



**GLOBAL VICTORIA**

# Globally Connected: Victoria's Latin America Trade and Investment Strategy

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Melbourne, Victoria



## Victorians are proud of our growing economic and cultural ties with Latin America.

We're home to a rapidly growing Latin American community that makes untold contributions to our state and our society.

And as we look to the world, Latin America is emerging as a confident global leader.

It's those ties, along with the hard work of our governments and our businesses, that will see our trade double in value in the next decade.

That's not all. In the last decade alone, the number of Latin American students studying in Victoria has grown four-fold.

It's no surprise, then, that we opened a Victorian Government Trade and Investment office in Santiago in 2016.

We have a lot to be proud of.

But for our ties to grow even stronger, and deliver more for our state, we need to continue our good work so far.

That's the message at the heart of this Latin America Trade and Investment Strategy.

Within these pages, you'll read about how our partnership will stand the test of time, and how it will create jobs and economic development – for Latin America, and for Victoria.



**The Hon Daniel Andrews MP**  
Premier of Victoria

Latin America is vibrant, dynamic and full of opportunities. The Victorian Government's Latin America Trade and Investment Strategy outlines our plan to expand Victoria's presence in the region through better connections, focused engagement, increased competitiveness and a more inclusive approach to trade.

With our office in Santiago now well-established and direct flights to and from Melbourne, it is easier than ever for our businesses to explore the opportunities available in the region, and beyond.

People-to-people connections with the region have been boosted by the launch of the Victorian Alumni Network in Colombia and the Lopez-Lochert Program in Chile, adding to the relationships formed by the increasing number of Latin American students enrolling in Victorian schools and institutions.

We're excited to be delivering better links between Victoria and Latin America by improving access to economies in the region.

The Victorian Government is encouraging business to take advantage of these developments and continues to advocate for greater mobility of people, capital, goods and services.

Global Victoria offers programs that can help businesses develop skills and capabilities to be competitive in important markets like Latin America. In addition, agencies such as Regional Development Victoria, Small Business Victoria and LaunchVic are also on hand to provide services tailored to your business needs.

I am thrilled about Victoria's growing connection with Latin America and invite you to explore the opportunities.



**The Hon. Martin Pakula MP**  
Minister for Jobs, Innovation and Trade

The Latin America Trade and Investment Strategy outlines the Victorian Government's plans to deepen and expand the state's economic ties with the region. It identifies key trends in Latin America and aligns Victoria's capabilities with in-market demands.

Favourable political, economic and social trends in Latin America offer opportunities for Victoria to diversify its engagement beyond traditional economic partners. These trends include a growing demand for greater efficiency in key industries and pro-business agendas across the region.

To position the region as a long-term economic partner, it is imperative that Victorian businesses are equipped with the knowledge and connections they need to succeed in the region.

A solid platform from which to build on our relationship with the region has been established with the opening of the Victorian Government Trade and Investment (VGTI) office in Chile, a direct flight route and increased ministerial and business sector engagement.

The strategy sets out three key pillars that aim to support knowledge building and expand networks to drive trade outcomes.

Direction One: *Facilitate Doing Business* focuses on advocating for the freer movement of people between our regions and supporting trade and investment activity.

Direction Two: *Prioritise Key Opportunities* identifies where Victoria's leading industries meet in-market demands and demonstrates our commitment to communicating these prospects to relevant stakeholders.

Direction Three: *Foster Connections* recognises the importance of people-to-people links at the government, business and institutional levels in generating economic activity.

These directions set out to achieve three primary outcomes over the next ten years.







Mexico City, Mexico



## Strategy at a glance

Vision	Visión	Visão
To increase Victoria's goods and services trade with Latin America by building knowledge about where Victoria's capabilities meet in-market demands.	Incrementar la actividad comercial entre Victoria y Latino América, a través del posicionamiento de Victoria en el mercado local.	Aumentar a atividade comercial entre Vitória e a América Latina, através da promoção do conhecimento sobre as capacidades de Vitória em suprir as demandas de mercados locais.
Directions	Direcciones	Direções
Competitive and Inclusive	Competitivos e Inclusivos	Competitivos e Inclusivos
Facilitate doing business	Promover negocios	Facilitar a realização de negócios
Focused	Enfocados	Focados
Prioritise key opportunities	Priorizar oportunidades principales	Priorizar as principais oportunidades
Connected	Conectados	Conectados
Foster connections	Fomentar conexiones	Fomentar conexões
Actions	Acciones	Ações
Advocate reducing barriers	Promover la reducción de barreras comerciales	Defender a redução de barreiras ao comércio
Support trade and investment activity	Apoyar actividades de inversión y comercio	Apoiar atividades de comércio e investimentos
Focus on Victoria's core strengths in key markets	Priorizar los mercados principales en los que Victoria mantiene ventajas comparativas	Focar nas vantagens competitivas de Vitória em principais mercados
Promote networks and knowledge building	Promover la formación de redes de contacto y conocimiento	Promover a criação de redes de relacionamento e desenvolvimento
Connect and engage with key partners	Conectarse y fortalecer relaciones con socios claves	Conectar-se e envolver-se com parceiros fundamentais
Raise cultural awareness and engagement	Incrementar el conocimiento y envolvimiento cultural	Ampliar o conhecimento e envolvimento cultural



## Why Latin America?

Latin America and the Caribbean is a dynamic and diverse region, with a total population of almost 638 million people<sup>1</sup>.

The region has achieved significant social and economic progress and is home to economic success stories. Brazil and Mexico are respectively the 7th and 11th largest economies in the world<sup>2</sup>. Furthermore, Colombia has emerged as one of the fastest growing economies, ranked 30th worldwide. Both Chile and Mexico are members of the Organisation for Economic Co-operation and Development (OECD), while Colombia and Costa Rica are on the pathway to accession.

Many Latin American countries have demonstrated a commitment to expanding their international links through FTAs.

In looking to the region, we are focused on growing our ties with Latin America while remaining open to trade and investment engagement with the Caribbean.

We believe there are several key drivers which make Latin America an attractive and natural economic partner for Victoria.



### Expanded middle class

In the past decade, the middle class in Latin America grew 50 per cent, leading to changes in consumer behaviour<sup>3</sup>. The region has seen a growing demand for premium and convenience products, access to quality education and increased international travel.

### Rising urbanisation

A total of 80 per cent of Latin America's population lives in cities and towns making it the world's most urbanised region<sup>4</sup>. This figure is expected to reach 90 per cent by 2050.

The rise in urbanisation has led to significant social and economic transformations and has underscored the need for improved housing, essential services and transportation.

### Growing industries

Latin America has a number of growing industries that require increased efficiency. Relevant Victorian capabilities include mining, professional services, manufacturing and agriculture.

### Increasingly open for business

The adoption of open trade policies has swept across the region. Chile, Costa Rica, Mexico, and Peru have vast networks of bilateral and regional FTAs. Australia and Chile have had an FTA in place since 2009 and a double taxation agreement since 2014. Australia and Peru rapidly concluded negotiations and signed an FTA in February 2018.

