

Global Policy Perspective Report

# *Pacific Alliance & Observer Countries*

## *An Agenda for cooperation*



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**With the support of the:**



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## Foreword

The Pacific Alliance is one of the great achievements of our time. This ambitious integration project started in 2011 by a small group of countries Chile, Colombia, Peru and Mexico and has caught the attention of the world. It currently numbers 52 Observer Countries, four of which are on the path to becoming associated countries, and 28 of which are OECD Member Countries.

Over the past eight years, the Pacific Alliance has demonstrated persistence and continuity (surpassing a number of diverse government administrations) in its objective of “moving progressively towards the free movement of goods, services, resources and people”. This is already a major achievement in Latin America, but more recently it has also become a source of hope for the world as the clouds of protectionism continue to gather.

The Pacific Alliance has adopted key measures to promote regional integration, including: significant advances in the liberalisation of trade in goods; the creation of a joint platform for stock markets; joint diplomatic and trade undertakings in Asia; and numerous social achievements such as the Alliance scholarship programme. A further relevant characteristic of this integration mechanism has been its openness to collaborate with observer countries and to learn from their good practices and lessons learnt.

As such, the study *“Pacific Alliance & Observer Countries: An Agenda for co-operation”* is the successful culmination of a series of discussions and debates on new regional integration models in Latin America. It aims to support the Pacific Alliance in this learning process with concrete experiences that three countries (Sweden, Germany and Denmark) offer in four relevant policy domains: Digitalisation; SMEs and Entrepreneurship; Vocational Education and Training; and, Gender Equality. These areas have also been prioritised by the Pacific Alliance in its Declarations of Puerto Varas (2016), Cali (2017) and Puerto Vallarta (2018).

The OECD is proud of having taken part in the reflection process that led to the preparation of this study. This work was conducted jointly with the European Institute of International Studies (EIIIS), the Copenhagen Business School (CBS), and Friedrich Alexander Universität Erlangen-Nuremberg (FAU).

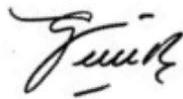
The study’s proposals and recommendations can contribute significantly to designing and implementing a co-operation agenda between the Pacific Alliance and its Observer and Associated Member Countries. Indeed, such ties can go a long way in advancing comprehensive international co-operation that supports promoting the multilateral agenda for global public goods and sustainable development, defining wider sources of financing, and developing innovative modalities of co-operation such as capacity building and technological transfers.

The OECD is a staunch supporter and an ally of the Pacific Alliance. We have been working closely with the Alliance’s four Member Countries to advance significant reforms. We now stand ready to take this collaboration a step further in providing strategic advice on the co-

operation between the Pacific Alliance and its observer countries. Moreover, the OECD is ideally placed for this role, indeed, today 28 observer countries in the Pacific Alliance are OECD members.

The OECD is also ready to support the constructive dialogue process that the Pacific Alliance is conducting with MERCOSUR, as well as the ongoing co-operation with ASEAN and the commitment to establish co-operation roadmap with the European Union.

We wish to express our gratitude to our partners the EIS, the CBS and the FAU for their work and efforts. We would also like to thank the Governments and Institutions that have supported these initiatives and specifically: The Ministries for Foreign Affairs of Sweden, Denmark and Germany as well as Business Sweden, the Confederation of Danish Industry and the Federation of German Industries.



**Gabriela Ramos**  
**OECD Chief of Staff and Sherpa**

## Acknowledgements

This Global Policy Perspective Report "Pacific Alliance & Observer Countries. An Agenda for cooperation" is the result of all the conversations and contributions of the three seminars in Stockholm, Copenhagen, and Berlin. However, the ideas and proposals expressed here are the authors' views and responsibility. We are grateful to all participants in the seminars for their comments and input:

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## 1. Executive summary

In 2011, Chile, Colombia, Mexico, and Peru launched the Pacific Alliance (PA). The initial results have been very positive and have attracted wide international interest. The potential for cooperation between the PA and its 52 observer and associate countries is enormous, but until now not fully realized.

This report by the European Institute of International Studies (EIIIS), the Copenhagen Business School (CBS), Friedrich Alexander Universität Erlangen-Nuremberg (FAU), and with the support of the Organisation for Economic Co-operation and Development (OECD), articulates a concrete agenda for cooperation between the PA and its observer countries.

