giving them the ability to take on more contracts and increase turnover. They also help exporters get paid by offering insurance against the risk of not being paid, or of not being able to recover the costs of fulfilling an export contract.

DIT Latin America and Caribbean Export Support Services

Export Support in LATAC is coordinated by the LATAC Enquiry Hub (DIT.LATAC@mobile.trade.gov.uk), a team that works closely with International Trade Advisers (ITAs), our teams in the different countries in the region and our wider UK-LATAC Ecosystem. Our goal is to make sure you are speaking with the right people whenever you need support in the region. We understand that all export journeys are different so we encourage you to get in touch with the Hub - together we can work out the best way forward for you. Whilst we're doing that, here are a few things we believe you should consider when looking at LATAC:

Get a Plan Together

Researching the market and developing a plan to identify the support you need along the way is key to getting that win - this will help you understand the different stages along the export journey and the different commercial services that you may need on the way (market intelligence, partner/agent searches, legal support, back-office and financial services etc.). If you are a first time exporter, or if this is your first time exporting to LATAC, we highly recommend you speaking with an ITA from your local trade office (which you can locate on www.great.gov.uk) to put this Export Plan together. If you are an experienced exporter, or are already present in LATAC and looking to expand, it is still worth identifying which markets you want to consider and putting a plan together, understanding that each country has its own characteristics and structures.

Get Resource-Ready

It is easier to do business in LATAC than many people think and the return on investment from taking a step into the region can really make it worth the while. However, it does require exactly that: investment.

Time and money are needed to make any venture into the region a success - in general, business is extremely relationship-based in LATAC and you can't expect quick deals that can be won over the phone or by email. We believe you will need to be prepared to visit the markets that interest you in order to establish strong relationships with potential partners. When considering the region, take into account the costs involved with winning an opportunity and any commercial services you identify in your plan. Whilst our DIT teams are on-hand to support you, commercial trade support services will almost always incur a cost.

Get Connected

There's a whole ecosystem of support available to you - plugging yourself into that will be a big boost to your ventures. To do this, get in touch (either directly or via your ITA) with the LATAC Enquiry Hub. In the Hub, we will look at your requirements and make a service diagnosis, working out whether you require DIT support or private sector support via our quality-assured External Referral Pool (a network of all types of service providers: business development services, financial and professional services, legal support, regulatory support etc.).

Get Winning

We want you to be successful, so whichever path you end up taking towards LATAC, stay in touch with us. Every step you take along your export journey, every step towards winning business in the region, DIT is always on-hand to help you out: either one of our teams in LATAC could be delivering a service you need or our Enquiry Hub team could be supporting with you whilst you receive a service from the External Referral Pool.

For more information, get in touch with the DIT LATAC Enquiry Hub (DIT.LATAC@mobile.trade.gov.uk) or your local trade office.

DIT in Latin America & the Caribbean

The Department for International Trade has a network of 130 staff based in 19 Latin American and Caribbean markets, whose role is to support UK companies that want to grow their business in the region.

To find out more about how DIT may be able to help your business grow, please contact our teams in the UK and overseas.

*Santiago,
Chile*

Opportunities for UK companies in Latin America and the Caribbean

The Department for International Trade is responsible for promoting UK trade across the world and attracting foreign investment to the UK.

We are a specialised government body with responsibility for negotiating international trade policy, supporting business, as well as delivering an outward-looking trade diplomacy strategy.

DIT has trade specialists who can help UK companies commission services from local experts overseas including:

- Country and sector advice, with extensive local market knowledge and research.

- Support during overseas visits, and the identification of potential business partners.
- Assistance and support during overseas exhibitions and events.

Latin America & the Caribbean is the world's third largest economy, after the US and China. It has a population of 650 million – almost double that of the US and 10 times the size of the UK.

“DIT helped me get commercial access and knowledge of Brazil. They supported me to achieve my goal to export my security technology by being in the right place at the right time”

- Staff Security

For more information on how to grow your business overseas, please visit: [great.gov.uk](https://www.great.gov.uk)



An engineer operates machinery

“Mexico produces 3.4 million light vehicles and 190,000 heavy vehicles per year.”

Advanced Engineering and Automotive

Mexico & Brazil offer the most significant opportunities in Latin America, in the Advanced Engineering sector.

Mexican manufacturing is fully integrated into industrial supply chains in the US and Canada. The new US-Mexico-Canada Agreement will continue to drive growth in manufacturing development across the country.

Brazil has the largest industrial base in Latin America, supplying their domestic market and other regional markets.

Both countries have attracted sizeable Foreign Direct Investment from leading multinational companies in recent decades, with large manufacturing plants established and extensive supply chains based in market. Experienced Brazilian and Mexican engineering companies also operate as part of these supply chains and

there is potential to supply them with UK technology, components and expertise.

Market Detail

Mexico produces 3.4 million light vehicles and 190,000 heavy vehicles per year. It is the 4th largest auto part producer in the world, exporting to 100+ markets.

Aerospace, electronics, food and drink production and domestic appliance manufacturing also have sizeable presence in Mexico. Notably, Mexico is increasingly moving into new industries such as the manufacturing of electric vehicles and aerospace components, mainly for the US market.

Brazil is investing extensively into Industry 4.0. Its Internet of Things (IoT) sector is valued at £306m and this is set to double by 2020. Aerospace and automotive development continues to grow. Brazil has a complex regulatory system, but its sizeable industrial base and a population of over 220 million means that demand for new products and services is growing in all areas of industry.

Where there is demand for new technology, the cost of doing business in Brazil and Mexico can be reduced by incentive packages. Advanced Manufacturing is well established and is growing exponentially in the Latin American and Caribbean region. UK companies offering solutions in integrated logistics, low carbon technologies, lightweight components, connected car solutions, advanced materials and engineering consultancy have particular potential.

For more advice and support on growing your overseas trade, please visit:
www.great.gov.uk

Opportunities for UK companies in Mexico

- Machine tools, industrial equipment and manufacturing technology
- Specialised steels and alloys
- Forgings, castings and stampings
- Plastic injection moulding
- Electronic components
- Surface finishing, assembly and sub-assembly machinery
- Components for light vehicles
- Opportunities in supply chains at Tier 1, 2 and 3

Opportunities for UK companies in Brazil

- Big data; artificial intelligence; virtual and augmented reality applications
- Machine interoperability
- Advanced production monitoring, analysis
- Advanced manufacturing, robotics and materials technologies
- Integrated logistics solutions
- Low carbon technologies
- Automated manufacturing
- 3D printing of parts and tools

Education

Student writes on a board at school

The Latin America & Caribbean education and training market has developed extensively in recent years. Public sector education reforms across the region have resulted in improved provision for a wider range of the population.

Private sector demand for better quality education and training solutions has resulted in opportunities in Higher Education; Teacher Training; high quality English language teaching (ELT); Technical & Vocational education (TVET) and education technology. Latin America & the Caribbean is, without doubt, an exciting region with huge potential for UK companies in the education sector.

Market Detail

Education is high on the agenda in Latin America and the Caribbean and offers huge opportunities for UK suppliers in the sector. Brazil; Colombia; Ecuador; Mexico and Panama have recently seen significant education reforms and new national projects which present particularly good opportunities for UK companies.

The rapidly growing Pacific Alliance trade bloc (Colombia, Mexico, Chile & Peru) means that any one of these countries has the potential to act as a springboard for UK exporters, particularly given that a key aim of the alliance is the harmonisation of standards and certification across a number of industries.

The UK's main competitors in Latin America are the US (lower cost), Spain (language and legal system links), Germany and Italy.

DIT works to identify strategic opportunities in overseas markets, working with UK representative bodies – eg. English UK, the Association of Colleges, Universities UK, the Russell Group, British Educational Suppliers Association (BESA) and Training Gateway to recruit suppliers matched to local needs.

We work with key local influencers in overseas regions such as SENA (Colombia's Service for Technical learning), Chihuahua State's (Mexico) Secretary for Education. We also work closely with local companies or buyers with the aim of raising awareness of the UK Education offer across the region.

Opportunities for UK companies

DIT's Education Team facilitated new export business of almost £68m in 2017/18 and have identified opportunities with a combined potential of over £500m for UK companies over the next 5 years. Key opportunities fall within the following subsectors:

- English Language Proficiency (including around the next phase of the Brazilian Science without Borders initiative)
- Vocational and Technical Training (eg. auto, aerospace, oil & gas and teacher training in Mexico)
- Higher Education Trans National Education (especially with links to industry – oil & gas, health and automotive)
- Education Technology (eg. distance learning).