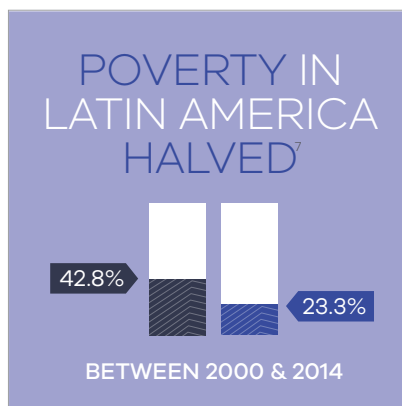
The current geopolitical landscape has encouraged Latin American countries to strengthen trade ties beyond traditional partners. In December 2018, the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) entered into force for a number of parties, including Australia and Mexico.

Regional trading blocs, including the Pacific Alliance and Mercosur are gaining momentum. The Pacific Alliance, comprising Chile, Colombia, Mexico and Peru accounts for 46 per cent of the region's exports and 50 per cent of its total imports<sup>5</sup>. Australia is one of the first countries to begin negotiating an FTA with this important trade bloc.



*“With almost 100 Victorian companies and institutions doing business with Latin America, direct flights between Santiago and Melbourne, a recently signed FTA with Peru and negotiations underway for an FTA with the Pacific Alliance countries, there has never been a better time to do business with Latin America.”*

Natalia Gorroño, Senior Trade and Investment Director, Latin America



## Country snapshots

To ensure Victoria's economic prosperity and high standard of living, it is vital to diversify trade and investment ties. This is a pivotal moment for Victoria; the region has a range of reform and priority agendas that present opportunities for collaboration and for Victorian expertise to be shared.



/ Argentina

#1

On Human Capital Index in Latin America<sup>9</sup>

#2

Largest shale gas reserves in the world

#3

Largest economy in Latin America

Argentina has adopted business friendly economic policies and measures to attract investment in recent years. Industries with high-growth potential include mining, oil and gas, renewables and nuclear energy, infrastructure and agricultural technology.



/ Brazil

#1

Largest economy in Latin America

#2

Largest exporter of iron ore worldwide

#3

Largest exporter of agricultural products in the world<sup>10</sup>

Following an economic recession, business confidence in Brazil is returning. As a significant resource producer and with one of the largest consumer markets in the world, Brazil is expected to continue to seek international expertise in mining, health, education, digital technology and agribusiness.



/ Chile

#1

Largest GDP per capita in Latin America

#2

On Human Capital Index in Latin America<sup>9</sup>

#33

Global Competitiveness Index<sup>11</sup>

Chile's market-oriented economy, strong financial institutions and transparent regulatory environment make it an attractive destination to do business. The government has plans to improve the business climate by cutting red tape. Key growth sectors include mining, professional services and infrastructure.



### Countries on the move

Major social progress has been achieved in **Ecuador**. Between 2007 and 2016, poverty and extreme poverty declined by 38 per cent and 47 per cent respectively<sup>12</sup>. In 2015, a Mining Ministry was established to develop the mining sector. The Ecuadorian government has forecast mining investments to increase 360 per cent in the next four years.





#1

Largest coal exporter  
in Latin America

#2

On Ease of Doing Business  
Index in Latin America<sup>13</sup>

#3

Largest coffee  
producer worldwide

After half a century of conflict, a peace agreement between the Colombian Government and the FARC (Revolutionary Armed Forces of Colombia) was reached in 2016. As a result, sectors such as infrastructure, tourism, education, mining and rural developments are expected to thrive. An Australian Embassy was established in Bogotá in 2017.



#1

On Ease of Doing Business  
Index in Latin America<sup>13</sup>

#1

Largest producer  
of silver worldwide

#2

Largest economy  
in Latin America

Mexico has transformed from mostly rural to an 80 per cent urbanised country over recent decades. Manufactured products account for more than 80 per cent of the country's exports. Major macroeconomic and structural reforms have led to opportunities in education, mining and METS, health and manufacturing.



#1

Culinary destination  
worldwide since 2012<sup>14</sup>

#2

Largest producer  
of copper worldwide

#3

On Ease of Doing Business  
Index in Latin America<sup>13</sup>

Peru has sustained strong economic growth over the past 10-15 years. The government is a strong proponent of economic openness and is actively seeking international partners to develop its mining and infrastructure projects. As a major agricultural producer, opportunities to provide high technology solutions in the sector are also relevant.

**Panama** has been one the fastest growing economies worldwide over the past decade. Average annual growth was 7.2 per cent between 2001 and 2013, more than double the regional average<sup>15</sup>. The expansion of the canal linking the Atlantic and Pacific Oceans generated significant investment, as will plans for a second urban metro line. Mining is expected to be the country's single largest export in years to come.

**Uruguay** has remained committed to pursuing free trade agreements, establishing free trade zones and attracting investment. As a high income per capita country, Uruguay's middle class represents 60 per cent of the population. Uruguay has consistently ranked number one in Latin America on the indices for Democracy, Prosperity, Rule of Law and Corruption Perceptions<sup>16, 17, 18, 19</sup>. It has now emerged as a regional IT and startup hub.

## Victorian Government's strengthened engagement with Latin America

In line with Globally Connected: Victoria's Trade Statement, we are committed to ensuring that we are **Competitive and Inclusive, Focused, and Connected** in our engagement with Latin America. We have established a solid platform from which to build our relationship with the region.

### New Victorian Government Trade and Investment office in Santiago, Chile

Opened in 2016, the office is a strategic move by the Victorian Government to boost engagement and trade activity between Victoria and Latin America. The office builds on the presence of an Education Services Manager in-market since 2014.

### New direct flights

The Victorian Government played a key role in securing the new direct air route between Santiago and Melbourne serviced by LATAM airlines since October 2017. The visitor economy is an important driver of education, business and investment related travel.

### Ministerial engagement

Closer ties have been forged through senior level engagement. Victoria's Treasurer, Minister for Trade and Investment, and the then Minister for International Education have all visited the region in recent years.

From Latin America, we have welcomed the Mining Ministers of Argentina, Chile, Cuba (VM), Ecuador, Mexico and Uruguay; Peru's Trade Minister; Argentina's Minister for Science, Technology and Productive Innovation; and Brazil's Secretary for Science, Technology and Higher Education.

### Trade and knowledge building missions

Travel between each other's regions has had a strong effect on the level of enthusiasm in growing the relationship.

The Victorian Government has facilitated a range of inbound and outbound missions to promote closer engagement.

### Support for flagship events

The Victorian Government has supported key events in Melbourne that promote opportunities to do more together, including:

- Pacific Alliance Food and Beverage Seminar, October 2017
- Australia Latin America Business Council Infrastructure Forum, May 2017
- Second Australia Chile Economic Leadership Forum, December 2016
- Latin America Education Symposium, August 2014.

### Building stakeholder relationships

We have developed stronger ties with key stakeholders, including the Latin American diplomatic corps, Commonwealth Government, Chambers of Commerce, Business Councils, Victorian and Latin American businesses, educational institutions, alumni and the Latin American communities in Victoria.



### Australia Chile Economic Leadership Forum (ACELF)

Victoria was a major sponsor of the second ACELF that brought together senior-level Australian and Chilean Government and business leaders in Melbourne in 2016 to exchange ideas about ways to diversify trade and investment between the two countries.