Three workshops were held in Stockholm, Copenhagen and Berlin, bringing together academics, policy makers, business and civil society, and diplomats. Four macro-areas for cooperation were identified: digitalization, entrepreneurship and SMEs, vocational education and training, and gender equality. Specific policy proposals were elaborated as follows.

In the area of digitalization: The concept that the digital transformation is not only about technology but mostly about a mindset; to advance toward a digital single market for the Pacific Alliance; the creation of a Pacific Alliance Search Engine Advertising Manager (SEA Manager); to pursue a skills for tasks approach in digital training and education; and to provide digital training through technology. Specific measures are further elaborated.

In the area of entrepreneurship and SMEs: To improve the financing system for SMEs; to improve the language skills, especially English, available to and within SMEs; to stimulate the efficient use of energy networks and supply; and to invest in the tourism sector. Specific measures are further elaborated.

In the area of Vocational Education and Training: To improve the quality of the teachers; to improve the quality of the teaching materials; to invest in the proficiency of English and other languages; and to move from a STEM to a STEAM (where A stands for Art and Humanities) approach. Specific measures are further elaborated.

Gender equality is a cross-cutting issue that affects all priority areas. The experience of Sweden, Denmark, and Germany can serve as a reference for specific cooperation projects.

These policy proposals are accompanied by institutional recommendations to facilitate the cooperation between the PA and the observer countries: To grant the OECD the role of "Strategic Advisor for cooperation between the PA and its observer countries"; to set up a Support Group of Independent Experts to assist in the design and implementation of a cooperation agenda between the PA and the observer countries; to consider a Pacific Alliance-Mercosur Framework Agreement; and to consider a Framework Agreement and a Political Dialogue Mechanism between the Pacific Alliance and the European Union.

## 2. Background

In 2011, Chile, Colombia, Mexico, and Peru launched the Pacific Alliance (PA), a regional integration project aiming at strengthening trade exchanges, promoting living standards and social inclusion, and enhancing the presence of the members in the Asia-Pacific region. Several measures have been adopted by PA member countries to implement this initiative. These include significant advances in the liberalization of trade in goods, the creation of a joint platform for stock markets, joint diplomatic and trade undertakings in Asia, and achievements in society matters such as the waiver of visa for nationals or the Alliance scholarship program.

These measures and the commitment of the Pacific Alliance to free trade and effective cooperation with partners worldwide, have attracted wide international interest, including 52 countries joining as observer and associate members. The potential for cooperation between the PA members and the observer and associate countries is enormous, but until now not fully achieved. This report, which is the joint effort of the European Institute of International Studies (EIIS), the Copenhagen Business School (CBS), Friedrich Alexander Universität Erlangen-Nuremberg (FAU), and with the support of the Organisation for Economic Cooperation and Development (OECD), intends to propose and articulate an agenda for cooperation between the PA and its observer countries.

This report is the culmination of a series of discussions and events on the topic, first launched by the OECD and the EIIS in Paris in 2017. The initial seminar highlighted the importance of clear paths to overcome challenges and maximize opportunities for cooperation between the Pacific Alliance and observer countries. The scope and aims of the Pacific Alliance go well beyond free trade, and opportunities for cooperation include fields such as: science and technology, digital agenda, technical and higher education, and gender equality among others. There is therefore a significant and untapped potential for further interaction among the 28 OECD Member Countries, which are also observer or associate members to the Pacific Alliance, and the PA four member states, which all are members of the OECD Development Centre. To provide an effective cooperation between PA countries and observer countries, such cooperation should go beyond traditional instruments and include other modalities as innovative instruments of knowledge sharing, capacity building and technological transfers. This should also take into consideration national and regional strategies and reflect a multidimensional approach for development across PA countries rather than sectoral approaches focusing only on GDP growth.

The EIIS and the OECD led a reflection on closer cooperation between the Pacific Alliance and its Observer Countries. The Copenhagen Business School (Denmark) and Friedrich Alexander Universität Erlangen-Nuremberg (Germany) joined the effort. This resulted in three international seminars held in Stockholm (December 2017), Copenhagen (April 2018) and Berlin (June 2018). The main topics discussed included: Vocational education & training, digital economy transformations, inclusive development, regional integration, SMEs and global value chains, and gender equality. These areas reflect the priorities established by the PA itself in the Declarations of Puerto Varas (2016), Cali (2017), and Puerto Vallarta (2018), the strengths and expertise of the German, Swedish and Danish socio-economic models, and

the approach to, and key areas of work at the OECD to promote better well-being and improvements in competitiveness.