In 2017/2018 the DIT Education Team facilitated almost £68m in export wins.

Financial Services

The Latin America & Caribbean region is the world's 3rd largest economy. From Asset Management to Fintech, these markets present a significant and developing opportunity for British business, with particular interest in technology and products that are new and innovative.

There is great interest in services that help productivity or advance local insurance or securities offers. Many of these gaps can be filled by UK companies whose experience is well recognised in the region.

The UK is the 3rd largest exporter of services to Brazil with 16.7% share in financial services.

Market Detail

There is a keen appetite in Latin America & the Caribbean markets for innovation in banking (13% of total local IT investment in 2017 came from banks). There is demand for new services in insurance and in investment funds; the local population tends to lack trust in local providers. Sizeable opportunities for UK companies have been identified in the region, particularly in Brazil, Colombia and Mexico.

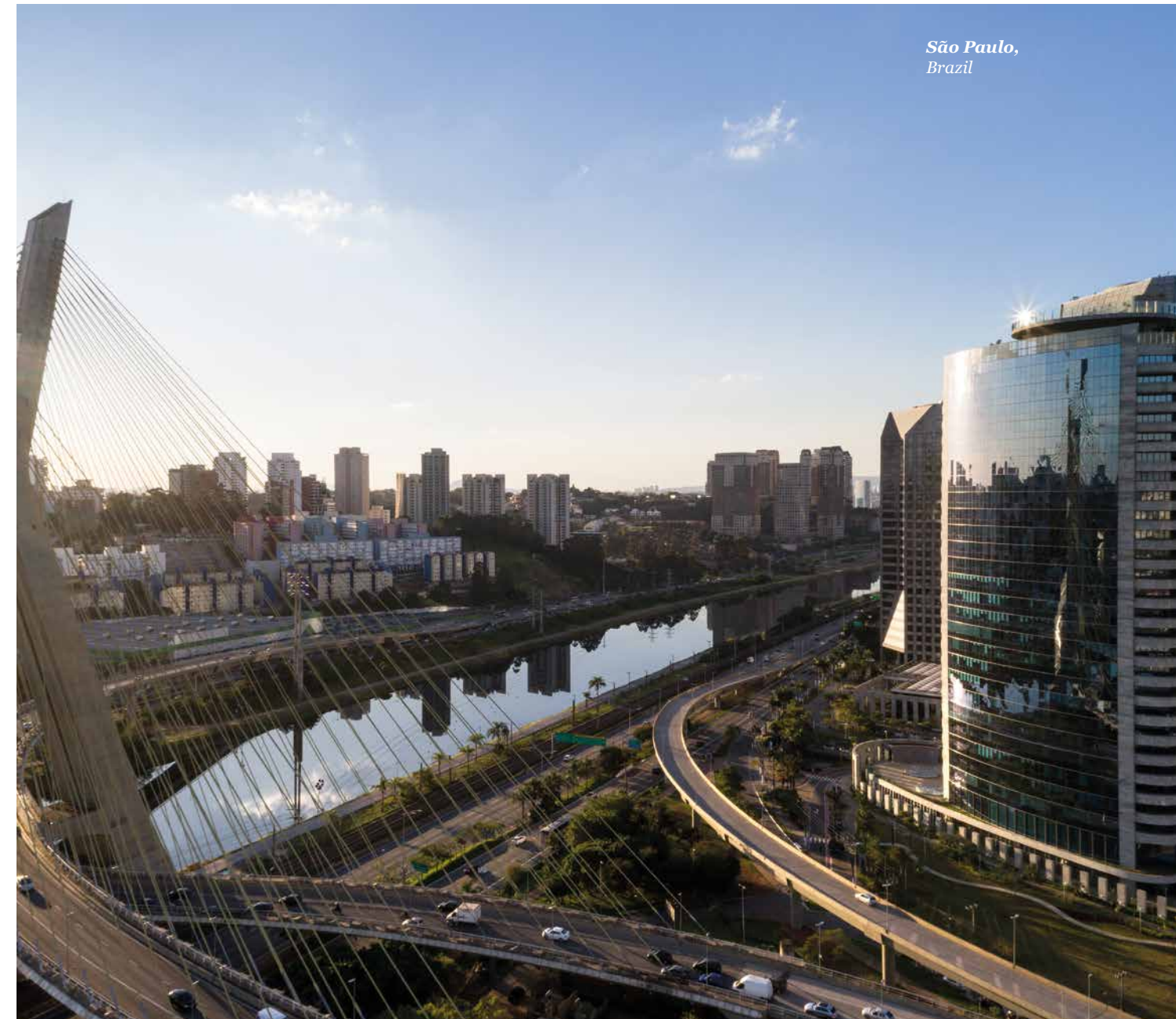
The UK is the 3rd largest exporter of services to Brazil, with 16.7% of this activity being in financial services.

The UK is known to be host to over 1,000 companies in the Financial Technology (FinTech) sector. It also has some of the world's most innovative accelerators. Fintech is regarded in Latin America as an instrument to improve financial inclusion.

In Mexico, where more than 60% of the adult population does not have a bank account, a FinTech law was passed in March 2018 to address this issue. It is estimated that overseas financial companies could secure a 30% share of the banking sector in the next 10 years.* Local competition is developing in areas such as insurance/reinsurance and companies. Expertise in service improvement is in demand.

Reduction of regulation in areas such as Asset Management and Fintech continues and consequently the markets are opening up to overseas investment.

Continuing economic reforms, particularly in Brazil, Mexico and Colombia, are expected to result in more opportunities for UK companies. Latin America and the Caribbean financial markets are keen to see more international companies entering their markets with cutting-edge technology, providing new solutions to local problems.



São Paulo,
Brazil

Opportunities for UK companies

- UK Asset Management companies.
- Reinsurance: Lloyd's is the second-largest player in Brazil; it is also a key player in Mexico. There is scope for more UK reinsurers to benefit from the regulatory changes underway.
- There are opportunities in Colombia for UK Investment Banks to advise and structure green bonds and regular issuances in the Capitals Market.
- In Colombia, the National Development plan proposed a regulatory sand-box and specialized operating licences for different types of Fintech.
- Asset Management: UK Asset Management capabilities are well recognised in the region. There is potential for these companies to grow business in a number of Latin American markets where provision is underdeveloped. Positive change in regulatory limits for funds' asset allocation is expected in 2019.

*Rodda's Cornish Clotted Cream,
Protected Designation of Origin*

There are significant opportunities for UK Food and Drink companies with a unique offer or a strong brand, in markets such as Argentina, Brazil and Mexico.

Food and Drink

Fast-growing populations with increasing disposable income and reducing trade barriers make Latin America & Caribbean markets an attractive destination for British food and beverage companies.

British products are seen to represent quality and authenticity, so often sell at high price points in these markets. Whilst it can be difficult to compete in agricultural produce and goods at the lower-priced end of the sector, British products that have unique features and quality ingredients will see great demand and openness to trying new products. There are significant opportunities for UK companies in Argentina, Brazil and Mexico.

Market Detail

Growing consumer spend in Latin America & the Caribbean is driving rising food and drink consumption with year on year growth in the region of over 31%.

Mexico is the leading destination for UK food & drink products in Latin America & the Caribbean - it has a rapidly growing population with disposable income which is boosting demand for premium products, convenience food and drinks. Longer working hours are fuelling demand for higher-value processed and quality food. By 2020, consumption of alcoholic and non-alcoholic drinks in Mexico is expected to have grown by 11.4% and 10.8%, respectively against 2015 levels. However new brands need to have a clear USP and to be able to compete with a strong domestic market.

Brazil represents an excellent opportunity for UK food & drink products, with a sizeable population between 15-34 years old who are familiar with international products and a £167 billion consumer market (which accounts for 12.3% of the country's GDP). Approximately 20,000 new products are launched in Brazil every year, with 50% at high price points. Some products need to be registered; some are subject to changing regulations or quotas in the Brazilian market.

Argentina has opened up to UK products considerably in recent years, thanks to an improving trade environment that allows Argentinian companies to import products more easily. Whilst Argentina is a leading food producer in itself, the consumer market is sophisticated and interested in quality UK food and drink products.