### **Victoria's business ties continue to grow and diversify**

Victoria's industry engagement with the region is increasingly diverse. The range of sectors represented as well as the size of firms that have established links with Latin America continues to grow.



#### **Mining**

The presence of Victorian companies in Latin America has traditionally stemmed from the mining industry, which has seen major players such as BHP, MMG, Rio Tinto, Orica, OceanaGold and Newcrest Mining pave the way for Mining Equipment and Technology Services (METS) companies including Gekko Systems, Duratray, AMC Consultants, Incitec Pivot, Dyno Nobel, ATC Williams and Optalert. Professional services firms such as Swann Global and GHD provide support to these firms in-market.



#### **Research**

World-class research bodies with significant operations in Victoria have established a presence in Chile, including AMIRA International, the Commonwealth Science and Industrial Research Organisation's (CSIRO) Centre of Excellence and Orica's Centre for Innovation.



#### **Food and agricultural innovation**

Orgran, Passage Foods and Bega Cheese products are now available in Chile as well as the Boost Juice franchise. Meanwhile, Victoria's meat products and processed foods are increasingly popular in Mexico. Nufarm, Rubicon Water and GP Graders also have a well established presence in Latin America.



#### **Digital economy and retail**

Leaders in the digital economy have established a broad footprint, including Carsales, and online job search engine SEEK. Retail giant, Cotton On, has eight stores throughout Brazil, while in 2012, skincare brand Aesop was purchased by Brazil's Natura Cosmetics Company.



#### **Education**

In the education sector, Deakin University now has a presence in Latin America through a partnership with ORT University and the Australian Studies Centre in Montevideo, Uruguay. Monash University has also established a presence in Mexico.



*“Over the past several years Carsales has successfully established a strong presence in Brazil, Mexico, Chile and Argentina. We see Latin America as a growth region for our online automotive business. We attribute our success in the region in part to the application of our Australian developed intellectual property, along with the establishment of key relationships and understanding of local markets.”*

Cameron McIntyre, CEO, Carsales.com

## Latin America, a growing trade partner for Victoria

Global engagement is vital for Victoria. Maintaining connections with our traditional partners while also expanding into new markets enable businesses to grow and our economy to be more resilient.

Victoria's two-way trade in merchandise goods with Latin America has grown almost 40 per cent over the past decade (see Figure 1). Meanwhile, Victorian goods exports to Latin America have fluctuated over recent years. Major goods exports in 2017 included paper and paperboard; non-electrical machinery, insecticides and meat.

Services exports have continued to grow, in particular international education and tourism numbers. Student enrolments from Latin America have grown 400 per cent over the past decade, albeit from a low base. In terms of tourism, visitors from Latin America to Victoria have continued to increase at over 13 per cent per annum over the past five years.

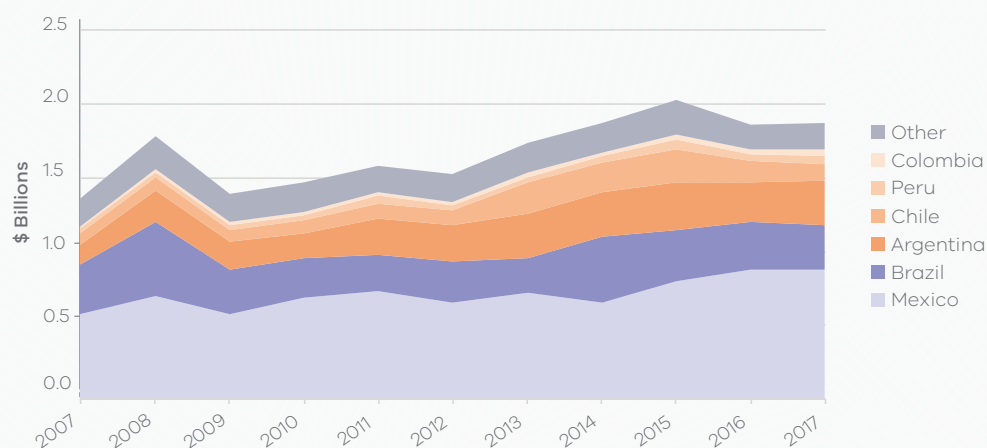


Figure 1: Growth in Victoria's two-way goods trade with Latin America, 2007 – 2017<sup>20</sup>

## A diverse two-way investment relationship

### Latin American investment in Victoria has been modest but is important and growing

Mission Foods, the world's largest tortilla and corn flour producer, has a state-of-the-art manufacturing facility in Epping. Mission Foods has been a major sponsor of the Western Bulldogs Football Club for ten years.

Brazil's JBS Global established JBS Australia, headquartered in Brooklyn. The company is Australia's largest meat processing company and exports to more than 50 countries from Victoria.

One of the world's largest bus body manufacturers, Brazil's Marcopolo SA, acquired Victoria-based Volgren, located in Dandenong. The company brought new technology and expertise to our state.

Leading Peruvian manufacturer Vistony del Peru SAC announced the establishment of its Australia and New Zealand headquarters in Geelong, Victoria. Vistony is Peru's leading supplier of oils, lubricants and greases for the industrial, automotive and mining sectors.

### Victoria's investment into Latin America

Victorian companies have been significant investors into Latin America's minerals and petroleum sectors, which have opened doors for our METS firms.

BHP and Rio Tinto's Escondida Mine in northern Chile is the world's largest copper producer, representing a multi-billion dollar investment into the country. The company has invested heavily in a large-scale desalination plant at the Port of Antofagasta to supply water to the mine. BHP also has assets in Chile's Pampa Norte, Peru's Antamina, Colombia's Cerrejon, and operates two fields in the Gulf of Mexico.

In 2017, Newcrest Mining invested US\$63 million in SolGold to develop Ecuador's Cascabel gold mine. More recently, Newcrest agreed to invest US\$250 million and acquire a 27 per cent stake in the development of the Fruta Del Norte gold project in Ecuador.



DIRECTION ONE

# Facilitate Doing Business

*To help Victorians be competitive  
internationally, we will be inclusive  
and make it easier to do business*



## Advocate reducing barriers

The Government has an important role to play in representing Victoria's interests at the Commonwealth level.

### Trade liberalisation

Despite the recent withdrawal from trade agreements by key countries, others have signalled their commitment to promoting enhanced trade liberalisation.

More open trade relationships lead to increased flows of goods, services and capital, all of which are critical to Victoria's prosperity. In addition to benefitting from greater access to the world's best goods and services, Victoria has excelled in internationally competitive industries such as education, tourism, professional services, food and fibre and digital technologies.

As a leading advocate of open markets, the Victorian Government communicated to the Commonwealth Government the trade and investment outcomes that FTAs with key Latin American partners could generate.

Australia has since signed an FTA with Peru and is negotiating an FTA with the Pacific Alliance. Meanwhile, Australia is a committed member of the revived TPP, which brings together eleven leading and diverse economies, including Chile, Mexico and Peru. Australia's existing FTA with Chile is a prime example of how such arrangements can elevate a bilateral relationship.

We will continue to advocate for the state's interests in trade and investment negotiations, including addressing technical market access barriers. We will also work with the Commonwealth Government and other partners to achieve necessary quarantine measures that facilitate access for Victorian food exports and permit imports that benefit Victorian consumers.