This Global Policy Perspective Report is the result of the joint work of the OCDE, the EIIIS, the CBS, and FAU, as well as of the input of the several experts from the business sector, the public administration, the education and training sector, NGOs and think tanks that participated in the events in Stockholm, Copenhagen, and Berlin.

### **3. Potential Areas of Cooperation**

The workshops held in Stockholm, Copenhagen and Berlin identified and discussed a wide range of potential areas for cooperation between the members of the Pacific Alliance and the observer and associate members. These areas include processes of digital transformation, the digital economy, education and research in digital skills, vocational education and training in several fields, inclusive development, regional integration, Small and Medium size Enterprises (SMEs), creation of and insertion into regional and global value chains, gender gaps and equality. Discussions among academics, policy-makers, businesses, civil society representatives, and diplomats led to the definition of four priority macro-areas with significant potential for cooperation: digitalization, entrepreneurship and SMEs, vocational education and training, and gender equality. Gender equality is a transversal field for action and, at the same time, a desirable goal of public policy. It also has the potential to enhance and multiply the positive effects of the efforts in the other priority areas.

#### **3.1 Digitalization**

The digital agenda at the national, regional and international levels is key to the present and future development of any community, especially to those that seek a better and more effective international insertion in regional and global value chains. The digital agenda however comes both with opportunities and challenges. In the framework of the Pacific Alliance, the 2016 Declaration of Puerto Varas aptly emphasized the opportunities and challenges posed by the rapid development of the digital economy, particularly to SMEs. Following the Digital Agenda of the Pacific Alliance, the three seminars underpinning this policy report highlighted four main sub-areas, which deserve special attention: 1) the digital economy (particularly regional digital market and the internationalization strategy for the IT industry); 2) digital connectivity (IPv6, roaming, IXPs, high speed net access); 3) digital government (open data, delivery of citizens' public services and shared services); and 4) digital ecosystems (net neutrality, digital security, privacy protection, coordination between regional network information centers, and equality and inclusion in the digital environment). The OECD has been working on several areas of this Digital Agenda for Latin America, including digital strategies, regulatory frameworks, spectrum management, affordability, sector taxation, digital government strategies, and digital security and privacy.<sup>1</sup> Hence the

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<sup>1</sup> OECD/CAF/ECLAC (2018), *Latin American Economic Outlook 2018: Rethinking Institutions for Development*, OECD Publishing, Paris. <http://dx.doi.org/10.1787/leo-2018-en> and OECD/IDB (2016), *Broadband Policies for Latin America and the Caribbean: A Digital Economy Toolkit*, OECD Publishing, Paris, <https://doi.org/10.1787/9789264251823-en>

policy proposals presented in the PA report on Digital Agenda is relevant for a variety of actors. These recommendations invariably make reference to education and digital skills as these are the basis for any digitalization strategy for development, which are not possible without digital competence. Likewise, digitalization has a lot to do with business development and the opportunities to access regional and global value chains. The Swedish system is particularly strong in this field.

### **3.2 Entrepreneurship and SMEs**

The ability to stimulate the talent and the sense of initiative of its own people is fundamental to any society. This includes the ability of a community to provide opportunities to operationalize and reward those talents appropriately. This is a key factor for economic and social development. In the case of Latin America, SMEs represent the majority of businesses and employers, and most of them are part of the informal sector. It is therefore crucial to provide these actors with the instruments to foster their entrepreneurship and their ability to be present and compete in ever larger markets, be at the regional or global level. The challenge and the importance of integrating Latin American SMEs in the formal market to strengthen the region's economic capacity and leave the informal market behind cannot be underestimated. In the framework of the Pacific Alliance, the 2017 Cali Declaration pointed out three key mandates: a) developing a public policy index in coordination with the OECD; b) fostering the simplification of requirements and red-tape procedures through digital and technological platforms, and c) developing entrepreneurial educational programs for young people to help generate a business-mind approach. Entrepreneurship, digitalization and vocational training are strictly interconnected, and this is also the approach taken in this policy report, especially in its policy recommendations, which aim to connect these three spheres. Regional integration processes, but not exclusively, may be a valuable engine to reach these objectives. It is vital to integrate SMEs in trade agreements, and in trade strategies with Asia in the context of the PA. A national and regional development strategy is needed to promote entrepreneurship and promote a better insertion of the PA's SMEs in the Global Value Chains. The central role of domestic agencies for trade and investment has to be highlighted too. These should contribute to increase the visibility and presence of SMEs at the international level. The potential for cooperation between the PA and the observer members in this area is still largely untapped and worth a profound and creative reflection, also based on the experiences and successful cases of some of the observer states. The Danish system is particularly strong in this field.

