



**STRENGTHENING INTERNATIONAL  
ALLIANCES IN THE GLOBAL  
MARKET**

## **AIDE-MEMOIRE**

### **UNIDO WORKSHOP**

**LAC – EURASIAN ECONOMIC UNION WITH PARTICIPATION OF  
BRICS COUNTRIES**

**STRENGTHENING INTERNATIONAL ALLIANCES IN THE  
GLOBAL MARKET**

14-17 July 2015

Marriott Hotel  
Avenida Orellana 1172 y Avenida Amazonas  
Quito Ecuador



MINISTERIO DE ASUNTOS EXTERIORES  
DE LA FEDERACIÓN DE RUSIA



## BACKGROUND

### THE UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION (UNIDO)

UNIDO is the specialized agency of the United Nations system dedicated to promoting inclusive and sustainable industrial development in the developing countries and in the economies in transition, and to fostering international industrial cooperation.

UNIDO provides a variety of technical cooperation services, and acts as a global forum for the accumulation, analysis and dissemination of knowledge in the field of industrial development. The Strategic Long-term Vision Statement of the Organization, adopted by its Member States at the eleventh session of the General Conference in December 2005, groups these activities into three thematic priority areas: Poverty Reduction through Productive Activities, Trade Capacity-building, and Energy and Environment. In addition, it provides for UNIDO to promote South-South cooperation.

Based on the successful experience of the last four UNIDO-GRULAC Expert Group Meetings (2006, 2007, 2011 and 2012) and the two Ministerial Conferences (Lima, December 2013; San Jose, April 2014), organized by the LAC Bureau jointly with GRULAC and respective LAC governments and particularly with the government of Ecuador, emerged the request in the efforts to expand the international trade to new, nontraditional markets.

### LATIN AMERICA AND THE CARIBBEAN (LAC)

Latin America and Caribbean (LAC) represents a region which counts with steady economic growth and an increasing number of trade and investment opportunities. These circumstances reflect the rising interest in deepening integration and establishing effective commitments for joint actions to promote inclusive and sustainable industrial development (ISID).

To achieve the goal it is important to raise the presence of the region in forums on major issues and events on the global agenda strengthening cooperation on areas of common interest which cannot remain on a regional level. The aim is to build a common space with the purpose of deepening the political, economic, social and cultural integration focusing on dialogue, interaction and synergy among the regional and sub-regional integration mechanisms of Latin America and the Caribbean in order to deepen integration and accelerate regional development.

One of LAC's main objectives is the diversification of its markets and investments: Nontraditional partner countries are their priorities. Opportunities with the BRICS and Eurasian Economic Union are, for instance, in the agro business, metal finishing and service industry through the strengthening of partnerships and strategic alliances. However, there is the lack of qualified information related on the regulations and mechanisms governing the trade and business strategic alliances in the EAEU and



## STRENGTHENING INTERNATIONAL ALLIANCES IN THE GLOBAL MARKET

BRICS countries. Hence, in order to promote technical cooperation it is necessary to identify and implement South-South and Triangular strategies.

Therefore, interregional cooperation is an important component for achieving this goal that reflects the common vision of Latin America and the Caribbean in promoting international dialogues.

### **EURASIAN ECONOMIC UNION**

Eurasian Economic Union (EEU) is a political and economic union established by a treaty signed on 29 May 2014. The EAEU officially entered into effect on 1 January 2015 with the countries of Armenia, Belorussia, Kazakhstan and the Russian Federation as initial members. The Republic of Kyrgyzstan joined in May 9<sup>th</sup> 2015.

The five countries represent a market in the range of 175 million people and a combined GDP of around \$2.3 trillion. Russia has the 8th largest economy in the world by nominal GDP and the 6th largest by purchasing power parity. The Eurasian Union is considered as a major player in the world's energy sector, raw materials, arms industry and agricultural production.