### Streamlined visa processing

The Victorian Government supports the free flow of people to Australia for the purposes of business, leisure and education.

Over 30 countries are currently eligible for the eVisitor Visa (subclass 651), which allows a person to visit Australia as a tourist or to carry out business visitor activities at no cost and with visa processing of one business day. However, this framework does not extend to a long-term FTA partner, Chile, or any other Latin American country.

Following the introduction of direct flights, it is timely to address barriers to doing more business with Latin America. To date, unilateral decision-making at the Commonwealth Government level has served as a constraint on increased travel and resulted in reciprocity fees. By taking steps to reduce barriers to entry in to Australia, countries such as Chile would be encouraged to remove barriers in-market. Australia is the only country subject to reciprocity fees upon arrival in Chile.

We will continue to encourage the Commonwealth Government to put in place measures that facilitate trade, investment and tourism flows through two-way travel.



## Gateway to Asia

Victoria is a natural gateway to Asia for Latin American businesspeople and tourists. Following the establishment of direct flights between Santiago and Melbourne, this pathway into Asia is more streamlined than ever.

As Australia's pre-eminent state for engagement with Asia, Victoria is uniquely placed to support Latin American businesses and investors to access fast-growing markets in Asia. Around 40 direct flights currently connect Melbourne to global cities, of which almost 30 connect Melbourne with Asia. Furthermore, as home to Australia's largest container, automotive and general cargo port and with a proven track record of doing business with Asia, Melbourne offers a competitive edge for Latin American businesses looking to service the region.

### Leading the way

To enter the Australian market and grow its presence in Asia, Mexican multinational GRUMA established a manufacturing and logistics hub for its subsidiary brand Mission Foods in Epping. From Melbourne, the world's largest producer of tortillas and corn flour supplies the Australian market as well as Japan, Korea, Malaysia and Singapore.

### Bridging Latin America and Asia

Chinese-owned and Melbourne headquartered MMG Limited has a successful joint venture project at the Las Bambas mine in Peru. Once in full production, the project will be one of the world's largest copper mines.

### Streamlining travel

To truly position Melbourne as the gateway between Asia and Latin America, current visa arrangements for Latin Americans seeking to visit Australia for short-term business and tourism purposes needs to be reviewed.

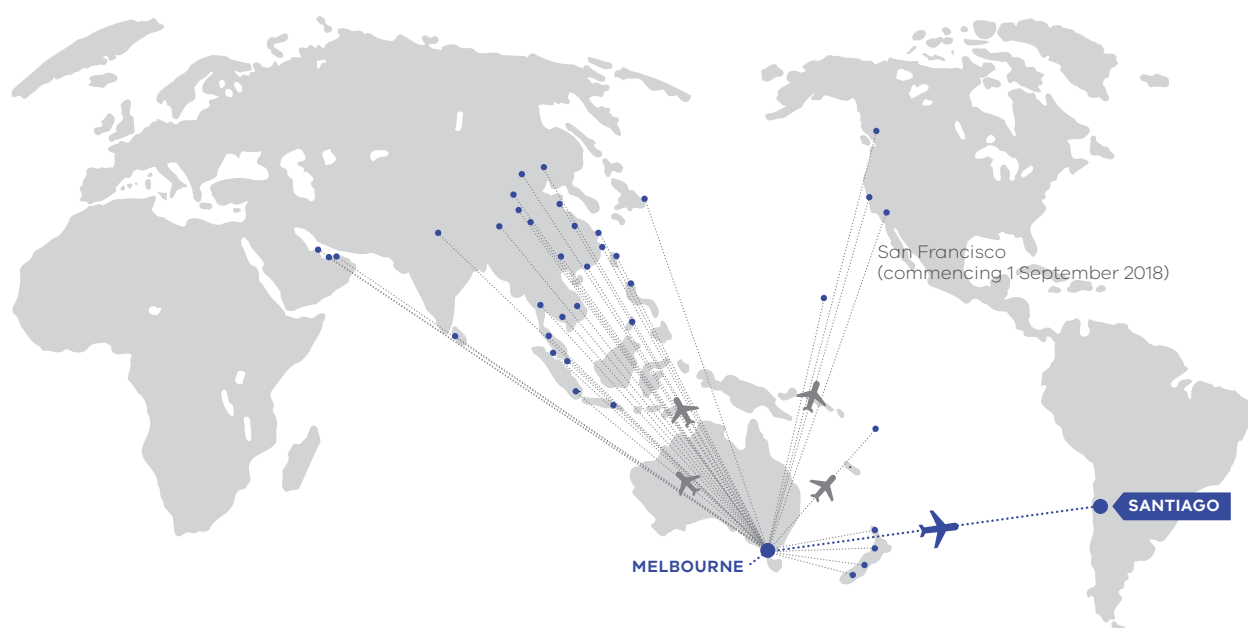


Figure 2: Direct non-stop flights from Melbourne Airport

## Support trade and investment activity

To be globally competitive, businesses need to be connected. We are committed to supporting small, medium and large-sized firms as well as regional Victorian businesses to grow their engagement with Latin America.

### A stronger presence on the ground

The VGTI in Santiago, Chile is evidence of the Government's commitment to boosting trade and investment ties with the region.

The office will support Victorian businesses to identify opportunities, share market intelligence and facilitate business and government-to-government connections.

### Direct flights

Direct international air services to and from Victoria are crucial in supporting global business and tourism flows, investment, and stronger people-to-people linkages.

The Victorian Government played a key role in securing the new direct flight between Santiago and Melbourne, which has led to significant growth in tourism in both directions, as well as facilitating trade with further air cargo options.

### Export Skills Program

Through our Export Skills Program and together with key partners, we will provide market insights through briefings, seminars and online platforms to assist businesses to understand the opportunities to trade with Latin America and ensure Victorian companies are export ready.

### Victorian Women in International Business Program

The program promotes opportunities for Victorian women to make new connections and develop partnerships to help grow their export businesses. In 2018, we will bring together "Women Doing Business in Latin America" to expand networks and promote cross-sectoral collaboration.

### Victoria's International Chamber House (ICH)

The ICH is a Victorian Government initiative established to encourage close collaboration between government, bilateral international chambers and business associations. The Government will continue to leverage the ICH to strengthen our engagement with key Latin American stakeholders.

### Attract and boost investment

Victoria's strong and diversified economy, fast-growing population and world-class infrastructure offer sizeable opportunities to potential Latin American investors. Invest Victoria is the state's investment promotion agency, offering potential investors free services, including advice on government procedures, site selection, market briefings and introductions to industry networks. For more details visit: [invest.vic.gov.au](http://invest.vic.gov.au)

### Skilled, significant investor and business migrant visas

Victoria is the destination-of-choice for nearly half of all business migrants to Australia. The Victorian Government supports various investor and business migrants through visa nomination, which may lead to permanent residency if certain conditions are met. For more details visit: [liveinmelbourne.vic.gov.au](http://liveinmelbourne.vic.gov.au)





Santiago, Chile



## The Victorian Government will:

### **Advocate for the freer movement of people between our regions**

Continue to work with the Commonwealth Government to improve visa arrangements and eliminate reciprocity fees in order to drive tourism, education and trade.