### **3.3 Vocational education and training**

Education is not only about higher education, especially in Latin American societies and labor structures, it has a lot to do with the generation and dissemination of technical skills. Vocational education and training (VET) is an essential tool to promote trade, international insertion, and inclusive development. A major challenge for the PA is to achieve better and more targeted technical training to reduce the skills mismatch as several countries in the

region face.<sup>2</sup> This would give the four members the local technical expertise required to realize their potential for further economic and social development. Technical training can facilitate inclusion in value chains, the grasp of opportunities offered by digitalization and new technologies, and the reduction of gender and ethnic gaps, a vital challenge in the PA, along with the strengthening of the SME sector. Accordingly, four sub-themes in VET have been pointed out. First, *digitalization*: training in digital technologies is essential to benefit from the new opportunities that information and knowledge-based economies and societies offer. The digital gap must be reduced to achieve inclusive and sustainable development. Second, *foreign language learning*: effective technical training in foreign language, mainly English, is paramount for SMEs to be able to join regional and global value chains, and more broadly to interact internationally and command technological development and devices. Third, *energy systems*: technical expertise in this field is fundamental to grasp the opportunities offered by “at-the-edge” innovation, such as green technology and renewable energies. This is not the future but the present. Fourth, *medical engineering*: new medical technology helps save lives and improve life quality. For a better society, it is important to have well-trained staff who know how to use new medical technologies and to make them available to society as widely as possible. Cooperation between the PA and observer and associate countries in these four sub-fields can be mutually beneficial. The German system is particularly strong in this field.

### 3.4 Gender equality

Along with VET, gender equality is a transversal issue that affects all the potential areas for cooperation discussed during the three workshops. The inclusion of women in society decisions, activities and production is crucial for the overall development of communities, in particular those where women’s employment rates remain relatively low. Active gender policy affects all sectors, from digitalization to entrepreneurship and to higher and technical education. The reduction of the gender and ethnic gap have positive effects on both economic and social development, encourage inclusive development and a just and fair society. This must however be achieved in respect of local tradition and culture. This is why the implementation of a gender equal opportunity policy must reach all sectors of potential cooperation between the PA and its observer members. This is also why the PA set up a Working Group on Gender and has developed its own strategy to include gender as a crosscutting element in the PA, focused on specific actions for the most relevant thematic working groups. A roadmap for cooperation with observer states already exists. It aims, among other things, to include business women in international and export strategies. Overall, gender equality must be a target for cooperation in all policy areas, as recommended by the OECD.<sup>3</sup> Focus must be on: a) improving specific forms of support for women entrepreneurship; b) reconciling work and family life to achieve a healthy balance between economic and social goals; c) eliminating gender inequalities at the workplace (e.g., eliminating gender gaps, tackling sexual harassment, pay disparities). Sweden, Germany and Denmark are particularly strong performers in this area.

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<sup>2</sup> OECD/ECLAC/CAF (2016), Latin American Economic Outlook 2017: Youth, Skills and Entrepreneurship, OECD Publishing, Paris. <http://dx.doi.org/10.1787/leo-2017-en>

<sup>3</sup> OECD (2016), *Gender Equality in the Pacific Alliance: Promoting Women’s Economic Empowerment*, OECD Publishing, Paris, <https://doi.org/10.1787/9789264262959-en>.