The Eurasian Economic Union is seen as an energy superpower, producing over 20.7% of the world's natural gas and 14.6% of the world's oil and gas condensate, making it the world's top producer in both domains. EAEU also produces over 9% of the world's electrical energy and 5.9% of the world's coal, making it the third and fourth producer in the world respectively.

### **LAC AND EURASIAN ECONOMIC UNION**

The Eurasian Economic Union and LAC region has been holding a regular dialogue, on issues of trade facilitation and removing barriers in trade, as well as investment cooperation to taking advantage of the mutual potentials

### **BRICS**

BRICS is an association of five major emerging national economies: Brazil, Russia, India, China, and South Africa. The grouping was originally known as "BRIC" before the inclusion of South Africa in 2010. The BRICS members are distinguished by their large, fast-growing economies and significant influence on regional and global affairs; all five are G-20 members.

As of 2014, the five BRICS countries represent almost 3 billion people which is 40% of the world population, with a combined nominal GDP of US\$16.039 trillion (20% world GDP) and an estimated US\$4 trillion in combined foreign reserves. As of 2014, the BRICS nations represented 18 percent of the world economy.

The grouping has held annual summits since 2009, with member countries taking turns to host. Prior to South Africa's admission, two BRIC summits were held, in 2009 and 2010. The first five-member BRICS summit was held in 2011. The last recent BRICS summit took place in Fortaleza, Brazil, from 14 to 16 July 2014 and the forthcoming is planned to be held in Ufa, Russian Federation from 8 to 9 July 2015.



## STRENGTHENING INTERNATIONAL ALLIANCES IN THE GLOBAL MARKET

### LAC – BRICS

The relationship between LAC and BRICS is based on the important objective of strengthening South-South cooperation and has been improved in 2014 in Brazil. LAC meetings with representatives from Russia and India were held to discuss cooperation and strengthening of the cooperation between the two partners. This meeting emphasized the importance of multilateralism in the context of the United Nations. All the participants stressed the importance of establishing a permanent mechanism for political consultations between LAC and BRICS.

In this context, Chinese President Xi Jinping announced new lines of financing during his visit to Latin America, following the 2014 BRICS Summit held in Brazil on July 15-17. One of the outcomes is the establishment of the new multilateral forum between China and LAC countries. It was established with the objective of promoting political, economic, trade, people-to-people, social and foreign cooperation. To accompany the announcement, China proposed the creation of a US\$ 20 Billion fund to promote much needed infrastructure developments in the region, as well as a further US\$ 10 Billion in credit through the Bank of China.

### THE WORKSHOP

The organization of an International Expert Workshop with the participation of representatives of LAC Head of Agencies of National Export facilitation agencies from LAC countries, experts from Eurasian Economic Union and BRICS aims to contribute to the enhancement of the cooperation and partnerships in trade and investments between LAC countries and Eurasian Economic Union and BRICS countries.

This dialogue will also benefit directly the SMEs not only on relevant first-hand information on exports requirements for the BRICS / Euro Asian Economic Union countries but also through the strengthening of partnerships and business strategic alliances between LAC, EEU and BRICS countries. One of results of this initiative will be the establishment of an Electronic Referral Portal with information on export requirements to EEU, BRICS and LAC.

The workshop will be organized by UNIDO in cooperation with the Ministry of Commerce of Ecuador and the Russian Federation Government.

The counterparts from the Government of Ecuador are

#### Ministry of Foreign Commerce Ecuador:

Ms. María Emilia Crespo Amoroso: [maria.crespo@comercioexterior.gob.ec](mailto:maria.crespo@comercioexterior.gob.ec)

Mr. Marco Flores: [marco.flores@comercioexterior.gob.ec](mailto:marco.flores@comercioexterior.gob.ec)

#### Permanent Mission of Ecuador in Vienna:

Mr. Jose Rosenberg: [mecaustria@chello.at](mailto:mecaustria@chello.at)



**STRENGTHENING INTERNATIONAL  
ALLIANCES IN THE GLOBAL  
MARKET**

**DATE AND VENUE**

The UNIDO LAC – Euro Asian Economic Union and BRICS countries workshop with the title of “STRENGTHENING INTERNATIONAL ALLIANCES FOR SMEs IN THE GLOBAL MARKET” will take place on

