



Wealth Creation through Free Trade and Entrepreneurship – NAFTA Conference 2010

Morning Panel:

Issues with the current version of NAFTA

Ottawa, Ontario, Canada

March 12, 2010



Manitoba (Canada)

Agricultural produce from Portage LaPrairie, Manitoba are key ingredients in nutritional and value added food products in Mexico.

Interpoc cultivates export opportunities between Manitoba businesses and hundreds of manufacturing and food processors throughout Latin America.

Proven track record of success in strategic planning and facilitation:

- Headquartered in Winnipeg, Manitoba, Canada
- Offices and partnerships in Mexico, Brazil, and Argentina
- Hands-on project management and implementation
- Successful strategies for international export and business development
- Detailed market research and evaluation



Mexico City, D.F. (Mexico)

www.interpoc.com

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intelligence for your global business

Resources
Reputation
Results

Interpoc. Bringing The Americas Together for Business.



Santa Fe (Argentina)

The best beef from Argentina processed with the technology from an American company that **Interpoc** brought into Argentina and Brazil.

The best beef in the world sold in supermarkets in North America and Exported to the European Union from South America.

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The increased demand in the mining sector in Peru has evolved from basic mining practices to more advanced manufacturing mining processes.

North American advanced manufacturing solutions are deployed in the Mining, Metal Mechanics, and Original Equipment Manufacturing sector throughout The Americas.

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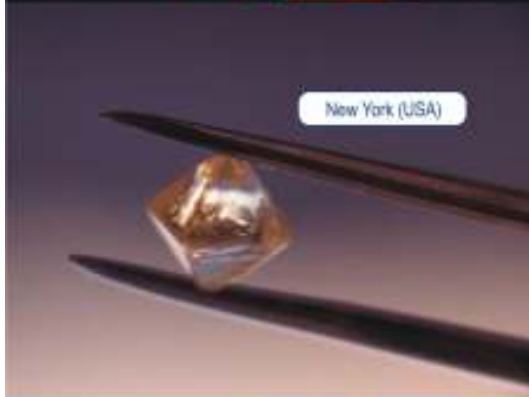
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Arequipa (Perú)



New York (USA)

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La constante demanda del sector minero en Perú ha evolucionado incorporando procesos más avanzados en la minería actual.

Las soluciones de tecnología de manufactura de avanzada y prácticas en Norteamérica han sido exitosamente presentadas por Interpoc en los sectores de minería, metal mecánica y manufactura de equipamiento original en Las Américas.



- Negocios exitosos garantizados con facilitación comercial en toda América Latina:
- Oficinas centrales en Winnipeg, Manitoba, Canadá
 - Oficinas y alianzas en México, Brasil, y Argentina
 - Estrategias de Desarrollo de Negocios Internacionales
 - Planificación de estrategias para el crecimiento empresarial

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Recursos
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Interpoc. Uniendo Las Américas en negocios.

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MARKETING: PERSONAL SELLING, MARKETING OF SERVICES

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MARKETING: PERSONAL SELLING, MARKETING OF SERVICES

So, let's discuss NAFTA...

*Here are the two NAFTA partners we
have not yet named:*





Canada's top trading partners - Y2008

**Canada's Top 10 Export Markets
by Country, 2008**

Country	% Share of Total Exports
United States	77.7
United Kingdom	2.7
Japan	2.3
China	2.2
Mexico	1.2
Germany	0.9
Netherlands	0.8
South Korea	0.8
Belgium	0.7
France	0.7
Total of Top 10	90.0

**Canada's Top 10 Import Markets
by Country, 2008**

Country	% Share of Total Imports
United States	52.4
China	9.8
Mexico	4.1
Japan	3.5
Germany	2.9
United Kingdom	2.9
Algeria	1.8
France	1.4
Norway	1.4
South Korea	1.4
Total of Top 10	81.6



MARKETING: LABOUR, FEES, ENGAGEMENT, AND SOCIETY







OVERVIEW: COMPETITIVENESS AND RAKING - 2009

	BRAZIL	MEXICO	CANADA	UNITED STATES
POPULATION	199M (5)	111M (11)	33M (37)	307M (3)
MEDIAN	28.6 Y	26.0 Y	40.4 Y	36.7 Y
LAND LINES	41.0M (6)	20.5M (14)	18.0M (17)	150M (2)
CELL LINES	150M (5)	75M (14)	21M (37)	270M (3)
AIRPORTS	4,000 (2)	1,744 (3)	1,380 (4)	16,000 (1)
RAILWAYS	29K-KM (10)	17K-KM (16)	46K-KM (5)	226K-KM (1)
ROADWAYS	1,750M (4)	357K (19)	1,040M (6)	6,500M (1)
WATERWAYS	50K-KM (3)	2,900KM (34)	636 KM (78)	41K-KM (4)
MERCHANT MARINE	136 (45)	55 (67)	175 (38)	422 (24)



BRAZIL: REALITY CHECK

Threats and challenges

National / protectionist practices and legislation

High import tariffs and duties

Intellectual property: The eternal battle between legislation and enforcement

Manufacturing costs and outsourcing: for how long?