### **Expand networks, knowledge and connections through the VGTI**

Support industry to respond to opportunities by providing market insights, growing networks and facilitating business to business matching.

### **Position Victoria as a gateway to Asia**

Demonstrate the benefit in bringing Asia and Latin America closer through Victoria as a hub.



"Australia has a strong brand in Chile and South America more broadly. There is much we can do here. We are strengthening our engagement with all Australian stakeholders, including the Victorian Government office, to support, enhance and expand Australia's presence in the region."

Robert Fergusson, Australia's Ambassador to Chile and Ecuador





DIRECTION TWO

# Prioritise Key Opportunities

*We plan to be focused in our engagement with Latin America by drawing on our competitive advantages*



## Mining and Mining Equipment, Technology and Services (METS)

Victoria's mining expertise has been built on more than 150 years of mining heritage, providing a competitive advantage for Victorian firms in global markets. As a globally recognised mining hub, our mining and METS sectors are world leaders and operate globally. Victoria is home to the global headquarters of BHP, MMG, OceanaGold, Newcrest, St Barbara Mines, Alumina, Orica and Rio Tinto.

### Innovation and excellence in safety standards

Victoria is Australia's largest exporter of METS. The transfer of Australian technology and safety standards position Victoria as a natural partner in the mining sectors of Latin American countries.

### Leader in community engagement

Australian mining companies are preferred operators in Latin America due to their high regulatory standards and codes of practice. Victoria's mining sector, including professional associations, are world leaders in corporate social responsibility. We have expertise in consultation and engagement to ensure that the needs of communities, including traditional owners, and environmental concerns are appropriately considered and managed.

### Mining powerhouse

In March 2017, the President of Mexico, Enrique Peña Nieto and BHP CEO, Andrew Mackenzie signed an agreement worth US\$1.2 billion, in which BHP together with Exploration and Production Mexico (PEMEX) agreed to complete work on the significant Trion, one of the ten largest oil discoveries this decade.



*"It is an honour to be the first foreign company to partner with the people of Mexico in developing their significant petroleum resources for mutual benefit."*

Andrew Mackenzie, CEO, BHP

### Memorandum of Understanding on Mining

During the International Mining and Resources Conference (IMARC) in Melbourne in 2018, the Victorian Government and the Secretariat of Mining Policy of the Ministry of Production of Argentina signed a Memorandum of Understanding on Cooperation in the Field of Mineral Resources, aimed at fostering deeper bilateral engagement in mining investment and development, technology transfer and environmental protection.





### Orica's Centre of Innovation and Collaboration in Chile

Orica's Centre of Innovation and Collaboration in Santiago was established in 2015 to promote innovation and supplier/customer partnerships in the Latin American mining industry. The centre connects the industry with mining specialists and thought leaders around the world, providing a location for technical forums, industry workshops, stakeholder briefings and networking events.

### Opportunities in Latin America

As mines and operations are established throughout Latin America, the demand for METS, capital, infrastructure, education, community engagement, environmental and safety elements grows. In Colombia, vast areas of land will become available for mining following the peace accord signed in 2016. The 'lithium triangle' comprising Argentina, Bolivia and Chile is estimated to contain 80 per cent of the world's lithium brine resources. Meanwhile, Ecuador has emerged as an attractive mining and hydrocarbons destination. Cuba, Guatemala, Guyana and Panama are also attracting interest from Victoria's mining and petroleum companies.

Victorian educational institutions are well placed to support upskilling of mining workforces throughout the region.

**190+**

mining and resources business are located in Victoria

**Over 65%**

of the ASX150's mining stock is attributable to Melbourne based business, and market capitalisation continues to grow.<sup>22</sup>



/ Chile

Chile is the world's largest producer of copper, with copper-related products accounting for over half of the country's exports. Despite rising energy costs and water scarcity challenges, the new government intends to focus on cutting red tape to promote investment into Chile's mining sector. Chile's lithium sector is expected to continue developing rapidly.



/ Mexico

The reformed energy sector has attracted foreign companies to participate in the exploration, production, processing and refinement of Mexico's oil and gas fields. Rich in minerals and resources, Mexico presents significant opportunities for Victorian METS companies and education and professional services sectors.



/ Peru

In 2017, mining products represented over 65 per cent of Peru's exports, with the country overtaking China as the world's second largest copper producer. The country's mining portfolio consists of almost 50 mining projects with an estimated investment value of over US\$50 billion. Almost 37 per cent of Peru's land is open to mining activity, while only 1.2 per cent is currently explored<sup>23</sup>.



*"The Victorian Government has provided outstanding support to Duratray over the years, both in Australia and Latin America. Being a Victorian company has been instrumental to our success as global mining technology providers – the talent of our people, the prestige of the Australian brand and the Victorian government's support have been key enablers for accessing international markets and achieving growing exports."*

Manuel Medel, CEO and founding partner of Duratray International

## International Education

Victoria is globally recognised as a preferred destination for high-quality education and an enviable student life experience. The state attracts students from across the globe to its schools, vocational education and training (VET) providers including Technical and Further Education institutes (TAFEs), universities and research facilities. Education is the state's largest services export, contributing \$9.1 billion to the local economy.

Since Victoria established a dedicated Education Services Manager based in Latin America in 2014, student enrolments from the region have increased by 67 per cent, and almost 17 per cent from 2017 to 2018 alone.

### Quality education

The University of Melbourne is Australia's top-ranked university. Victoria leads the nation in the delivery of VET, both onshore and offshore, including through our leading TAFE system, which increasingly partners with enterprises to lift productivity through higher workforce skills. We are also home to highly regarded English Language Intensive Courses for Overseas Students (ELICOS).

### World class study destination

In 2017, over 200,000 international students chose to study in Victoria. Recent student liveability rankings named Melbourne as the best student city in Australia and the third best in the world. Various initiatives underpin Victoria's excellent student experience:

- The Study Melbourne Student Centre supports international students in Victoria. The centre is running the 'There's a place for you in Melbourne' advertising campaign in growth markets, including Latin America, to raise awareness of Victoria's international education offering and our state as a preferred education destination.
- The new LIVE initiative (Lead, Intern, Volunteer and Experience) provides opportunities to make social connections and improve employability.

- The Victorian Government delivers a \$4 million International Student Welfare Program, which helps to ensure the wellbeing of international students and seeks to enhance the overall student experience.
- As part of the International Student Program, over 5,000 students from 86 countries study in Victorian Government primary and secondary schools. Latin American countries have been identified as emerging markets for students seeking short term study abroad experiences.



*"Spurred by the 2017 opening of an office in Uruguay, Deakin University has been rapidly expanding its engagement across Latin America. This will enable us to continue our work to address development issues of vital importance to the region by harnessing our research strengths in areas such as climate change adaptation, water management, regional development and more."*

John Molony, Pro-Vice Chancellor (International), Deakin University





### Lopez-Lochert Scholarship

In early 2019, nineteen Victorian TAFE students travelled to Chile as part of the Victorian Government's Lopez-Lochert Scholarship Program to undertake a two-week exchange program at DUOC UC, a leading Chilean VET institution. Students undertook courses in international business and hospitality, and as part of their academic program, visited multiple local companies, start-ups and vineyards, and had the opportunity to immerse themselves in the local culture. The Lopez-Lochert Scholarship Program is the result of a partnership between the Victorian Government, the Victorian TAFE Association and DUOC UC. The program demonstrates the Victorian Government's commitment to supporting internationalisation of the Victorian TAFE curriculum and two-way student mobility between Victoria and Chile.