**14-17 July 2015**

JW Marriott Hotel Quito

<http://www.espanol.marriott.com/hotels/travel/uiodt-jw-marriott-hotel-quito/>

**INVITED PARTICIPANTS**

1. Experts from each of BRICS Countries (Selected in cooperation with PMs in Vienna)
2. Experts from each of the EEU Countries (Selected in cooperation with PMs in Vienna)
3. Head of Agencies of National Export facilitation agencies from LAC countries in cooperation with the Ministry of Foreign Commerce of Ecuador and GRULAC Vienna



## TRAVEL-RELATED ARRANGEMENTS

### VISAS

Citizens of some countries may need an entry visa to Ecuador. Should participants need an entry visa please contact the nearest Ecuadorian Embassy or Consulate with sufficient anticipation prior to your travel to Quito. UNIDO will assist with the required supporting evidences.

### TRAVEL

#### 1. Airline tickets

UNIDO will pay for round-trip air transportation ***via the most direct and economical route*** from the closest airport of the participants' place of residence to Quito. The trips are booked in accordance with UNIDO's rules and regulations.

UNIDO will purchase the tickets. However, participants making their own travel arrangements are requested not to purchase their airline tickets without written authorization from UNIDO and up to entitlement. Reimbursement for the travel costs will be made by UNIDO via bank transfer.

Please note that any additional costs incurred as a result of deviations from the authorized route or the extension of the participants' stay in Quito will be borne by the participants themselves.

#### 2. Daily subsistence allowance (DSA)

No DSA is paid. All meals, hotel accommodation and transport from Airport – Hotel – Airport will be covered by UNIDO.

Participants are required to have health travel insurance.

Logistic support from Airport will be organized by the Ministry of Commerce, Ecuador.

#### 3. Costs not covered by UNIDO

UNIDO will not assume responsibility for any other costs which may be incurred by the participants while attending the meeting, including but not limited to:

- Any expenses in the home country incidental to travel abroad, including expenditures for passports, visas, and other miscellaneous items, as well as airport transfers in the participants' home countries and Quito;
- Salary and social benefits for the participants during the period of the conference;
- Costs incurred by participants with respect to any insurance, medical bills, and hospitalization fees;
- Compensation in the event of death, disability, or illness;
- Loss of or damage to personal property;



## STRENGTHENING INTERNATIONAL ALLIANCES IN THE GLOBAL MARKET

- Purchase of personal belongings and compensation for damage caused to them by climatic or other considerations;
- Costs incurred by participants with respect to travel, other than to the costs of airfare and daily subsistence allowance as explained above;
- Travel and any other costs incurred by dependants who might accompany the participants.

### FINANCIAL AND ADMINISTRATIVE ARRANGEMENTS

Financial and administrative arrangements for the participants invited and accepted by UNIDO will be made in accordance with UNIDO's rules and regulations.

### HOTEL ACCOMMODATION AND TRANSPORT ARRANGEMENTS

The meeting will take place at Marriott Hotel Quito Ecuador.

<http://www.espanol.marriott.com/hotels/travel/uiodt-jw-marriott-hotel-quito/>

The bookings will be made by UNIDO in accordance to the agreed travel schedule. Participants travelling from Latin America and the Caribbean are expected to arrive not earlier than 14<sup>th</sup> of July and participants from overseas not before 13<sup>th</sup> of July 2015.

Departure is scheduled latest on Saturday 18<sup>th</sup> of July 2015.