NORTH AMERICA: Infrastructure deployment - Y2009



- Highways and Railroads



NORTH AMERICA: Infrastructure deployment - Y2009



- Ports and Inland Ports
- Railroads



MEXICO: THE OPPORTUNITY

Threats and challenges

Canada's priority position in the mind of a Mexican businessperson

Visa requirements to enter – Visitors visa, turnaround time, perception vs. reality

Buy American practices

Weak performance as an economic block / presence in North America



MARKETING: LEGAL AND REGULATORY CONSIDERATIONS





Where are we going with this approach?

An Integrated block:

People, goods/services and information

Setting new boundaries:

Newly defined markets and regions

Establishing new economies:

Globalization ; integration ; and
new economic enterprises



Economic Corridors in North America - current



- Asia-Pacific Gateway
- Mid-Continent
- Canamex
- Easter Seaboard
- Ontario-Quebec
- Quebec-New York
- Quebec-New England
- Pacific
- Central America



THE OPPORTUNITY

- **Establish** the transportation and make a business mission statement to position the corridor and as a **global transportation and business development hub**.
- Build on **Free Trade Agreements** and **international consortia** as key market entry strategies around the globe.
- **Build** more efficient facilities to improve **freight and environmental impacts**.
- **Consolidate** logistics resources – people – content – knowledge into an **integrated hub** within our companies.



PANAMA: AN UP AND COMING REALITY

**A Service from Asia to the U.S. East Coast Represents
104 Yearly Transits (NYX Service)**



Impact on the Canal
Yearly transits: 104

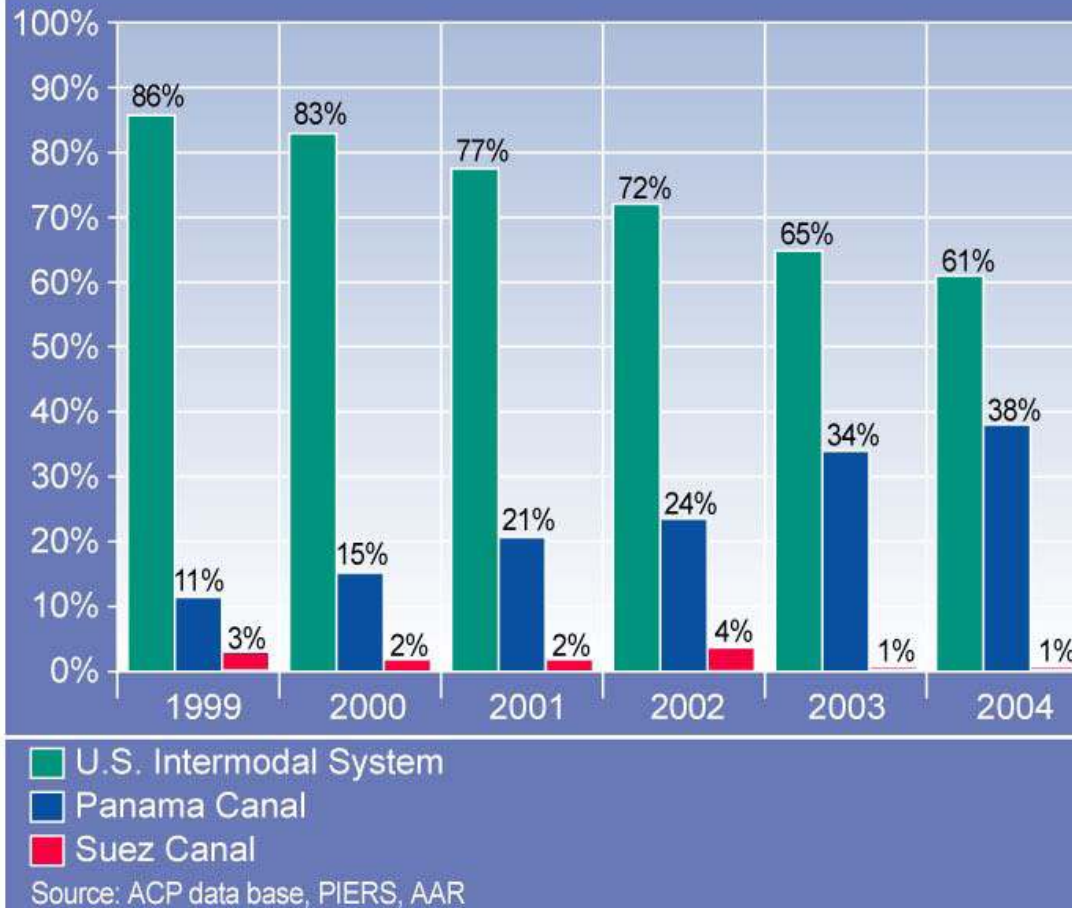
Frequency 7 days
8 vessels - Average 4,320 TEUs

This map illustrates a typical containership service in the Asia to the U.S. East Coast route using the Panama Canal. For each weekly service in this route 8 vessels in rotation are deployed, which results in 104 annual transits and approximately B/.15 millions in yearly transit fees.



