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EXPORTA DIGITAL

Exporta Digital 2016 –

Agenda digital 2020 – ruta para el desarrollo digital del país / Economía Digital.

Objetivo – Incentivar el uso de plataformas digitales de comercio entre los exportadores y empresas con potencial exportador del país.

Ejes

- Desarrollo de Capacitación y Desarrollo Exportador– seminario (Alibaba, Etsy; ConnectAmericas)
- Promoción internacional
 - Participación Feria E Commerce París
 - Oficoms – acercamientos y levantamiento de plataformas



Desarrollo Capacitaciones y Desarrollo Exportador 2016

Fecha	Región	Capacitación	Registrada en Alibaba	Registrada en Etsy
5 de mayo	X	34	9	
25 de mayo	XV	52	21	
27 de mayo	IX	35	16	
31 de mayo	RM	73	54	10
6 de junio	VI	22	21	
14 de junio	VIII	58	27	
6 de julio	V	44	35	
18 de agosto	I	102	14	
27 de septiembre	II	37	17	
29 de septiembre	III	25	12	
4 de octubre	VII	53	16	
6 de octubre	XIV	33	18	
13 de octubre	IV	25	18	
18 de octubre	XI	31	7	6
25 de octubre	XII	20	8	
Total		644	293	16




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Understanding Chile: Fresh Fruit

ProChile | 25 May 2015 11:00:00 PST



The land and climate are the origin. The hands that cultivate give security and confidence. Chile meets geographic, climatic and human characteristics that are unique, a source of productive resources and food that is consumed and chosen worldwide.


The wide variety of climates is a natural condition, optimal to produce a huge variety of unique quality fruit. Grapes, apples, pears, Clementines, kiwis, lemons, oranges, avocados, peaches, nectarines, plums, cherries, raspberries, strawberries, blueberries, are the best known and appreciated. Recognized and valued internationally for its excellence and high quality. Chilean fresh fruit is positioned as a highly desired product and demanded by sophisticated consumers in all markets.

The extension of the productive regions, the optimal conditions of climate and soil allow and guarantee a continuous and varied offer. The higher production volumes are given in what is called off-season for the main consumer markets in the northern hemisphere. This feature allows the northern hemisphere to Chilean fresh fruit in midwinter.

More than fifteen thousand producers send shipments of Chilean fresh fruit every year to over a hundred destinations in the United States, Europe and Asia. The industry has made significant investments in technology upgrading, so as to ensure strict quality control as well as health standards, color, taste, firmness and inimitable aroma.

Chile is the largest exporter of fresh fruit from the southern hemisphere, and the leading exporter worldwide in fresh grapes, blueberries and cherries. However, not only grapes, apples, blueberries, cherries, kiwis and avocados are the main focus; Chilean fruit industry continues to increase its presence in international markets supported by a modern network of production, services and rigorous standards of quality and health.

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UNDERSTANDING CHILE: NATURAL COSMETICS

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Chile is the longest country in the world, with more than 4,300 km long surrounded by climatic and geographical contrasts. To the north, it has the driest desert on the planet, to the extreme south deep fjords, to the east the Andes Mountain where major deposits of metallic minerals can be found, to the west the Pacific Ocean with its islands and a great variety of flora and fauna such as red algae, chlorophytes, seaweed, dinoflagellates, diatoms, corals, snails, mollusks, cephalopods, and fish. In addition to its Patagonian region and transverse valleys of the central zone, containing the widest flora and fauna of the continent.

All these natural benefits, linked to a sustainable constant innovation, technological development and quality control, define us as an international supplier of natural cosmetics with high export potential.

The cosmetics industry in Chile is composed by chemical laboratories in addition to small and medium companies that make products such as compact makeup, powder, facial creams, hair care, sun care, oils, gels, ointments, among others.

We can classify the industry in two major areas: Traditional Cosmetics and Natural Cosmetics, it is in the latter where we find a rich and unique variety of products with export commodities, made through natural and ancient techniques, under the highest international standards with stringent processes covering all aspects of the production chain to ensure that the integrity of the raw material remains, from seeds, cultivation, harvesting, storage, transportation and processing to obtain the finished product.

The following natural products are noted as raw materials:

- Copper formulas of certified purity over 99.9% to fight cellular aging
- Extracts of wine, grape and avocado oil that provide vitamin A, C, E, D, B6 and panthenol
- Extracts and oils of Rosehip as a cell regenerator
- Snail slime with antioxidant purposes
- Seaweeds as a basis for modeling and exfoliate tissue structures
- Maqui, myrtle, olive, matico, donkey milk and cannabis extract as nutrients and firming products
- Emu oil with healing purposes, among others.

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UNDERSTANDING CHILE: SEAFOOD

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Chile's western boundary is the Pacific Ocean. Long coastlines, pristine waters and marine resources of high nutritional content characterize the country. It is a long coastline that allows the development of varied ecosystems and species. The richness and abundance of marine resources makes Chile a food production power.