### Opportunities in Latin America

Victorian universities are increasingly popular among Latin American higher education students, presenting opportunities for continued growth in student recruitment from the region, generating research partnerships and integrating Victorian providers into regional scholarship programs.

There are significant opportunities for Victorian VET providers to develop partnerships in Latin America to respond to upskilling needs and plans to develop VET systems, including through tailored courses and onshore delivery.

A significant opportunity remains to raise the profile of Victorian education providers in-market. A coordinated and joint effort to market Victoria is important when communicating with potential partners and students.

## 1/3

of Australia's international students enrolled in higher education are in Victoria

## #3

Melbourne named third best student city in the world

## 400%

increase in student enrolments from Latin America over the past decade



/ Brazil

Building international partnerships to facilitate research collaborations, workforce training and transferability of qualifications as well as English language abilities and technical education remain a priority in Brazil. Victoria will build on the Memorandum of Understanding signed with the State Government of Paraná to collaborate in areas such as water management, liveable cities, health and tourism.



/ Colombia

The country aims to be the most educated in Latin America by 2025 and is working towards a bilingual population. International education is highly valued in the workforce, spurring a demand for overseas qualifications. Efforts to better align vocational training with the needs of industry are also a priority. Colombian students are the second-largest cohort of students studying English in Victoria.



/ Mexico

Mexico has 35 million students<sup>24</sup>. While higher levels of education and specialisation have been achieved, there remains a breadth of opportunities. Enhanced workforce capacity to support projects such as the significant BHP-PEMEX project will be vital to its success, presenting an opportunity for Victorian institutions to partner with local providers to deliver courses in-country.

## Food and Agriculture Innovation

Victoria is Australia's largest food exporter. Victoria's food and fibre sector, encompassing agricultural production and food and beverage manufacturing, accounts for 46 per cent of Victoria's total goods exports. The state is also the centre of food and agribusiness innovation in Australia, investing heavily in incubators to improve production from paddock to plate.

### Innovative

Victoria is home to several world-class food and beverage research centres including, La Trobe University's AgriBio Centre, one of Australia's premier bioscience facilities. The Food Innovation Centre at Monash University helps food, ingredient and equipment manufacturing companies access expertise and technologies. SproutX and Rocket Seeder, in partnership with Monash University's Food Incubator, also assist food and agtech startups.

### Recognised as a supplier of premium and safe food products

A robust regulatory system with globally recognised standards in quarantine, food safety and food labelling is a key feature of Victoria's reputation as a leader in high quality and safe products.



Food Innovation Centre, Monash University



*“GP Graders is a leading innovator of automated grading, sorting and packing technology worldwide, including Chile for 16 years. The award-winning agricultural technology is highly applicable to the world's largest agricultural producers such as Chile and Peru.”*

Al Martin, Vice President – Operations, GP Graders





### Passage Foods

Passage Foods regularly presents at international trade shows with the aim of expanding into global markets. Following the 2016 SIAL trade fair and discussions with Cencosud, the largest retail company in Chile and third largest in Latin America, Passage Foods commenced supplying over a dozen of its products to 50 retail stores throughout Chile.

### Opportunities in Latin America

As middle class populations in Latin America expand, the demand for convenient and premium products grows. The impacts of diet-related conditions such as obesity and heart disease are projected to increase, which has spurred the demand for healthy products.

There is a clear opportunity to respond to these drivers by further integrating Victorian food exports and processed food expertise into Latin American supply chains. In 2016-17, Mexico accounted for 37 per cent of Victorian food and fibre exports to Latin America.

The region is home to one-quarter of the world's arable land and one-third of global freshwater resources. In order to increase productivity in these sectors, the region requires the adoption of new technologies.

**32%**

of Australia's overall processed food output is from Victoria

**79%**

of Australia's dairy exports are from Victoria

**63%**

of Australia's food and fibre exports to Latin America in 2016-17 were sourced from Victoria



/ Argentina

Argentina is actively seeking to improve its land development and production, presenting opportunities in agriculture related infrastructure such as transport and irrigation.

Argentina is increasingly looking to Australia to improve the quality of its crops and livestock. Victoria is well placed to provide world-class ovine, bovine and plant genetics.



/ Brazil

With more vacant farmland than any other country in the world, Brazil has vast potential to improve its productivity by emphasising innovation, pasture management and automation technologies. Victoria is well placed to share expertise and technological advances. Demand for processed foods is also on the rise.



/ Chile

The country's food labelling laws require all local and imported food products that exceed certain levels of calories, fats, sugar and sodium to display a warning label. Chilean retailers are actively sourcing food products that meet the criteria to avoid a warning label and to respond to changing consumer preferences.

## Liveability

World-class healthcare, educational institutions and well-planned urban design, coupled with a clean and healthy natural environment make Melbourne a highly desirable place to live. Victoria is a leader in sustainable water management, urban design, and protection of the environment through the world's second oldest environment protection authority, the EPA.

### Expertise in water management

Decades of policy reforms and technology development have positioned Victoria as a world leader in innovative water management. We faced the worst drought in the state's history from 1997-2009. The drought led to a range of pioneering policies and water management measures, including a strong regulatory framework, an effective water market, efficiency measures and advanced water management infrastructure.

### World's most liveable city

Victoria's internationally renowned urban design, planning expertise and architecture sector has played a key role in transforming Melbourne and regional centres into highly desirable places to live.

### Innovative clean tech and environment protection

Victoria is home to an established clean-tech industry. Our capabilities in renewable energy, green infrastructure and innovative policy frameworks strengthen our focus on creating more liveable and climate-adaptive communities. Policies such as Victoria's renewable energy targets of 25 per cent by 2020 and 40 per cent by 2025 are driving investment and innovation in these new industries.

### World-class infrastructure

Victoria's world-class infrastructure is essential in managing our growing population, connecting urban and regional areas, and ensuring Victorian businesses are competitive in global export markets. Victoria's landmark 30 year infrastructure strategy outlines a steady pipeline of projects to meet these objectives. We are regarded as a leader and early adopter of public private partnerships (PPPs).

### Liveability Victoria International (LVI)

LVI has been established to position Victoria as an international leader in liveability, leveraging the reputation of Melbourne as the world's most liveable city to assist businesses in the liveability sector to enter target markets.



*“The Victorian Government has provided great assistance to Rubicon by raising awareness of Victoria’s canal automation and irrigation modernisation techniques in overseas markets. Our technology has been adopted in Chile and Mexico, which is assisting to manage water supply to farmers and communities respectively. We plan to expand our operations into Argentina, Colombia and Peru going forward.”*

Damien Pearson, Deputy GM Commercial Operations,  
Americas and Europe, Rubicon Water





## GHD

GHD has been in Chile for over 15 years and employs close to 200 people. Founded in 1928, GHD's leading expertise in engineering, architecture, environmental and construction services have been highly relevant to the Chilean context, where the company is participating in a number of important projects. The company also has projects in Argentina. GHD is keen to take this success into other Latin American countries.