Opportunities for UK Companies

British products in demand in Latin America and the Caribbean are:

- Spirits and craft beers
- Delicatessen, gourmet, organic, gluten-free, preserves, condiments and confectionary
- Weight loss; gluten free, organic and other healthy lifestyle products
- Ready-to-drink beverages
- Dairy, beef, pork and other primary products
- Ingredients for processed food

For more advice and support to grow your overseas trade, please visit: www.great.gov.uk



Juscelino Kubitschek Bridge,
Brazil

For more advice and support
on how to grow your overseas
markets, visit:
www.great.gov.uk

Infrastructure

According to the Inter-American Development Bank (IDB), the governments of Latin America would need to devote 5% of their GDP annually into infrastructure to catch up with more advanced economies.

Whilst the level of investment has been much lower (a yearly average of 2.4% of GDP between 1992 and 2013), a significant number of programmes have been launched across the region to improve the quality and coverage of infrastructure; the aim being to achieve greater economic growth.

Market Detail

DIT teams have identified opportunities accessible to UK companies in Argentina, Brazil, Colombia, Costa Rica, Mexico, Peru and Panama. Major projects include:



Mexico City

Mexico:



Tren Maya (a passenger train connecting 5 states in southeast Mexico); refurbishing and capacity expansion at Mexico City and Toluca International Airports; the Trans-Isthmic Train.



São Paulo

Brazil:



São Paulo Metro Orange Line; Monorail Salvador; Ferrograo railway project; privatisation of Sanepar Water Utility; rail concession renewal; new airport concession round.



Buenos Aires

Argentina:



Upgrading of Ezeiza Airport; rail network renewal; expansion of Buenos Aires underground.



Cartagena

Colombia:



New airport at Cartagena; new Metro in Bogota; the Central Railway concession.



Cartago, Costa Rica

Costa Rica:



High Speed Electric Train; a new International Airport.



Peru

Peru:



Lima Metro; Northern Peru reconstruction; urban regeneration of Villa El Salvador, the expansion of Lima airport and a new airport in Chincheros.

Opportunities for UK Companies

Important opportunities have been identified as relevant to UK companies for UK companies with expertise in:

- Project & cost management
- Financing schemes (PPPs, BOT)
- Architectural design
- Master planning/engineering services
- Security
- Consultancy services
- Rolling stock
- Signalling
- Bridges
- Flood prevention equipment



Panama City

Panama:



11 water & sanitation projects; a fast train from Panama-Costa Rica.

Life Sciences

With growing economic wealth, a rapidly growing population and improving healthcare delivery systems, Latin America & Caribbean markets have seen the growing presence of international investment in the Life Sciences sector.

There has been significant growth in clinical trials taking place in the region and in medical tourism. Expansion in high-end private sector medical facilities and specialist clinics across the region indicates that the sector is growing at some pace, resulting in strong demand for new medical devices and services.

There are significant opportunities in Life Sciences for UK companies with advanced technologies, particularly in Brazil, Colombia, Cuba, Mexico, Panama and Peru.

For more advice and support to grow your overseas trade, please visit: www.great.gov.uk

Market Detail

Growing wealth and greater demand for improved healthcare services, particularly in private healthcare, has resulted in significant growth in the Life Sciences sector in Latin America and the Caribbean. Concern about diseases such as cardiac conditions, cancer, diabetes and chronic respiratory disorders has resulted in significant demand for new products, services and initiatives to help reduce morbidity rates. Insufficient domestic development and production of medical technology and pharmaceuticals means that countries rely on overseas suppliers or manufacturing of international brands in their markets. As a well-regarded UK strength, the Latin America & Caribbean region presents a significant opportunity.

Plants grow in a test tube in a lab

Opportunities for UK companies

Brazil

Annual healthcare expenditure in Brazil is expected to reach US\$197 billion by 2020 (or 9.8% of GDP). Demand is partly driven by an ageing population, leading to higher demand for pharmaceuticals. Trade in international brands represent 47.5% of the market and supply of pharmaceuticals must grow at 9% per year to meet demand. Growth in medical devices is driven by a large private healthcare system (reaching 23% of the population), and is expected to see sales of US\$5.3 billion by 2020. Expenditure on diagnostic equipment is expected to be more than US\$180 million per annum in the coming few years and represents a significant opportunity.

Mexico

Pharmaceutical manufacturing is one of Mexico's top three industries, estimated to be a market worth US\$36 billion by 2020. From a 2017 baseline, Mexico's medical devices market will grow by about 33% by 2020, to US\$6.5 billion. Obesity-related treatments reached more than US\$5 billion - 72.5% of adults in Mexico are diagnosed as clinically overweight or obese.

Colombia

Colombia has growing universal health coverage. The Colombian pharmaceutical market is on the rise, surpassing the size of Argentina's market just recently. Total healthcare expenditure is forecast to reach US\$25 billion by 2020. The Colombian regulatory environment is rapidly improving and we expect to see UK companies winning business, as a result of these important changes.

Peru

The expansion of universal healthcare coverage in a flourishing economy, an ageing population and the growth of non-communicable diseases will be key drivers of demand for increased expenditure in pharmaceuticals and medical devices in Peru.

Marine

The most significant opportunities for UK companies in the marine sector are to be found in the Brazilian market.

There is demand for technology and support services right across the sector. Notably, the Brazilian shipbuilding industry in Brazil is focussed on delivering vessels for a wide range of industries: Oil & Gas, Port Transport, Navy, Inland Waterways and Leisure.

Market Detail

Within the last 15 years, the Brazilian marine sector has grown significantly. Government policy and programmes have driven this activity and have revitalised the shipbuilding industry.

The development of deep-water projects in the Oil and Gas sector has also been a key factor. An important resource, the Brazilian Merchant Marine Fund (FMM) was designed to provide resources for the development of the Merchant Navy and the Brazilian shipbuilding and repair industry. In 2019, its Board of Directors approved £1.36 billion to finance shipbuilding projects, an increase of 70% compared to the previous year. In December 2018, Brazil had 174 vessels under construction. Within this programme, £500 million is focused on new projects including the manufacture of container vessels; passenger transportation; ship repair and shipyard installation and modernisation.

Opportunities for UK Companies

- Ports
- River transport: there are several vessels under construction and new projects being developed to support the exporting demands of the Agribusiness industry
- Defence sector - naval vessels
- Leisure - various size vessels and components



Port of Rio de Janeiro

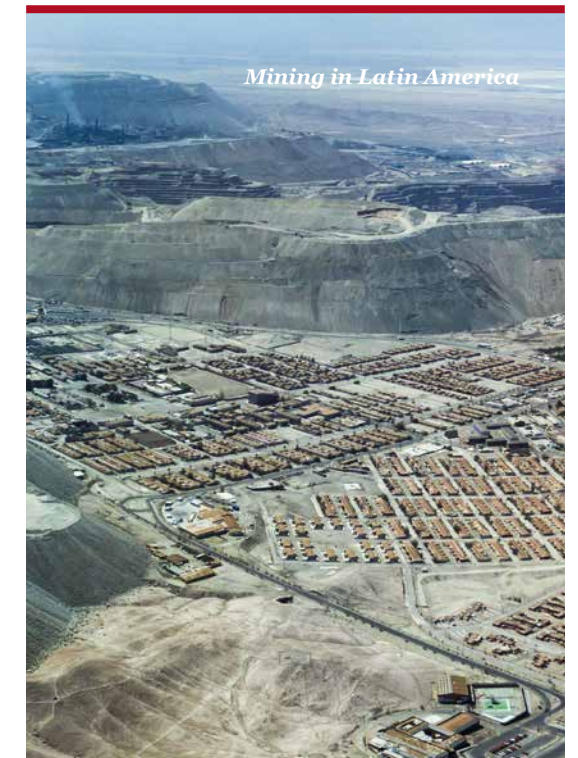
Mining

The Mining sector in Latin America represents a significant opportunity for UK companies. Production costs are soaring as labour, energy and water costs rise; these concerns, coupled with the decline in ore grades and volatile commodity prices mean that operating companies need to make efficiency gains.

They also need to improve compliance with international legal obligations. There is demand for technology that helps local companies comply with environmental regulations, that saves energy and water or that results in productivity gains. UK companies are recognised as having the expertise and technology to help.