Fish, seafood and Chilean algae are consumed daily in millions of homes around the world. Fishing and aquaculture have turned the country into a reliable and stable supplier of seafood products, with attributes of quality, safety and international guarantee. Similarly, the cold waters of the Pacific provide abundant resources for industrial and artisanal fisheries.

The foundations of this international positioning are a strict regulatory commitment in harmony with the productive sustainability, quotas and temporary closures, tracking systems from the starting point to the destination, and ongoing research that can increase production, diversify resources and create new products, as part of a production system that meets the highest sanitary standards at international level.

Aquaculture has grown exponentially over the last thirty years, with strong production and international positioning. The main products are macarela, sardines, hake, Plofin, cuttlefish, abalone, sea urchins, spider crab and spider king crab, crabs, shrimps, lobsters and prawns, among others. Chile, along with Norway, is the largest producer of salmon worldwide. Chilean salmon reaches more than 70 countries, with exports exceeding US \$ 3,500 million.

A healthy and nutritious diet is a demand that is growing every day. Chilean producers meet high standards of sustainability and food safety, as a way to deliver to the world the best quality and freshness of Chilean salmon, recognized for its delicious taste, attractive color and smooth texture. Low in calories, salmon contains high levels of Omega 3 (DHA and EPA) and Omega 6 fatty acids, nutrients and proteins, as well as high concentrations of vitamins A, B6-B3, D and K, plus essential minerals such as selenium, zinc, potassium, phosphorus and iodine.

Chilean salmon is known for their export volumes, and year to year other seafood exports increase, breaking through in the most demanding world markets.


The Chilean mussel, for example, is a unique product, 100% natural and of high quality, appreciated by discerning palates and recommended for its flavor, color, texture and size. It allows a wide variety of preparations and can be served hot, cold, as an appetizer, soup or main course. Accompanied by a good wine, it becomes a unique dining experience.

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- Capacitación por parte de ejecutivos de ALIBABA.
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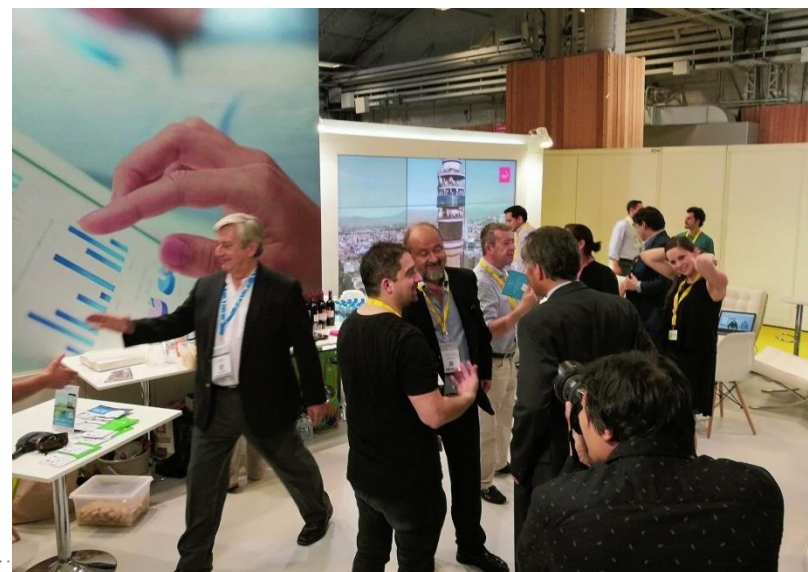
Promoción Internacional

- Feria E-Commerce 2016 París/ Tecnología, experiencia del cliente, marketing digital, logística.
- 500 empresas participantes / 28.000 visitantes
- Delegación chilena:
- **Empresas:** Impresee, Fusiona, Nisum, Zocco, A dedo.
- **Chile Compra:** Darinka Yoli (Jefe depto. Arquitectura y UX
- **Chiletec:** Andres Bustamante

Oferta:

- ✓ Desarrollo de app y web
- ✓ Carpooling
- ✓ Soluciones tecnológicas retail
- ✓ Ventas on line

Resultados: 40 reuniones, generación de alianzas estratégicas con contrapartes europeas y asiáticas.



Algunos desafíos 2017

- Continuar con el apoyo a las pymes reforzando a las ya incorporadas en plataformas de e - commerce e incorporando a nuevos actores.
- Capacitación en nuevas plataformas digitales de comercio horizontales y verticales.
- Fortalecer alianzas estratégicas tripartitas – Sector Privado, Centros de Educación Superior y Gobierno.
- Realización de nuevas alianzas estratégicas con plataformas externas de comercio digital.



“Estamos presente frente a una gran oportunidad que nos lleva a sortear diversos desafíos, razón por la cual deberemos actuar en forma mancomunada tanto por parte de los actores públicos como los privados”

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