### Opportunities in Latin America

Rapid urbanisation across Latin America requires investment in water supply and sanitation, flood mitigation and public transport systems to create liveable and productive cities. Widespread open tender processes and growing interest in public private partnership (PPP) models present opportunities for Victorian infrastructure providers. For example, Colombia's Fourth Generation (4G) PPP infrastructure program includes a US\$70 billion pipeline of projects.

VicRoads, Victoria's roads infrastructure agency, is also actively looking to collaborate and work with Latin American partners to improve road safety, vehicle registration and licensing systems, and intelligent transport systems. Victoria's strong liveability credentials position our professional services firms as ideal partners to participate in urban and regional improvement projects.

## #1

Melbourne named World's Most Liveable city for seven consecutive years

## 100/100

Melbourne received perfect scores in healthcare, education and infrastructure ratings in 2017<sup>25</sup>

## #1

Melbourne forecast to be most populated city in Australia by 2030<sup>26</sup>



### / Chile

Chile faces water scarcity challenges affecting metropolitan as well as mining and agricultural areas. Desalination solutions are expected to provide half of the mining industry's water supply by 2026.

Chile has set out to meet 90 per cent of its energy supply from renewables by 2050, which has attracted significant foreign investment in the sector.

There are 350 large-scale infrastructure projects in all stages of development.



### / Mexico

Water resources are scarce in regions where most of Mexico's economic activity occurs. Modern infrastructure is needed to address water security, sewage capacity and flood protection challenges.

Mexico plans to rely on clean energy for 35 per cent of its electricity demand by 2024, and hopes to reach 50 per cent by 2050.

As Mexico's population continues to grow, ongoing investment in infrastructure will be needed to meet current and future needs.



### / Peru

Although water is abundant in Peru, it is unevenly distributed. Major reforms in water management policies are underway. The government has set out to ensure access to potable water and sewerage services for the entire population by 2021.

The government has also proposed an ambitious infrastructure plan. Enhanced transparency standards around tender processes and growing interest in PPPs may bring opportunities for Victorian infrastructure providers.

## Emerging Sectors

### Tourism and Major Events

#2

Victoria is the second most visited destination in Australia.

9.94 million

international passenger traffic through Melbourne airport (2016-17).

200,000+

people employed by the visitor economy.

The Victorian Government recognises the long-term benefit of promoting Victoria as a destination for international tourism from Latin America.

Supported by new direct flights between Melbourne and Santiago, visitor numbers have increased over 30 percent in the past 18 months from key markets in Latin America.

We will continue to work with the Commonwealth Government to advocate for the freer movement of people between our regions in order to drive enhanced tourism, education and trade activity.

### Medical Technology and Pharmaceuticals

2

Victorian universities in the global top 30 biomedical rankings.

#2

Monash University is ranked second best worldwide for pharmaceutical sciences.

\$1.6 billion

in global medtech and pharmaceuticals exports (2016-17), a figure which has doubled since 2011.

Victoria is globally recognised for its excellence in healthcare delivery and medical research and technology.

Over the past 15 years, Victorian Governments have invested over \$1.8 billion in building our science and technology-based industries, including enabling infrastructure such as the Australian Synchrotron, the Melbourne Centre for Nanofabrication and Carbon Nexus at Deakin University in Geelong.

We have a sophisticated network of biomedical, startups, medium-sized businesses, large multinationals, hospitals, service providers, universities and research organisations.

Victoria's expertise in medical technologies, medical biotechnology and pharmaceuticals are areas where Victoria's capabilities meet in-market demands.



*“We have exported to Latin America for the past 25 years and as the region becomes more affluent, consumers are demanding high-quality dentistry, creating expanding market opportunities. The Latin American market is a long term strategic goal for SDI and one that will grow into the future.”*

Samantha Cheetham, CEO & Managing Director, SDI Ltd.





## The Victorian Government will:

### **Gain market intelligence about opportunities for Victorian businesses in Latin America**

Strengthen relationships with Latin American governments, industry, educational institutions and other key stakeholders to acquire a deep understanding about opportunities for increased engagement with the region.

### **Communicate opportunities to Victorian stakeholders**

Share market insights with stakeholders in Victoria through ongoing dialogue, forums and workshops in order to facilitate Victorian business engagement.

### **Promote awareness of Victoria's capabilities to Latin American audiences**

Grow knowledge about Victoria's capabilities amongst key Latin American partners in the government and business sectors.



#### **Airport Economist Latin America TV series**

"Latin America is undergoing an economic renaissance. More than just salsa and samba, toucans and tango, the region has a growing middle class, a sophisticated agriculture and resources sector and a diverse tourism market. After years of neglect due to the tyranny of distance, the great Southern continents are getting to know each other and are forging their way in the world as open economies committed to Asia Pacific trade and investment.

That's why we launched The Airport Economist Latin America TV series this year, hot on the heels of the successful Asia series, and are delighted that the Government of Victoria has joined us as creative partners in our journey around the region."

Tim Harcourt, Host, The Airport Economist



A man in a white shirt and hat is dancing with a woman in a red dress. They are both smiling and looking at each other. The background is a crowd of people at a Latin Fiesta, with colorful streamers hanging from the ceiling.

DIRECTION THREE

# Foster Connections

*We understand that working  
together means being connected*

Meyers Place Latin Fiesta, Melbourne



## Promote networks and knowledge building

### Deliver flagship events

The Victorian Government recognises that to drive increased trade and investment, it is vital to bring key decision makers together to learn about opportunities to collaborate for mutual benefit. Platforms such as flagship events, seminars and workshops connect stakeholders and help build knowledge.

We are committed to increasing the representation of Latin American delegates across the Victorian Government's trade and investment activities.

#### In Victoria



##### Second Australia-Chile Economic Leadership Forum (ACELF), 2016

The Victorian Government was a major sponsor of the second ACELF that brought together Australian and Chilean government and business leaders in Melbourne.



##### Annual International Mining and Resources Conference (IMARC)

IMARC showcases Victoria's leadership in mining and resources. It has provided a platform for Latin American and other international leaders to communicate opportunities for commercial engagement.



##### Annual Food and Beverage Trade Week (FBTW)

FBTW is Australia's premier inbound food trade mission program. It provides first-hand insights into Victoria's food industry, renowned for its high quality, reliability and safety.



##### Victorian Invitation Program (VIP)

VIP is part of a four-year \$12 million initiative that has provided over 800 international leaders and decision-makers with knowledge about Victoria's broad capabilities through a program of events and meetings in Melbourne and regional areas.



#### Growing Latin American participation at IMARC

IMARC is a Victorian Government initiative to position Victoria as a global mining and mining services hub. Each year, the conference has attracted increasing numbers of Latin American delegates. In 2018, the largest international contingent of delegates was from Latin America, representing some of the region's mining powerhouses and key government decision makers. Participants over the past few years have included mining and resource ministers from Chile, Ecuador and Mexico as well as senior government officials from Argentina, Brazil, Colombia, Peru, Guatemala and Venezuela. IMARC provides a pathway to significant business outcomes, such as Newcrest Mining's acquisition of a major stake in the Cascabel copper and gold discovery in Ecuador and OceanaGold's entry into a gold exploration project in Argentina.