Market Detail

Latin American markets offering significant opportunities in mining are Argentina, Brazil, Bolivia, Chile, Colombia, Ecuador and Peru. There are sizeable and growing operations in the mining of copper, gold, iron ore, silver, molybdenum and recently lithium (the "lithium triangle" - Argentina, Bolivia and Chile - contains more than 50% of global lithium deposits). A conservative estimate suggests that the world's lithium market is worth US\$1.7b. Annual growth of 25% has been seen due to demand in electric vehicle production.



Mining in Latin America

These mining operations need products and services across the entire supply chain. There is a current portfolio of more than 250 mining projects in Latin America at various stages of development, from feasibility study to construction.

Opportunities for UK Companies

- Exploration & Resource Evaluation: project management; geological consultancy; engineering; environmental consultancy; community and stakeholder engagement; risk management; hydrology.
- Engineering & Development: procurement, cost control, construction and complex equipment.
- Operation: blasting; drilling; haulage; grade control and surveys; processing; mineral extraction; waste management.
- Water and energy conservation, desalination.
- Efficiency; mine closure (site remediation).
- Mining-related vocational training.

Oil & Gas

British companies with expertise and technology in the Energy sector have seen significant progress in Latin America and the Caribbean in recent years. Opportunities have opened up both in the traditional industry of oil & gas as well as in renewable energy development.

As markets such as Brazil and Mexico continue to invest and open up their State-owned industries, there is scope for UK businesses to win an ever greater share of the market. Markets such as Argentina, the Caribbean and Colombia are also seeing significant growth. Companies with new technologies that upgrade existing production sites or help increase efficiency are in particular demand.

*Offshore oil rig,
North Sea, UK,*

Market Detail:

Brazil

Brazil is the largest energy market in South America and has the second largest oil reserves in the region with 12.8 billion barrels of proven reserves. The sector accounts for 10% of GDP. Average oil production in November 2018 was 2.6 million bpd (barrels per day). With the new Brazilian government in place, significant market development is expected this year with excellent opportunities for UK companies to engage.

There are currently 31 operators in Brazil with 493 fields in production (onshore and offshore). Companies involved in offshore activity are: Petrobras, Shell, Equinor, BP, ExxonMobil, TOTAL, Repsol, Chevron, QGEP and PetroRio. Brazil has taken steps to improve the business environment in the oil and gas sector. Brazil has recently reviewed its regulatory frameworks to attract more international investment by:

- Improving local content policies
- Reviewing and improving the natural gas regulatory framework
- Establishing an agenda of bidding rounds in 2019
- Renewing its tax regime (REPETRO)
- Developing Petrobras' divestment programme

Opportunities in Brazil:

Brazilian companies look to the UK for technology and support in the following areas:

- Subsea infrastructure – FEED & development
- Repair & maintenance of offshore assets
- Enhanced oil recovery
- Decommissioning

Market Detail:

Mexico

In 2013, historic energy reform took place in Mexico with PEMEX, the national oil company, opening the oil and gas market to the private sector. Through recent decades, development had stagnated and the industry was very inefficient. However, since the reforms, Mexico has implemented ambitious changes to its market operations, opening up fuel and natural gas activities and seeing sizeable projects being awarded to multinational companies. There is continuing, significant, potential for industrial transformation, distribution, commercialisation, environmental development and refinery development to meet growing energy demand in Mexico, to enhance the country's energy security and to enable Mexico to compete in the international market. Since 2015, Mexico has held 9 E&P bidding rounds, awarding 107 contracts to 73 companies, attracting estimated investment of US\$160 billion into shallow water, deep water and onshore blocks. Investment in natural gas pipelines is set to grow by 40% by end 2019. The fuel distribution market is at the threshold of opening up to overseas expertise: liberalised prices and fuel imports offer new opportunities in infrastructure, storage, distribution and transportation of fuels to meet demand. This will attract an estimated investment of US\$16 billion.

Opportunities in Mexico:

There is a broad range of technology demand in the Mexican energy market:

- Engineering – offshore and industrial transformation
- Enhanced oil recovery
- Drilling and well capabilities
- Health and safety
- Integrity management
- Maintenance and operation for onshore gas pipelines
- Marine pipelines; subsea capabilities in deep and shallow water
- Process industry supply chain (steel alloys, valves, automation)
- Training equipment and taskforce training

Opportunities in the Latin American & Caribbean Energy sector:

Argentina

Argentina is a key natural gas and oil producer in South America, as counts with five productive onshore basins. The most important unconventional reservoir is Vaca Muerta, which covers a 35,000km² area in Southwestern Argentina. The country has the world's 2nd largest recoverable shale gas (802tcf), the 4th largest shale oil (27bn bbl) reserves, and a well-established hydrocarbon's industry: oil production 185,650 Kboe and 49,350 Mmm³/year in 2019.

Argentina has temporary LNG facilities that chill gas into liquid for shipment overseas exportations and it has the project to build a GBP 4 billion natural gas export plant in the Province of Buenos Aires.

Offshore: the last licensing round was launched in late 2018, with 18 blocks awarded in three productive basins (North Basin, Austral Basin and SouthWest Basin) including shallow, deep and ultra-Deep water exploration areas. The second round of offshore tenders is expected to be in late 2020.

Key operators and oilfield service companies include YPF, Pan American Energy (50% BP), Exxon Mobil, Total, Shell, Chevron, Equinor, Wintershall, Halliburton, Schlumberger and Baker Hughes.

The Caribbean

The Southern Caribbean is rapidly emerging as a regional deepwater province, as evidenced by an increased level of exploration activity and discovery in Trinidad & Tobago, and Guyana. Trinidad and Tobago is the largest oil and natural gas producer in the Caribbean, with estimated gas reserves of 43.7 trillion cubic feet.

In Guyana, proven oil-equivalent recoverable reserves are 5 billion barrels, making it a world-class hydrocarbon basin. While other islands in the Caribbean are comparatively less focused on fossil fuels, there are significant opportunities to engage on renewable projects, specifically solar, wind and geothermal.

Colombia

Transition from a highly regulated economic regime to an open market has developed well in Colombia, since 1990. Whilst struggling with security, Colombia has a rapidly developing oil sector with significant, untapped, natural gas reserves as well as good potential in renewable energy development. It has high reliance on hydro-electric power and there are significant plans to develop its electricity infrastructure.

DIT in Latin America and the Caribbean provides extensive support in the oil and gas sector; our teams have a lot of experience of working with local organisations at senior and technical levels and have excellent contacts and insight.

They organise events and raise awareness of the UK's capabilities through a programme of regular visits, inward to the UK and out to markets, in particular Brazil and Mexico. Working with operators and prime contractors in the market, particularly on supply chain development, and drawing on financial backing available through UK Export Finance has yielded a strong and growing level of business secured for UK companies.

For more advice and support on growing your overseas trade, please visit: www.great.gov.uk

Renewable Energy

The Latin America & the Caribbean region is one of the most exciting global markets for UK renewable energy companies with over 25% of primary energy coming from renewable sources. Brazil and Mexico are at the forefront of this fast-growing development.

In 2016, renewable sources were responsible for 43.5% of installed energy capacity in Brazil, or 125,3 Mtep. In 2016, the Brazilian Ministry of Energy forecast that 81,7% of the electric power matrix would come from renewable sources. In Mexico, in 2017, 21.08% of national electricity was generated by clean energy sources (69,396.16 GWh). Installed clean energy capacity was 22,327.40 MW, or 29.5% of national installed capacity. By 2024, the aim is to have 35% of national power in Mexico generated from clean sources.

Market Detail

Brazil

By 2026, the aim is for the breakdown of supply of power generation in Brazil to be: Commercial 19.8%; Residential 29.7% and Industrial 33.5%. In 2024, PV power generation is expected to be over 7000 MW. In a similar timeframe, biomethane production will reach 10.7 million m³ / day, highlighting the significant potential for biomass and biofuels partnerships. There is also significant scope for energy efficiency technologies in Brazil. The Brazilian Government has announced £100 billion investment for the next 10 years in Electricity (Generation and Transmission); Natural Gas and Biodiesel/Ethanol and Energy Efficiency and Smart Grid solutions which creates strong demand for this kind of technology.

Mexico

Reforms in the energy sector have encouraged the development of clean technologies in Mexico, achieving growth of 6.98%. In 2017, PV installed energy capacity saw growth of 73.73% (285.13 MW). This is due to improved distribution systems. Potential for development of wind power is expected to be 12,000 MW by 2020. Recent national power generation bids are transforming Mexico into a globally competitive market.