### ENQUIRIES AND CORRESPONDENCE

All enquiries and correspondence on the UNIDO workshop should be addressed to:

Ms. Miriam Hintz

[m.hintz@unido.org](mailto:m.hintz@unido.org)

Tel: +43 1 26026 4904

Ms. María Emilia Crespo Amoroso:

[maria.crespo@comercioexterior.gob.ec](mailto:maria.crespo@comercioexterior.gob.ec)

Tel: +59323935460 ext. 523

Mr. Oleg Sepelev

[o.sepelev@unido.org](mailto:o.sepelev@unido.org)

Mr. Carlos Chanduvi-Suarez

[c.chanduvi@unido.org](mailto:c.chanduvi@unido.org)



**STRENGTHENING INTERNATIONAL  
ALLIANCES IN THE GLOBAL  
MARKET**

**UNIDO Workshop LAC – Eurasian Economic Union - BRICS countries  
STRENGTHENING INTERNATIONAL ALLIANCES IN THE GLOBAL MARKET**

**Quito, 14-17 July 2015**

Time	Mo. 13 July	Tu. 14 July	We. 15 July	Th. 16 July	Fr. 17 July	Sa. 18 Jul
09:00	Arrival experts from BRICS, EEU and UNIDO	Arrival from Latin American and Caribbean participants	Opening session Government of Ecuador Representatives LAC Head of Delegation BRICS Head of Delegation EEU Representatives SELA	<b>Round Table CARICOM</b> Antigua and Barbuda, Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Haiti, Jamaica, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago, Dominican Republic and Cuba “Potential areas for export to EEA/BRICS” Main Challenges <b>Moderation: Ecuador</b>	Working Group EEU –LAC  Opportunities and challenges for promotion of trade recommendations on potential actions <b>Moderation: UNIDO</b>	Departure
10:00			Introduction to the Workshop by Mr. Carlos Chanduvi, Chief LAC Bureau, UNIDO			
10:20			<b>Eurasian Economic Commission:</b> Overview of regulations, technical regulations and requirements to product certification	<b>Round Table CAN</b> Bolivia, Colombia, Ecuador, Peru “Potential areas for Export to EEA/BRICS and challenges” Main Challenges <b>Moderation: Ecuador</b>		
11:10			Coffee Break			
11:30		Registration	<b>Round Table EEU</b> Armenia, Republic of Belarus, Kyrgyzstan, Kazakhstan and Russian Federation 1.Requirements to food and food related products and medical products in the Custom Union 2. Mechanisms of Control of quality of food and food related products and Inspections bodies and laboratories. 3. Requirements to product certification exported to EAEU for products not included under the technical regalements	<b>Round Table SIECA</b> (Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama) + Mexico “Potential areas for Export to EEA/BRICS and challenges” Main challenges <b>Moderation: Ecuador</b>	<b>Final remarks &amp; Conclusions</b>  <b>Certificates and closure of the Workshop</b>	



		of custom Union: GOST R certification, Fire certification, san-epidemiological testing, safety and railway certificates. 4.Potentials and mechanisms for bilateral agreements for promoting trade and investments between EEU, LAC and BRICS countries <b>Moderation: Expert</b>			
13:00		Lunch			
14:00		<b>Round Table EAEU continued</b> <b>Moderation: Expert</b>	<b>Round Table MERCOSUR</b> (Argentina, Brazil, Paraguay, Uruguay, Venezuela) and Chile "Potential areas for export to EUA/BRICS and challenges" Main challenges <b>Moderation: Ecuador</b>	Bilateral meetings organized by Ministry of Commerce of Ecuador	
15:30		Coffee Break			
16:00		<b>Round Table BRICS</b> People Republic China, South Africa, India, Russia and Brazil Overview of regulations, technical regulations and requirements to Product certification, opportunities and challenges for promotion of trade, Recommendations and potential actions <b>Moderation: UNIDO</b>	<b>Plenary Working Group BRICS-LAC</b> Opportunities and challenges for promotion of trade Recommendations on potential actions <b>Moderation: UNIDO</b>	Bilateral meetings with PROECUADOR	
18:15		Closure of the session		Departure	
19:00	Welcome cocktail for participants in the hotel venue	Cultural activity organized by the Ministry of Commerce Ecuador	Cultural activity organized by the Ministry of Commerce Ecuador	(Dinner at Hotel)	