

SERVICIOS AL **EXPORTADOR**

DEPARTAMENTO DE
INTELIGENCIA DE MERCADOS

Trade Opportunities

Chile



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Chile

1. Background Data

Official Name	Republic of Chile
Capital	Santiago de Chile
Language	Spanish and native languages
Currency	Chilean Peso
Population (2016)	18 Million

Source: World FactBook. Prepared by: Promperú

2. Macroeconomic Indicators

Year	2014	2015	2016*
GDP Growth (%)	1.8%	2.3%	2.5%
Per Capita GDP (US\$)	14,480	13,331	13,207
Inflation Rate (%)	4.4%	4.4%	3.7%

Source: IMF. Prepared by: Promperú. Note: *Projected

3. Exports Peru - Chile (FOB US\$ million)

Sector	2011	2012	2013	2014	2015	Var. % 15/14	TCP % 15 /10
Traditional	1,340	1,323	930	868	387	-55.4	-26.7
Nontraditional	608	707	756	675	685	1.4	3.0
Total	1,947	2,030	1,685	1,544	1,072	-13.9	-30.6%

Source: SUNAT. Prepared by: Promperú

4. Preferences Obtained in Trade Agreements

The Free Trade Agreement between Peru and Chile was signed in Lima in 2006 and has been in effect since March 1, 2009. Basically, it constitutes an extension of ACE No. 38 (1998), such that the tariff liberalization provided for in that agreement was maintained and other points such as services and investments were included.

The tariff reduction schedule provides for the elimination of customs duties and equivalent charges of fiscal, monetary, foreign exchange or any other kind, for the establishment of a Free Trade Area.

5. Trade Opportunities

Foods						
RK	Tariff Item	Description	Class	Imports 2015 Million US\$	Tariff Peru	Participation Suppliers
1	'030617	Shrimp and prawns, frozen	Star	32	0%	Ecuador - 70% China - 23%
2	'081190	Fruit, avocado/mango pulp, frozen	Star	30	0%	Peru - 46% USA - 13%
3	'080440	Avocado, fresh	Star	16	0%	Peru - 87% Mexico - 13%
4	'160529	Shrimp and prawns, prepared	Star	13	0%	China - 91% Ecuador - 6%

5	'071290	Vegetables various, preserved	Star	11	0%	USA - 65% China - 24%
6	'200799	Fruit compotes, jellies, and jams	Star	11	0%	Spain - 23% Argentina - 8%
7	'071120	Olives, preserved provisionally	Star	8	0%	Peru - 82% Argentina - 15%
8	'200899	Fruits, prepared or preserved	Star	8	0%	Peru - 48% Colombia - 11%
9	'200570	Olives, prepared or preserved	Star	7	0%	Argentina - 39% Spain - 38%
10	'081120	Strawberries, frozen	Promising	2	0%	Mexico - 54% China - 41%

Source: Trademap. Prepared by: Promperú

Clothing and Decorations

RK	Tariff Item	Description	Class	Imports 2015 Million US\$	Tariff Peru	Participation Suppliers
1	'611030	Synthetic fiber sweaters, waistcoats, cardigans and similar	Star	175	0%	China - 87% Bangladesh - 4%
2	'620342	Cotton pants and shorts	Star	173	0%	China - 82% Bangladesh - 3%
3	'611020	Cotton sweaters, waistcoats, cardigans and similar	Star	113	0%	China - 83% Bangladesh - 3%
4	'620520	Cotton shirts for men and boys	Star	77	0%	China - 69% India - 7%
5	'621210	Brassieres	Star	75	0%	China - 86% Colombia - 5%
6	'620640	Synthetic fiber shirts and blouses	Star	70	0%	China - 78% India - 8%
7	'611120	Knitted cotton garments for babies	Star	63	0%	China - 86% Peru - 3%
8	'611595	Pantyhose, panties - socks, stockings and hosiery	Star	58	0%	China - 88% Argentina - 4%
9	'610711	Knitted cotton underpants for men and boys	Star	41	0%	China - 97% Bangladesh - 1%
10	'630231	Cotton bedding, linen	Star	21	0%	China - 82% Peru - 2%

Source: Trademap. Prepared by: Promperú

Miscellaneous Manufactured Articles

RK	Tariff Item	Description	Class	Imports 2015 Million US\$	Tariff Peru	Participation Suppliers
1	'392690	Plastic manufactures, miscellaneous	Star	197	0%	China - 41% USA - 13%

2	'690890	Floor tiles or stones and colored glazed ceramic tiles	Star	195	0%	China - 36% Peru - 34%
3	'732611	Grinding balls and similar articles, for mills	Star	155	0%	China - 91% Peru - 3%
4	'847490	Machine parts for sorting, screening and washing	Star	154	0%	USA - 24% China - 14%
5	'841370	Centrifugal pumps, other	Star	98	0%	USA - 25% Italy - 15%
6	'392010	Ethylene polymer plates, sheets and films	Star	92	0%	Argentina - 16% Brazil - 13%
7	'392321	Ethylene polymer sacks, bags and cones	Star	92	0%	China - 53% Brazil - 12%
8	'732690	Iron or steel manufactures, other	Star	72	0%	China - 33% USA - 18%
9	'640340	Footwear, metal toe	Star	69	0%	China - 96% India - 2%
10	'392410	Plastic dishes and other tableware items	Star	64	0%	China - 57% Peru - 10%

Source: Trademap. Prepared by: Promperú

6. Consumer Trends

- ✓ MORE THAN 70% OF CHILEANS CLAIM TO EAT HEALTHFULLY. The main argument that respondents indicate when giving this testimony are that they are able to consume more food and nutrients, seeing this as a way of replenishing their energy and managing to complete the day in the best way.
- ✓ A MORE OPEN AND INCLUSIVE SOCIETY. In 2020 two key factors will define the Chilean market: The evolution of their ultraconservative society into a more liberal one and the inclusion of the lowest classes to the consumption chain.
- ✓ CONSUMER CREDIT GROWTH. Chile is one of the societies with the most banking penetration in Latin America, which explains the 45.9 million credit cards in existence equivalent to 2.7 per inhabitant.
- ✓ MORE GLOBAL CONSUMER TRENDS. Among consumers in the region, the profile of Chileans is the one closest to global standards. For example there is a significant proportion of Chileans who choose to eat out more often, organic foods have grown in popularity and sales of books on lifestyle have been boosted.
- ✓ REPLACING INSTEAD OF REPAIRING. Chileans accustomed to repairing their belongings for decades, are now replacing their technological products increasingly rapidly. This is partly explained by the large number of free trade agreements the country has signed, which is making imported appliances more affordable.
- ✓ THE BOOM OF AGRO EXPORTS TRIGGERS THE DEMAND FOR MACHINERY AND SPARES. The development of agricultural activity has boosted imports of capital goods and spare parts for agricultural machinery.

7. OCEX

Peruvian Trade Office Santiago de Chile - Advisor	Silvia Seperack Gamboa
Address	Av. Los Militares 5001, Of. 801 – Las Condes, Santiago de Chile
E-Mail	sseperack@mincetur.gob.pe