For more advice and support on growing your overseas trade, please visit: www.great.gov.uk



A focus on Latin America and the Caribbean markets

Latin America and the Caribbean is home to some of the world's most rapidly developing economies and offers huge opportunities for UK companies that want to grow their business overseas.

Demand for quality UK products and services has grown in Latin America and the Caribbean in recent years but the UK has some catching up to do, to take advantage of the growing trade and investment trends in the region. The big industries of Mining and Oil & Gas continue to grow and open up to new technologies and overseas investment. New industries, such as Life Sciences, Renewable Energy and Marine, represent new opportunities. These are sectors where UK companies have a lot to offer. It's worth highlighting:

Mexico is forecast to join Brazil in world's top 10 economies by 2030.

Chile, Peru, Colombia and Mexico are ranked as easier places to do business than India, South Africa, Vietnam and Indonesia.

Forecast growth is 2.7% across the region until 2023.

In 2017 less than 1% of Latin America's imports of goods - and 3.4% of services - were from the UK.

We export over 3 times more to Ireland than we do to the whole of Latin America.

Political reform in Brazil and Mexico has facilitated improved market conditions for UK companies to trade in the region. A thriving mining industry in Chile and Peru has enabled these countries to raise local standards of living. Long-established relationships with the Caribbean have been strengthened by growing trade between the UK and this strategically located region. Where UK companies have unique technology or specialised services, they have seen particular success. There is a huge potential for us to build from this base.

With a team of 130 staff based in the region, DIT's market experts can provide advice on the potential for your company; they will advise on managing risk or challenges and they can help establish the route to market with tailored solutions.

Argentina



Argentina is the second largest economy in South America. Over 120 UK companies operate in Argentina, including over 20 FTSE 100 companies. Following a change of government in December 2019, Argentina is reorganising its priorities and is seeking an export led growth focusing on four key industries: agriculture, knowledge based services, mining, and energy.

Market Detail

Argentina has a natural resource base with high growth potential: it is the world's 5th largest producer of agricultural commodities, such as soy and maize; it has the world's 3rd largest deposits of shale gas and 4th largest deposits of shale oil and it has under exploited reserves of lithium, copper, gold, and silver.

British products and services are well received in a market and are deemed to be of good quality and to offer practical solutions even if sometimes perceived as expensive. In this new phase of export led growth, british products that will increase the competitiveness of Argentine exports will be particularly welcome in the market.

Argentina has also been the source of quality inward investment to the UK, taking advantage of its leadership in software development, with more than 4,200 companies in the sector that have produced the first four unicorns in the Region (Globant, Despegar, Mercado Libre and OLX). It is a Latin American reference in technological services applied to agriculture (AgriTech) and is becoming a growing protagonist in FinTech and Gaming.

UK companies exporting to Argentina will find:

- High level professional skills, including the highest English Proficiency Index in region
- Second largest manufacturing capability in South America
- Sophisticated market with European tastes
- Member of the MERCOSUR trading bloc
- Two daily direct flights with the UK
- Double Taxation and Investment Promotion and Protection Agreements with UK

Opportunities for UK companies:

- Agribusiness
- Creative Industries
- Energy
- Financial Services
- Food & Drink
- Infrastructure (rail/airports)
- Mining
- Technology

“Argentina is the second largest economy in South America, with over 120 UK companies operating here.”

Casa Rosada in Buenos Aires, Argentina

“Hundreds of millions of pounds of UK goods and services are exported to Barbados and the Eastern Caribbean each year.”

Barbados

Barbados & the Eastern Caribbean



Barbados and the Eastern Caribbean are ideal markets for British Small and Medium Enterprises (SMEs) to pursue business. These countries enjoy a warm, summer climate throughout the year with excellent connections to major airports in London, Manchester and Glasgow facilitated by UK airlines British Airways and Virgin Atlantic.

The business systems and processes in these markets will be familiar to UK firms as legal systems are based on the English rule of law. In addition, local buyers in these markets are familiar with UK products as the UK has been ranked in the top 5 most significant trading partners for many years in these markets.

for Overseas Development Aid (ODA) from donor institutions like the DFID, EU Aid, Inter-American Development Bank (the World Bank) and others.

UK businesses exporting to Barbados and the Eastern Caribbean will find:

- UK oriented culture and business practices
- Similar legal and political systems
- Excellent connectivity to the UK and European markets
- Preferential market access granted through the CARIFORUM-EU agreement
- Politically stable economies ranked high in rule of law and corruption perception indices
- Strong and globally integrated business base
- Well-established property rights and rule of law

Market Detail

Barbados is the strongest business destination in the English Caribbean with extensive links and shared history with the UK. Over 200,000 UK citizens visit Barbados each year with hundreds of millions of pounds of UK goods and services exported to Barbados and the Eastern Caribbean each year. Barbados and the wider Eastern Caribbean (Antigua, Dominica, Grenada, St. Kitts, St. Lucia and St. Vincent) is rich with commercial opportunities in the Aid-Funded Business (AFB) sector with several countries continuing to be eligible

Brazil



Brazil is currently the 8th economy in the world and the largest in Latin America & Caribbean with a Gross Domestic Product (GDP) of USD 2.3 trillion. It is a gateway for business in neighbouring countries. 400 of the world's 500 largest companies operate in Brazil. These include many UK companies, such as Rolls Royce, Shell, BP, JCB, Rexam and Experian. The UK ranks as 14th most significant trading partner in Brazil.

Market Detail

Brazil is the largest economy in South America, accounting for about 50% of the continent's GDP. Brazil and the UK have long historical ties in trade and investment. Trade between Brazil and the UK increased by 5% between January and October 2018, reaching US\$4.4 billion compared to the same period in 2017. This was mainly driven by a 9.7% increase in Brazil's exports to the UK, to US\$2.4 billion. The UK is currently the second largest investor in Brazil. The sectors which attract UK firms are: business services, mining, metals and ICT. The political environment should improve and bring opportunities for UK companies under the recently elected government of Jair Bolsonaro, whose priorities include improving Brazil's business environment, reducing barriers to trade and increasing Brazil's engagement in global value chains.

UK companies exporting to Brazil will find:

- European oriented culture and business practices
- Political stability
- Expanding consumer market
- Strong and globally integrated business base
- Solid and modern banking system, with presence of World's largest investment banks
- Expanding labour force
- A gradual trend towards deregulation and reducing red tape

Opportunities in Brazil for UK companies:

- Advanced Engineering and Automotive
- Agritech
- Creative Industries
- Defence and Security
- Education
- Energy
- Financial Services
- Food & Drink
- Infrastructure
- Life Sciences
- Marine
- Mining
- Smart Cities and Technology

Chile



Chile, a commercially like-minded and open partner, is one of only two OECD member countries in Latin America and the Caribbean. It has the highest Gross Domestic Product (GDP) per capita in the region.

It is an ideal place to develop and explore new opportunities thanks to its natural riches and demand for innovative solutions. The Chilean people are amongst the best educated in the region with a skilled workforce. They are keen followers of global trends and consider themselves at the forefront of innovation in the region.

Market Detail

Chile is the fifth largest economy in South America and a key player in regional and international collaborative initiatives, having signed 26 Free Trade Agreements covering 64 countries. This gives them preferential market access to more than 4 billion consumers. It is also a founding member of the Pacific Alliance and the CPTPP, making it an ideal launch pad for the whole region. Chile is ranked the highest in South America for ease of doing business (Source: World Bank) due to its political and economic stability. It ranks 27th globally in the Corruption Perception Index as the 2nd least corrupt country in Latin America (Source: Transparency International).

As a strong commodity economy (mining, agriculture) with growing service sectors, there are many opportunities in modernisation, digital and eco-friendly initiatives. This is also true of the consumer goods, infrastructure and healthcare sectors.

UK companies exporting to Chile will find:

- Over 100 UK companies have direct operations in Chile, with many more working through local partners, demonstrating a strong British commercial community.
- A strong association with British products, and a notable cultural alignment with the UK.
- Excellent relations with the UK - Chile is the first country in the world with which the UK signed a trade continuity agreement.