## In Latin America

### Support trade missions and in-market engagement

Inbound and outbound trade missions serve to build relationships and knowledge through first-hand insight into each other's capabilities, interests and challenges. We have supported the opportunity to connect face-to-face both locally and in Latin America to promote relationship and knowledge building. Missions have included inbound education agent familiarisation tours and an outbound English language training mission.



#### CSIRO Food Innovation Workshop

Together with CSIRO Chile, we led a workshop in Santiago in September 2017 on strengthening agriculture and food innovation with support from the Council on Australia Latin America Relations.



*“Our participation in the Victorian Trade Mission to Expomin 2018, not only provided multiple opportunities, but also cemented new and existing relationships with clients in Chile and across the whole region.*

*Based on the feedback we received, we are very excited about the potential of our equipment in the Latin American market.”*

Nigel Grigg, Business Development Manager, Gekko Systems



#### Support for Victorian education providers

The Victorian Government has led several missions to Latin America over recent years, including an English language mission to Chile, Colombia and Peru in 2017 and a significant ministerial-led education mission to several Latin American countries in 2015. The Government will continue to support education providers to identify and explore opportunities in the region. Our Education Services Manager will assist providers to connect with potential partners in-market and facilitate opportunities to collaborate.

The Government will also continue to promote the Study Melbourne brand in Latin America, including through digital marketing campaigns. We also support providers in-market through participation in events such as a recent series of ELICOS fairs in Brazil.



#### Expomin

We have supported several trade missions to Expomin, the largest industry event for mining in Latin America. Held in Santiago bi-annually, it attracts 80,000 visitors from over 30 countries.

#### Perumin

Participation in Perumin is part of our growing engagement with Peru. The mining exhibition is a valuable way to build relationships and better understand the market.

## Connect and engage with key partners

The Victorian Government has strengthened its engagement with key stakeholders in the Victoria-Latin America relationship and recognises the important role that champions for the region play in maintaining and growing links with Latin America.

### **Victorian and Latin American business communities**

Victorian firms continue to diversify their footprint in the region and showcase Victoria's capabilities in-market.

Latin American businesses are increasingly dynamic, professional and outward looking. The VGTI will engage in-market to facilitate business to business interactions and opportunities for Victorian companies.

### **Latin American communities**

Victoria's Latin American communities are dynamic and make an important contribution to the state's cultural diversity and economy.

An increasing number of Victorians visit Latin America and return with strong affection for the region.

### **Latin American professionals and students**

Skilled professionals, international students and Work and Holiday visa holders (Argentina, Chile, Peru and Uruguay) make long-lasting connections while studying and working in Victoria. Somos 21 has been popular in uniting Australian and Latin American professionals and providing networking opportunities.

### **Victorian alumni networks**

Alumni of Victorian educational institutions are natural ambassadors of our state. They are future leaders in government, business and the community and are motivated to maintain strong links with Victoria once they return home. The Victorian Government has launched alumni networks in Chile and Colombia.

### **Business councils and chambers of commerce**

Councils and bilateral chambers unite their respective memberships to learn about business opportunities, expand networks and promote cultural awareness.

We partnered with the Australia-Latin America Business Council (ALABC) to deliver the 2017 ALABC Infrastructure Forum in Melbourne.

### **Commonwealth Government**

We are committed to working closely with the Commonwealth Government, in particular the Department of Foreign Affairs and Trade and the Australian Trade and Investment Commission to enhance our engagement with Latin America. We worked with the Commonwealth Government to deliver the second Australia Chile Economic Leadership Forum in December 2016 in Melbourne.



### **Latin American visit by the Governor of Victoria**

In May 2018, the Governor of Victoria, Her Excellency the Honourable Linda Dessau AC, visited Bogota, Colombia and Santiago, Chile. The Governor's visit focused on promoting deeper linkages between Victoria and Latin America, particularly in areas of education, innovation and gender equality and included meetings with high-level government officials, the launch of the Victorian Alumni Network in Colombia and announcing the Lopez-Lochert Program in Chile.





*“Collaboration between Latin American and Australian businesses has long benefitted each other. Orica’s Latin America operations play a significant role in our global business, employing around 2,500 people across the region in manufacturing centres and on customer sites in the copper, thermal coal, gold, iron ore, quarrying and construction industries.”*

Alberto Calderón, CEO, Orica

## Promote cultural awareness and engagement

Cultural engagement and understanding underpins strong and trusting relationships at the governmental, business and institutional levels.

### Latin American diaspora

According to the 2016 Census, Victoria is home to the second largest Latin American community in Australia with around 35,000 Victorians of Latin American or Caribbean ancestry. The Latin American community also includes skilled migrants, Work and Holiday visa holders as well as students.

The number of Latin American students studying in Victoria has grown 400 per cent over the past decade. Victoria as a study destination is particularly popular with Colombian students.

### Celebrating Latin America in Victoria

There are many festivals celebrating Latin American culture in Victoria that attract tens of thousands of participants, including the September Latin America, St Kilda Latin America, Johnston Street Hispanic, Meyers Lane Latin Fiesta and Mexican Festivals.

Spanish language learning has increased by 400 per cent since 2010, with almost 18,000 students learning Spanish across 52 Victorian Government schools.

### Renowned internationally

Victoria prides itself on being the cultural capital of Australia. Diverse and vibrant communities contribute to Victoria's reputation as the cultural epicentre of Australia. Through performances and workshops delivered by Victorian performers across Latin America, audiences have developed a greater understanding of Victoria as a cultural hub.

### Sports diplomacy

Victoria and Latin America share a strong passion for sport. As part of Victoria's Tourism and Major Events Program, Melbourne hosted the historic soccer game between Brazil and Argentina's national teams in June 2017, bringing together world-class players at the Melbourne Cricket Ground (MCG) in front of almost 100,000 Australian and international fans. Brazil's team also played Australia's national soccer team.

The Victorian Government provided support to the Santiago Saints Australian Football Club in Chile to help the team rebuild its clubhouse and replace equipment lost in a fire in July 2017. The team plays an important role in bringing together communities through sport. Its sister team is the Bogota Bulldogs in Colombia.



Ten years ago, Mission Foods established a partnership with the Western Bulldogs, which has grown into one of the most significant in the Club's history. Mission Foods has been the Bulldogs' major partner for a decade, which culminated in the Club's drought-breaking premiership in 2016.

The company has extended its major partnership of the Western Bulldogs and is excited about what the future holds.



## The Victorian Government will:

### **Support activities that foster people-to-people links and build knowledge**

Identify platforms such as flagship events and workshops, both locally and in Latin America that bring together key decision makers.

### **Support missions that align with priority sectors**

Identify opportunities to undertake trade and knowledge building missions that support stronger engagement in priority and emerging sectors.

### **Continue to strengthen relationships with key partners**

Deepen and grow ties with key stakeholders in Latin America to generate and capitalise on trade and investment opportunities.



"As incoming Chairman of ALABC, I am excited to be able to work closely with the Victorian Government to strengthen ties between the State and Latin America as well as Australia more broadly.

Our joint initiatives have assisted many Australian companies to engage successfully in the region which has resulted in growth and new opportunities."

Richard Andrews, Chairman, Australia-Latin America Business Council (ALABC)

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# Victoria's international office locations