## 4 Policy recommendations for the Pacific Alliance

As a result of the discussions held during the three workshops, a number of policy proposals to operationalize cooperation between the Pacific Alliance and its observer and associate members emerged. In particular, the following policy proposals are addressed to the Pacific Alliance, the Governments of its member states, and the PA Technical Groups for them to liaise with the observer countries and propose an agenda for cooperation characterized by specific measures in the four priority areas. Most of the envisaged measures cut across the priority areas and focus particularly on education as an engine for development in the other fields. Further to the discussions held under the aegis of the Swedish Foreign Ministry, the Danish Foreign Ministry, and the German Foreign Ministry, these three observer countries proactively supported this initiative, and they will find proposals to operationalize the strengths of their respective systems and their foreign policy interests in the Pacific Alliance zone.

### 4.1 Digitalization

- a) *The digital transformation is not only about technology but mostly about a mindset.* This concept has to be widely disseminated. This can be done with information and awareness campaigns that bring together experts from the interested observer members. Digitalization is neither good nor bad per se, but digitalization is what we make of it.
- b) *Advance towards a digital single market for the Pacific Alliance and more broadly for Latin America.* This would include areas such Telecoms regulation, Cybersecurity, Media, Copyright, platforms and eCommerce. The 2016 European Economic and Social Committee position paper on the Digital Single Market and the 2016 CAF report on “Building a digital single market strategy for Latin America” and the 2016 OECD/IDB report on “Broadband Policies for Latin America and the Caribbean: A Digital Economy Toolkit” may serve as initial references.
- c) *Creation of a Pacific Alliance Search Engine Advertising Manager (SEA Manager).* This is meant to match the skills available in the digital job offer market and the demand of companies and public institutions.
- d) *To pursue a skills for tasks approach in digital training and education.* For instance, to include digital skills and knowledge of digital transformation(s) in the STEM areas in the curricula at schools and university, to improve the digital infrastructure at vocational schools to mirror industry and company needs.
- e) *To provide digital skills and training through technology.* The use of technological devices allows us to reach a wide audience, including those in the informal sector and/or senior citizens. For instance, using mobile applications to train digital competences in a tailor-made approach and according to one’s own time and

availability, to look at training and certification systems in other developing regions (i.e. SAP programs in Africa).

#### **4.2 Entrepreneurship and SMEs**

- a) *To improve the financing system for SMEs.* This is especially important for those SMEs that want to go green or improve their energy efficiency. The financing mechanisms should be embarked on a national and regional strategy for competitiveness. The examples of the German KfW-Bank of the DANIDA development bank scheme could be a good basis for reflection. The idea of the PA Capital Fund for SME Entrepreneurship is a laudable step in this direction.
- b) *To improve the soft, language, and technical skills available within SMEs.* This would facilitate their insertion in international value chains. “In-company training” is a possibility but informality and lack of resources and time make it a complex issue, especially for SMEs. The OECD/ECLAC/CAF “Latin American Economic Outlook 2017: Youth, Skills and Entrepreneurship” may serve as initial references. The German Apprenticeship Scheme may constitute an initial basis for discussion of language training.
- c) *To stimulate the efficient use of energy networks and supply.* Not only the efficient allocation of human capital but also that of energy and other resources can improve competitiveness. Algorithms can now save on energy consumption and distribution, and they can be developed by small teams of researcher, including young PhDs, at affordable costs. Germany and FAU are forerunners in this field.
- d) *To invest in the tourism sector.* In particular, to improve the offer as well as the accommodation capacity. To give value to the natural, architectural and cultural heritage. To propose new PA-packages (from 2- to 4-country destinations). To develop a cheap flight-package program for the four PA countries based on the European experience with inter-rail or Brazil’s Airpass. Overall, to attract tourists not only from the international markets but also from the PA countries. Currently approximately 20 million Mexicans a year visit the US, there is space for flow increase and diversion.

#### **4.3 Vocational Education and Training (VET)**

- a) *To improve teacher quality.* Providing training to the trainers is fundamental to the success of any education system. This is a particularly acute problem in most of Latin America. We recommend conducting precise surveys about the quality of the trainers, to design new programs for the training of the trainers in collaboration with students and companies, and to invest in the development of soft skills for trainers.