Opportunities in Chile for UK companies:

Chilean companies are keen on solutions that improve efficiency in the following sectors:

- Sustainable energy - Production and Storage
- Electromobility
- Mining (Copper and Lithium projects, cybersecurity, insurance and green mining)
- Life Sciences/Healthcare/Energy
- Infrastructure (US\$9bn Infrastructure Fund, 2023 Pan-American Games, Digital Infrastructure, water management)
- Financial Services including Green Finance (new insurance law, new FinTech law, new pension law)
- Food and Drink
- Technology
- Creative Industries
- Defence and Security

Bogotá,
Colombia

“Colombia is the UK’s fourth largest export market in Latin America”

Colombia



Colombia is the fourth largest economy in Latin America and the Caribbean. Over 100 UK business operate in the Colombia, including well known companies like BT, Diageo, Jaguar/Land Rover, GSK and Shell, as well as some small and medium sized companies.

Colombia has improved its business environment in recent years, opening up the market to international companies. The UK has been the third largest investor in Colombia over the past 10 years, with recorded investments of USD 15.6 billion between 2000 and 2013.

Market Detail

Colombia has 15 trade agreements in force and 7 investment treaties (including the UK); it is a member of the Pacific Alliance and Andean Community of Nations. Colombia has an open economy, with foreign trade worth 29% of GDP. In May 2018, Colombia signed the Accession Agreement with the Organisation for Economic Co-operation and Development (OECD).

UK companies exporting to Colombia will find:

- The UK’s fourth largest export market in Latin America
- One of the most open markets in Latin America with 15 Free Trade Agreements

- A developing location as a regional hub with duty free access to the other Andean nations, Mercosur and Chile
- A ‘top reformer’ in 5 of the last 8 years according to the World Bank
- A tradition of stable economic growth
- The top country in Latin America (and sixth in the world) for investor protection
- Skilled workers and the second most flexible labour market in Latin America

Opportunities in Colombia for UK companies:

- Advanced Engineering and Automotive
- Education
- Financial Services
- Infrastructure
- Defence and Security

Costa Rica



Costa Rica is one of the most stable countries in Latin America. It has an open economy and well-diversified economy focused on services, tourism and advanced technology. Many top UK businesses are established in Costa Rica, including: AstraZeneca, Smith & Nephew, VITEC Group, BAT and GSK.

Market Detail

In 2017, Costa Rica received around £2 billion in Foreign Direct Investment (FDI). It is the second highest recipient of FDI in Latin America per capita.

In 2017 UK exports to Costa Rica totalled £67 million. Top products were pharmaceuticals, chemicals, vehicles and spare parts, spirits, liquors and beverages, machinery as well as essential oils, perfumery and cosmetic preparations.

During the same period, UK imports from Costa Rica were worth £243 million including roots and tubers, flowers, surgical instruments and fresh fruit and vegetables. Total trade in goods and services between the UK and Costa Rica totalled £310.7m in 2017, a 12.6% increase from 2016.

“In 2017 UK exports to Costa Rica totalled £67 million”

UK businesses exporting to Costa Rica will find:

- Political stability
- Excellent business climate
- San Jose was ranked as the best hub for electronics manufacturing, IT, Life Sciences and Financial services in Latin America
- Steady Gross Domestic Product (GDP) growth of approximately 4% since 2010
- Highly educated and efficient workforce, with a top quality education system

Opportunities in Costa Rica for UK companies:

- Environment and water: green technologies, water treatment plants, water dispensers and technologies
- Food & Drink: frozen, gourmet, gluten-free products, organic drinks, healthy snacks, sweets, jams and alcoholic beverages
- Healthcare and medical devices: modernising hospitals, medical disposables, diagnostic imaging
- Security: Training, electronic security, physical security, banking security
- Infrastructure: construction equipment, rail feasibility study, projects for highway, bridges and port expansion plans

The night skyline of San Jose,
Costa Rica

*El Capitolio, the National Capitol Building
Havana, Cuba*

*“Cuba imports 80%
of the market needs.”*

Cuba



Cuba is a unique market with one of the world’s few remaining centrally planned economies. The state controls the economy and employs over 70% of the total workforce. Cuba is going through significant economic reform. This has led to more interest from international companies due to the reduced risk of doing business in Cuba.

The Cuban markets offers growing opportunities across 16 sectors with more than 500 business projects in the business portfolio. Now with a new Constitutional Agreement in place, there are positive changes to the country’s regulatory framework, facilitating a better business environment.

Market Detail

Cuba imports 80% of its market needs. Its main export earnings come from medical products & pharmaceuticals, tourism, nickel, tobacco, shellfish, citrus, coffee and sugar.

Cuba-UK trade has continued to develop and has remained stable in difficult circumstances, whilst significant volumes of products/services are often re-routed via third countries to overcome US Embargo restrictions, which means trade figures are not representative.

UK business exporting to Cuba will find:

- Low labour costs
- One sole customer: government
- English is accepted as a business language
- Strategic position in the Caribbean
- Highly educated and skilled workforce
- Low crime and pollution rates
- Stable political environment

Opportunities in Cuba for UK companies:

- Renewable Energy
- Oil and Gas
- Healthcare/ Biotech & Pharma
- Tourism Infrastructure
- Manufacturing Industry
- Financial services

Dominican Republic



The Dominican Republic has the largest economy in the Caribbean and central American region. It has a Gross Domestic Product (GDP) of USD 76.03 billion. It’s a developing country primarily dependent on tourism, free zones manufacturing, trade and agriculture. UK companies operating in the Dominican Republic include BT, Bupa International, De La Rue, Deloitte, Diageo, Ernst & Young, G4S, Pinewood Studios and Unilever.

Market Detail

The Dominican Republic’s strategic geographic position, ports and airports allow just in time access to the United States, Latin America and the Caribbean. The Dominican Republic is a member of the World Trade Organization (WTO) and the Caribbean Community (CARICOM).

UK businesses exporting to the Dominican Republic will find:

- English widely spoken as a business language
- No exchange controls
- Largest consumer market in the Caribbean
- Excellent port and airport connectivity
- Open economy with strong appetite for imported goods and technology
- Stable political and economic environment
- Currency stability
- Modern transportation infrastructure

Opportunities in the Dominican Republic for UK companies:

- Food and Drink
- Consumer retail
- Infrastructure
- Energy (Renewable and Conventional)
- Agriculture

*Architecture in Santo Domingo
Dominican Republic*

“The Dominican Republic has a GDP of USD 76.03 billion.”

Ecuador



Ecuador is the ninth largest economy for UK exports in Latin America. Many UK companies are already doing business in Ecuador, including BUPA, Unilever, AngloAmerican, GSK, Diageo, G4S and AON Risk Services. UK goods exports more than doubled in 2017.

Market Detail

One of Latin America's largest crude oil exporters, Ecuador has extensive natural resources – oil, gas, and minerals. Mining is a relatively underdeveloped sector in Ecuador, but the country's potential is drawing a lot of international attention. There are growing supply chain opportunities.

UK goods exports to Ecuador have more than doubled since January 2017.

Leading UK exports are currently: pharmaceutical products, spirits, machinery and chemical products.

UK companies exporting to Ecuador will find:

- Improving market conditions for international companies
- Dollarised economy

Opportunities in Ecuador for UK companies:

- Mining
- Security
- Oil & Gas
- Infrastructure
- Renewable energy
- Tourism

“UK goods exports to Ecuador more than doubled in 2017.”

Historic Quito
Ecuador

Guatemala



Guatemala is the largest economy in Central America and the second largest territory of the Northern Triangle. It has a population of 16.9 million and its economy accounts for 59% of the regional economy of the Northern Triangle of Central America, which includes El Salvador, Guatemala, and Honduras (SIECA). It offers steady and stable economic growth and a government that is committed to attracting foreign investment.

Guatemala is backing up its intentions to promote investment with tangible actions; the government and private sector have been pushing changes to existing domestic laws to make them more business friendly, and have signed 14 commercial trade agreements and 19 investment agreements (Invest in Guatemala).

Market Detail

Guatemala offers a sturdy macroeconomic framework with international agencies rating its economy as steady and resilient. Despite the recent political unrest, economic growth is stable. Its 3% annual economic growth rate is not enough to reduce poverty. Guatemala still needs to invest enough to achieve an average of 5% GDP to catch up with the necessary poverty reduction rates and international infrastructure standards within a decade. This is a similar situation in other countries in the region (Inter-American Development Bank - IDB).

For this reason, Guatemala needs to attract FDI to boost productivity and maintain employment rates high and constant. This is why Guatemala set out to promote the Public-Private Partnership (PPP) model; launching and granting the first international tender for the Puerto Quetzal toll high way and an ambitious metro rail project in Guatemala City under the Design, Build, Operate, and Transfer (DBOT) model in December 2018. The contract is currently in the Congress for approval.