PANAMA: AN UP AND COMING REALITY

Panama Canal Market Share of the Container Segment on the Asia to the U.S. East Coast Route

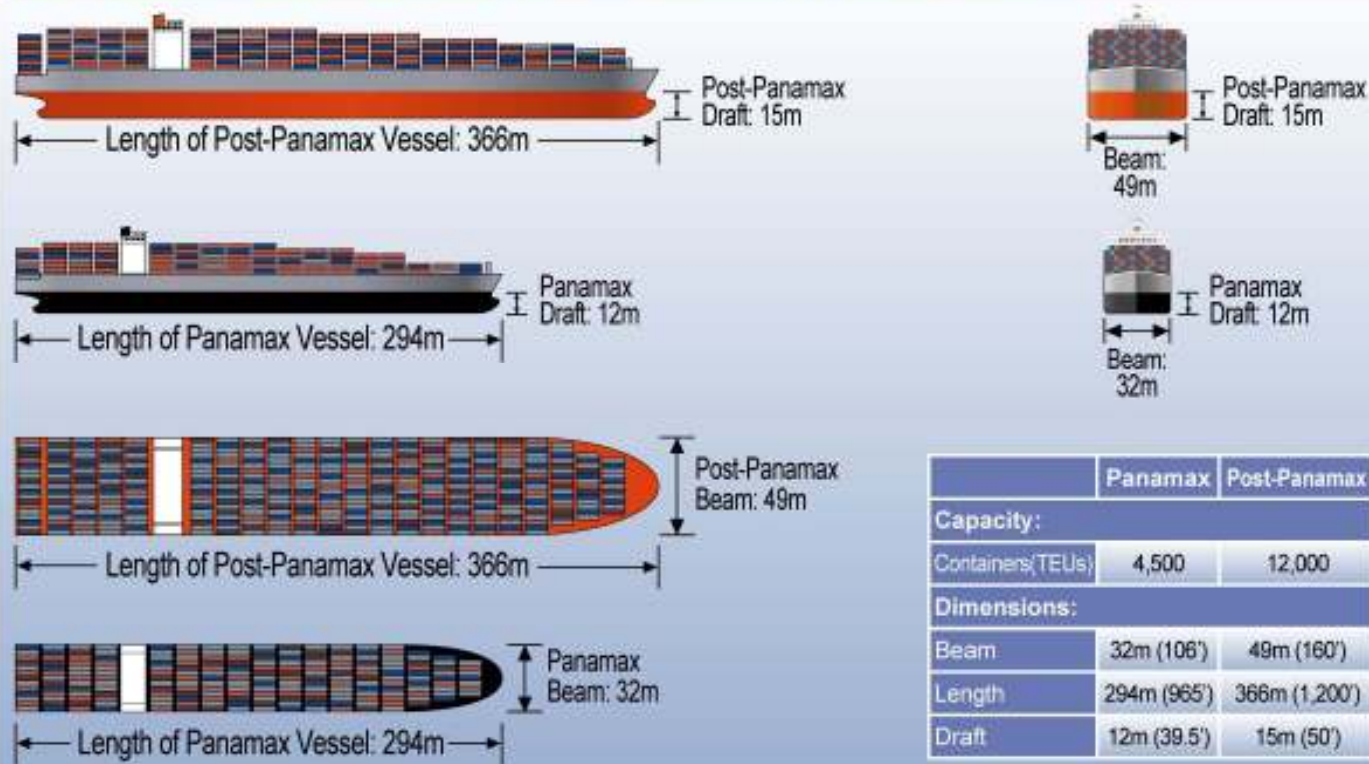


The Canal route is gaining market share in the Asia to the U.S. East Coast containerized cargo market segment.



PANAMA: AN UP AND COMING REALITY

Comparison between Panamax and Post-Panamax Container Vessels



Comparison between the largest Panamax container vessel that can transit the current Canal and a Post-Panamax size vessel with 12,000 TEUs container capacity. The larger vessel has 2.5 times the cargo carrying capacity of the Panamax vessel.



PANAMA: AN UP AND COMING REALITY



The expansion of the Canal through the third set of locks will ensure the continuous development and growth of the dynamic Canal related services cluster giving Panama the opportunity to fully realize the benefits of its geographic position.



What is InterPOC?

INTERPOC is an international resource management organization that supports those companies interested in developing or enhancing global market penetration strategies.

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**Gustavo Zentner is recipient of Canada's First,
Certified International Trade Professional, Executive Path**

