

More Amigos, More Business!

Centrallia 2016 brings new opportunities for your business to explore in North, Central and South America. Expand your business by leveraging the largest trade blocs in our continent: NAFTA, Pacific Alliance and Mercosur. Meet your future business *partners, partenaires, socios, parceiros* in the Americas at Centrallia!

Why should I pay attention to the Americas?

From the Alaska to the Patagonia, the Americas has been increasing its competitiveness to help business and trade grow.

Why NAFTA?

- Canada, Mexico, and the United States
- Highly integrated and flexible supply chains that operate across borders within the region
- Access to one of the largest consumer markets in the world

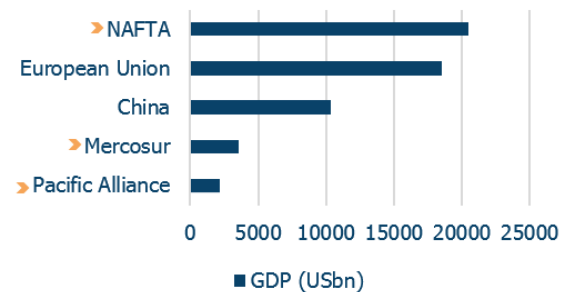
Why the Pacific Alliance?

- Chile, Colombia, Mexico and Peru – “The Southern NAFTA”
- Move workforce across this bloc, move goods free of import duties and freely market your products
- Financial Times and Economist claim it’s the most exciting development in global trade

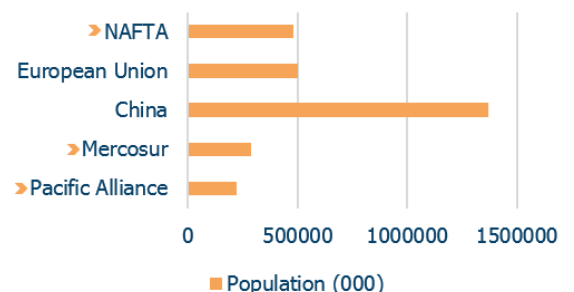
Why Mercosur?

- Argentina, Brazil, Paraguay, Uruguay and Venezuela
- Similar regulations in certain industries in the five markets part of this bloc
- You know the B in BRIC but Brazil is part of a larger trade bloc with strong growth potential

 **Size of GDP relative to China and EU**



 **Size of population relative to China and EU**



Centrallia brings you the experts to learn about these exciting developments. With our B2B matchmaking system, you will meet one-on-one with companies, community and government leaders, and Americas-focused business organizations to talk about growing your business.

Business leaders from across Canada, the United States, Mexico, Colombia, Brazil, and other Latin American countries will be in Winnipeg from May 25-27 and are coming to meet you! The unique format of Centrallia allows you to connect with so many leaders from this vast region in just 2 ½ days.

For the detailed Americas conference program with experts and case studies, please [click here](#).

World Leading Experts... Coming to Manitoba!



[Carlo Dade – Canada West Foundation](#)

Carlo Dade has been a leading voice in debates on recent Canadian free trade agreements. He has a reputation for big-picture thinking and is a leading global expert on the role of diasporas in trade and investment. Carlo was also the Executive Director of the Canadian Foundation for the Americas (FOCAL), Canada's only think tank devoted to western hemisphere affairs.

At Centrallia, Carlo will discuss the importance of paying attention to the opportunities that often get overlooked on the North American side of the Pacific Ocean.

To read Carlo's recent Op-Ed in the Winnipeg Free Press on the Americas, please [click here](#).



[Mathew Rooney – The George W. Bush Center](#)

Matthew Rooney spent most of his career as a Foreign Service Officer with the U.S. Department of State. In Washington, Matt was on loan to the U.S. Chamber of Commerce to create a high-level private sector advisory body for the Summits of the Americas, working closely with the U.S. private sector and with companies and business associations to negotiate an agenda to promote economic integration in the region for presentation to the leaders of the Americas.

At Centrallia, Matt's presentation will focus on the "unfinished business" of NAFTA.

For more information on Matt's work pertaining to the Americas, please [click here](#).



[Joaquim Tres – Inter-American Development Bank](#)

Joaquim Tres is Principal Specialist at the Integration & Trade Sector of the Inter-American Development Bank (IDB), where he coordinates the Regional Integration Instruments Group. He leads the South-South Cooperation (SSC) Initiatives, including the Regional Public Goods Program and SSC with Asia, the integration multidonor funds and the Trade & Integration Capacity Building Program. He is also a co-author of the IDB's Global & Regional Integration Strategy and provides support to integration and trade strategic initiatives in Latin America and the Caribbean.

For more information on Joaquim's work pertaining to the Americas, please [click here](#).

Featured Speakers to include:

- * H.E. Sofia Cerrato, *Ambassador of Honduras to Canada*
- * Dr. Carlos Ronderos, *World Trade Centers Association*
(Latin America)
- * Khair Ull Nissa, *VERBIND/World Trade Center Noida*
(India)
- * Carl Gravel, *Business Development Bank of Canada*
(BDC)
- * Todd Burns, *Cypher Environmental* (Canada)
- * Sergio Frota, *World Trade Center Sao Paulo* (Brazil)
- * Orlando Perez, *Ministry of Economy of Mexico*
- * Diego Patiño, *World Trade Center Bucaramanga*
(Colombia)
- * Dr. Eugenio Reyes-Guzman, *World Trade Center Monterrey* (Mexico)
- * Luis Aguirre-Torres, *GreenMomentum Inc.*
- * Dr. Jorge Acevedo, *CentrePort Canada Inc.*
- * Hernán Fernández, *Angel Ventures Mexico*
- * Gustavo Zentner, *Canadian Manufacturers & Exporters*
- * Ryan Kuffner, *Global Affairs Canada*

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