According to Guatemalan authorities, the country has the geographic location and natural conditions to act as a logistical centre for regional services.

To achieve this, the highways network needs significant improvements, more modern efficient seaports, and a new international airport outside of Guatemala City.

Opportunities in Guatemala for UK companies:

Guatemala is working on different stages of development plans for six ambitious infrastructure projects that will attract more than US\$1.6 billion in investment opportunities under the PPP model. This portfolio creates a window of opportunity for UK companies to participate in international tenders as a direct supplier, or by collaborating with a local or an international company that bids for the projects. The UK has the opportunity to share its expertise and experience developing PPP projects and providing services in key areas such as engineering, master planning, urban regeneration, and sustainable construction.

The Guatemalan portfolio includes new government facilities and buildings, public transport, freight and logistics projects, and the construction of several toll highways across the country to improve public and private transport and to support freight and cargo activities. As of 2018, under ANADIE's umbrella, are:

- Guatemala City's Beltway or Northeast Highway (USD\$180 million)
- Modernisation of La Aurora International Airport (USD\$200 million)
- State Administrative Centre (USD\$240 million)
- Metro Rail (USD\$770 million)
- Highway to South Port (USD\$40 million)
- Intermodal Dry Port (USD\$80 million)

Guyana



Guyana is the fastest growing economy in the Caribbean Community (CARICOM) and the newest Oil & Gas frontier market. It is gearing up for first oil in 2020 with an estimated production of 120,000 barrels of oil per day (bopd), and this is expected to reach well over 500,000 bopd by 2025 all through just one Oil operator.

Companies such as the UK's Tullow and Spain's Repsol are already actively exploring and start drilling this year. Beyond 2020 government oil revenues are expected to average US\$365 million annually.

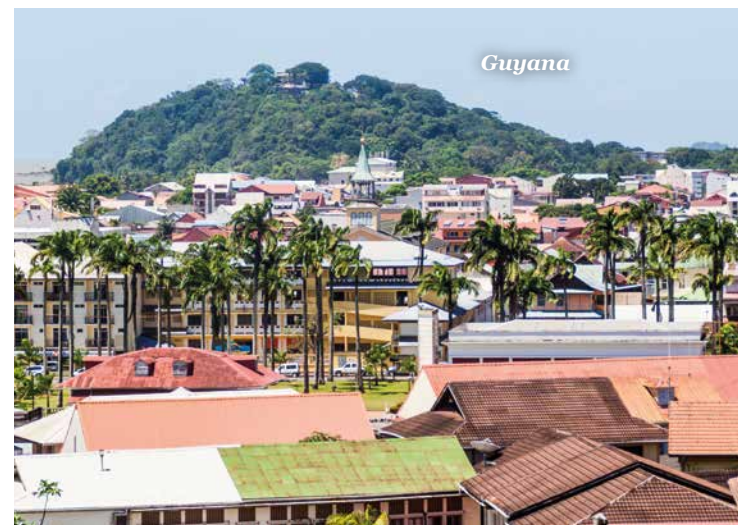
Market Detail

Guyana maintains a consistent economic growth rate, with an economy that is centred on agriculture, mainly rice and mining, mainly gold and bauxite.

Guyana has averaged 4.0% per annum growth for the last decade, helped by political stability, a commodity boom, significant FDI and prudent macroeconomic management.

UK businesses exporting to Guyana will find:

- Low-cost and flexible workforce
- Unrestricted repatriation of profits, capital and dividends
- Double taxation agreement with the UK
- A signed Treaty for the Promotion and Protection of Investments
- Competitive fiscal incentives for investors in key sectors
- Legislation based on UK common law
- Direct sea-freight link to the UK
- Well-organised, regulated financial system
- English established as official language



Opportunities in Guyana for UK companies:

- Oil & Gas
- Infrastructure
- Donor Funded projects
- Renewable energy
- Security
- Established property rights and rule of law

“In 2016 the UK market share in Jamaica was £55.2 million, with trade continuing to flourish.”

Jamaica

Ocho Rios City,
Jamaica



Jamaica is one of the fastest growing economies in the western hemisphere and ended 2016 with a Gross Domestic Product (GDP) of £10.7 billion. Jamaica is also the largest English speaking country in the Caribbean and serves as a gateway to the rest of the countries in the region.

The Jamaican government is keen on encouraging the participation of international players in the island's business landscape which paves the way for additional British investors. In just 10 years, the country has attracted an estimated £5 billion in foreign direct investments. This has seen many UK firms doing business in Jamaica such as Kier, Shell, Mott McDonald and De La Rue. Global investment interest will continue to increase as the government pursues their robust growth agenda; Vision 2030.

Market Detail

Jamaica's growth has been attributed to major investments in the tourism, logistics and Business Process Outsourcing (BPO) sectors. The country ranked 1st in the Caribbean and improved its ranking to 70th place in the Ease of Doing Business index, as a result of strategic business reforms, enhanced management of all ports and improved fiscal consolidation. The country also wields considerable influence over multilateral trade negotiations within the region. UK exports to Jamaica were £55.2 million in 2016 and bilateral trade relations continue to flourish.

UK companies exporting to Jamaica will find:

- Robust telecommunications network and infrastructure
- Political stability
- Direct sea-freight link to the UK
- Significant demand for overseas goods and services
- English spoken broadly
- Low operational costs
- Abundance of natural resources and raw materials
- Laws and systems that are similar to those in the UK

Opportunities in Jamaica for UK companies:

- Infrastructure
- Agribusiness
- Renewable Energy
- Food and Drink / Manufactured Goods
- Creative Industries
- Health Tourism / Nutraceuticals

Mexico



Mexico is the world's 15th largest economy according to the International Monetary Fund (IMF). In 2018, bilateral trade between the UK and Mexico was worth US \$4.4 billion, and UK exports to Mexico have increased at 7% per year since 2010. Numerous UK companies of all sizes operate in Mexico, including HSBC, AstraZeneca, Centrica, Diageo, and GKN Automotive.

Market Detail

Mexico is the highest ranked market in Latin America for ease of doing business, with a growing middle class and changing consumer habits. As the first Latin America country to join the OECD, Mexico also has a robust economy and ambitious development plans. Under the current government, the country is focusing on poverty reduction while improving security and transparency, areas in which the UK has significant experience and capability. Beyond this, there are many areas of shared opportunity between the UK and Mexico, including transport infrastructure, Fintech, and cyber security.

UK businesses exporting to Mexico will find:

- A market approximately the same size as Western Europe, with a population of over 126 million
- The largest economy in Latin America, after Brazil, with a GDP per capita of £6,804
- Free trade access to the US through USMCA (the revised NAFTA)
- One of the biggest Free Trade Agreement networks in the world - 13 agreements covering 52 markets with the potential to access up to 60% of the world's Gross Domestic Product (GDP)
- An educated labour force with strong demand for technical and bilingual education

Opportunities in Mexico for UK companies:

- Advanced Engineering and Automotive
- Infrastructure
- Financial and Professional Services
- Food & Drink
- Energy

“World Bank analysts predict that Mexico's economy will be the world's 9th largest by 2030.”

Zocalo,
Mexico

Panama City,
Panama

Panama



Panama's economy is based on a large service sector. The service sector accounts for 80% of its Gross Domestic Product (GDP). Panama is Latin America's leading recipient of Foreign Direct Investment (FDI) as a percentage of GDP.

Many UK companies operate from Panama, including well-known companies such as Aggreko, Biwater, Diageo, GSK, Solar Century and Unilever. The UK is the fourth largest investor in Panama with more than US\$ 3.3 billion holdings. Exports of UK goods to Panama were £262 million in services and £134 million in 2016.

Market Detail

Panama has experienced tremendous economic growth for the past decade. The economy grew by an average of 8.3% annually from 2004 to 2013. During 2009 and despite the global downturn, the economy continued to grow at 3.9%. GDP growth for 2017 was 5.4%.

UK companies exporting to Panama will find:

- 100% foreign ownership is allowed
- No restrictions on the transfer and repatriation of capital and profits
- Panama became a member of the World Trade Organization (WTO) in 1997 and is a beneficiary of the General System of Preference (GSP) programmes and the Caribbean Basin Initiative (CBI)
- Panama uses the US dollar and there are no foreign exchange controls
- Legislation guaranteeing juridical security, fiscal and tax incentives for investors
- Economic stability, with record low inflation and sustained economic growth
- Strategically located on the major world shipping route provided by the Panama Canal
- A hub for air travel
- One of the best countries for telecommunications connectivity in the world
- Low unemployment rate of under 6%

Opportunities in Panama for UK companies:

- Infrastructure
- Energy
- Agriculture
- Education
- Marine
- Security

Paraguay



Paraguay has achieved impressive economic growth and shared prosperity over the last 15 years, with the economy growing at a yearly average of 4.5%. With public debt among the lowest in the region, Paraguay's Fiscal Responsibility Law (FRL) continues to support fiscal prudence.

As a global leader in production and export of renewable energy, Paraguay is committed to sustainable economic expansion. Paraguay and the UK's bilateral trade was £123.3m in 2018.

Market Detail

Paraguay's main economic activities consist of making the most of its natural resources and expanding their potential, which gives opportunities in implementation of technology for agriculture and commodities. Paraguay's good management in economic policies support the free market economy. The Paraguayan Government also promotes and offers attractive investment incentives for assembly/distribution operations and the lowest factor costs in the region. There is an increasing consumer demand for imported products, as imports have increased at an annual rate of 1.2% since 2012 and UK exports grew at an average rate of 3% yearly. As a founding member of the Mercosur, Paraguay enjoys access to a market of 280 million people.

With the largest barge fleet in LATAM, Paraguay is the most frequent user of its waterway, conveniently distributing products throughout Mercosur countries. Paraguay's has never had hyperinflations and its currency has never suffered major depreciations in its 70 years.

UK companies exporting to Panama will find:

- Abundance of young workforce
- Low operational costs
- Competitive tax regime
- No limitation for incoming or outgoing of foreign currency
- Abundant and Low-cost renewable electric energy
- Government support for foreign investment
- Abundance of natural resources
- Growing consumer market
- Political, macroeconomic and social stability

Opportunities in Paraguay for UK companies:

- Agri-tech
- Defense and Security
- Life Sciences
- Maritime
- Food & Drinks
- Technology
- Infrastructure
- Fintech
- Renewable energy



Asunción,
Paraguay



Machu Picchu,
Peru

“Peru has been the fastest growing economy in Latin America for the past decade.”

Peru



Peru is a growing market of opportunity for UK companies across a wide range of sectors. It is the world's third largest producer of copper, zinc and silver and whilst, historically, its development has lagged behind other regional markets, GDP is set to grow by 3.8% in 2019; growth is currently 2.5%. The UK is the second largest foreign investor in Peru.

Market Detail

Over the past decade, Peru has been the fastest growing economy in Latin America with a 5.5% average annual growth rate, exhibiting the region's second lowest inflation rate at 3.6%.

Peru is the third largest market in Latin America. Favourable external market conditions such as commodity prices, prudent macroeconomic policies and effective structural reforms have boosted Peru into middle-income country status.

- The EU-Peru Free Trade Agreement currently enables most UK products to enter the country duty free
- A stable democratic political system
- A young growing middle class
- A huge pipeline of over £120 billion in infrastructure projects up to 2025
- Host to the largest mining companies in the world due to its significant copper mines and related industry
- A tradition of stability, prudent economic policies and structural reforms

UK businesses exporting to Peru will find:

- One of the fastest growing economies in the region
- Strong free trade policy

Opportunities in Peru for UK companies:

- Mining
- Infrastructure

Trinidad & Tobago



Trinidad and Tobago has one of the highest Foreign Direct Investment (FDI) rates in Latin America and the Caribbean. It is the largest market in the Caribbean Community (CARICOM). About 400 multinational organisations have physical offices in Trinidad and Tobago. This includes over 50 British companies.

Market Detail

More than 150 years in oil and gas has helped establish Trinidad and Tobago as a strong economy.

The country's economic policies favour trade liberalisation and foreign investment. Trinidad & Tobago has bilateral agreements and Memoranda of Understanding (MOU) between Trinidad & Tobago and the UK, these are:

- Double taxation agreement
- Investment treaty for the promotion and protection of investments
- Information and Communications Technology (ICT) MOU
- Healthcare sector MOU
- Security co-operation MOU

UK companies exporting to Trinidad & Tobago will find:

- Regional manufacturing hub and a gateway to South and North America
- Educated and skilled, English speaking workforce
- Legislation is based on UK common law
- Regulated financial system
- Largest Gross Domestic Product (GDP) in the English speaking Caribbean and second largest in Latin America and the Caribbean
- Ranked first for FDI cost-effectiveness amongst Caribbean and Central American countries in its peer group (out of 29 countries)
- Good transportation and communication links
- Low energy costs
- Highly developed industrial, energy and steel sectors



Opportunities in Trinidad & Tobago for UK companies:

- Energy
- Healthcare
- Security & Defence

Uruguay



Uruguay is one of the most politically stable countries in Latin America. It is known for its egalitarian society, for its high income per capita and for the steady economic growth it has enjoyed in the last 15 years, which has averaged 4.5%.

Uruguay was categorized as a high-income country by the World Bank in 2013 and in 2017 its GDP reached US\$56.157 billion. The country is positioned at the top of the Prosperity, Political Stability, Transparency and Low Corruption Rankings in Latin America.

Market Detail

Uruguay is a small and yet reliable and pilot-prone base; often a regional base facilitating the entry of foreign goods and services to the wider region. Its continued growth performance has been driven by the increase in private consumption and growing international trade. Its largest trading partners are China Brazil and the EU.

The country is a founding member of Mercosur and supports international integration through the promotion of trade agreements.

In 2017, the UK exported £136 million worth of goods to Uruguay. The main exported products to Uruguay were crude oil, alcoholic beverages, vehicles, chemical products and machinery.

UK companies exporting to Uruguay will find:

- European oriented culture and business practices
- Hub assets
- High complementarity trade index with the UK
- Electronic and user friendly trade platforms
- Incentives for Foreign Direct Investment
- English spoken broadly
- Political, economic and social stability
- Gateway to the region

Opportunities in Uruguay for UK companies:

- Agritech
- Pharmaceutical industry
- Food & Drink
- Information and Communication Technology
- Financial and Business support services
- Infrastructure

“In 2017 the UK exported £136 million to Uruguay.”

Historic architecture in Montevideo, Uruguay



“In 2015 the UK exported £337 million in goods and services to Venezuela.”

*Santiago de León de Caracas,
Venezuela*

Venezuela



Venezuela is the 6th largest country in Latin America and the 7th largest economy in Latin America & the Caribbean with a nominal GDP of \$US210.1 billion. The UK exported £337 million in goods and services to Venezuela in 2015.

Several major UK companies do business in Venezuela including Aggreko, AstraZeneca, British American Tobacco, De La Rue, Diageo, GSK, Norton Rose Fulbright, PWC and Shell.

Recognising that the political crisis has made it difficult for some companies to invest and operate in Venezuela, in the longer term, the market will offer significant potential to UK businesses.

Market Detail

Oil and gas is one of the most significant sectors in Venezuela. It has the world's largest oil reserves and the largest proven natural gas reserves in Latin America. Due to its geology, Venezuela is rich in mineral deposits (especially in the south of the country). Key factors for UK business to factor in when considering exporting to Venezuela: most goods attract low import tariffs and there is demand for high quality goods and services. Manufacturing in Venezuela benefits from low energy costs. It has highly developed industrial, energy and steel sectors.



Department for
International Trade

great.gov.uk

Disclaimer

Whereas every effort has been made to ensure that the information in this document is accurate the Department for International Trade does not accept liability for any errors, omissions or misleading statements, and no warranty is given or responsibility accepted as to the standing of any individual, firm, company or other organisation mentioned.

Production

The paper in this document is made from 50 per cent recycled waste pulp with 50 per cent pulp from well-managed forests. This is a combination of totally chlorine free and elemental chlorine free. The inks are vegetable oil-based and contain resins from plants/trees and the laminate on the cover is sustainable, compostable and can be recycled.

© Crown copyright 2020

You may re-use this publication (not including logos) free of charge in any format or medium, under the terms of the Open Government Licence.

To view this licence visit:

www.nationalarchives.gov.uk/doc/open-government-licence

or **e-mail: psi@nationalarchives.gsi.gov.uk**

Where we have identified any third party copyright information in the material that you wish to use, you will need to obtain permission from the copyright holder(s) concerned.