- b) *To improve the quality of teaching materials.* There exist companies in the observer states that specialize in advanced training material (i.e. Pearson), including content, test and certification in different areas of knowledge. Specific packages can be designed and produced to meet the need identified by the PA countries.
- c) *To invest in the proficiency of English and other languages.* This could be pursued by opening the PA Scholarship scheme for PA students to go to English speaking countries (UK, US, Canada, Australia, New Zealand for instance) to improve their skills. Another avenue could be to negotiate the application of the new EU Erasmus Plus program to the PA countries.
- d) *To move from a STEM (science, technology, engineering, mathematics) to a STEAM (where A stands for art and humanities) approach.* Technical training produces good professionals, but thorough education produces good citizens. STEM disciplines are important, but we also recommend the inclusion of the Arts and Humanities in technical curricula too, hence the acronym STEAM, which also means power, drive, and determination. A citizen who is able to think logically and independently, who knows where he/she comes from, who is aware of realities and challenges will be more creative and innovative. The Arts and Humanities stimulate these assets.

#### **4.4 Gender Equality**

The measures and initiatives mentioned above have to be considered with special care to empower women and other disadvantaged groups in the PA countries, such as indigenous groups and ethnic minorities. This is a cross-cutting issue that affects all areas of public policy, employment creation, and economic and social inclusion. The experience developed by Sweden, Denmark and Germany, as well as the OECD, in this specific respect can be a promising area for collaboration between the PA and the observer countries.

#### **4.5 Institutional tools and procedures**

These proposals have to be accompanied by some additional institutional recommendations to facilitate cooperation between the PA and the observer countries. New institutional and procedural arrangements and solutions can foster and smooth both the design and the implementation of some of the envisaged measures. In particular we recommend that:

- a) *The OECD is granted the role of “Strategic Advisor for cooperation between the PA and its observer countries”.* The experience, independence and expertise of the OECD in the areas identified, its institutional structure, and its established networks with potentially interested parties, all stakeholders, and the PA members and observer countries make the OECD the perfect international companion to the PA for this venture.

- b) *A Support Group of Independent Experts is set up to stimulate and accompany the design and implementation of a cooperation agenda between the PA and the observer countries.* The group would ideally be composed of independent academics and experts and complemented by representatives of the PA Technical Groups and representatives of the interested observer states in order to coordinate political directions and the implementation of specific cooperation projects.
- c) *The strengths of the systems of Sweden, Denmark and Germany in the identified areas are taken as an initial point of reference.* This would stimulate reflection and provide incentives to implement the recommendations of this policy report. Sweden, Denmark and Germany are the PA observer countries and OECD members that have given impetus to this set of workshops and policy recommendations.
- d) *A thorough assessment promptly takes place about the appropriateness of a Pacific Alliance-Mercosur Framework Agreement, at least in the priority areas highlighted in this report.* In terms of fostering regional integration, this would stimulate specific cooperation projects within Latin America.
- e) *A thorough assessment promptly takes place about the appropriateness of a comprehensive Framework Agreement and a specific Political Dialogue Mechanism between the Pacific Alliance and the European Union.* In terms of fostering interregional cooperation, this would give new momentum to EU-Latin America relations.

The implementation of these recommendations should take into consideration the following elements: i) a comprehensive and multidimensional strategy for development rather than a sectoral approach; ii) the promotion of a multilateral agenda for global public goods and sustainable development; and iii) the definition of wider sources of financing (e.g. climate funds, blended finance, domestic resource mobilization).

## 5. The authors

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## **6. Annexes**

6.1 Joint Seminar EIIIS & OCDE/ Book Launch: “Emerging Markets. The Pacific Alliance: Perspectives & Opportunities for Latin America” in OCDE Development Centre-OECD Headquarters, Paris (23. 06.2017)

6.2 Programme of the workshop in Stockholm (05.12.2017)

6.3 Programme of the workshop in Copenhagen (11.04.2018)

6.4 Programme of the workshop in Berlin (11.06.2018)



The OECD Development Centre and the European Institute of International Studies (EIIIS) are pleased to invite you to the presentation of the book

***“Emerging Markets. The Pacific Alliance: Perspectives & Opportunities for Latin America”***

23 June, 2017; 9.30-11.00 hrs  
OECD Headquarters – Room CC20

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“Emerging Markets. The Pacific Alliance: Perspectives & Opportunities for Latin America” looks at a new model of regional integration for emerging economies. Throughout the last decades, Latin America has seen the birth of a number of integration projects. According to the authors, the majority of these projects aimed at creating markets based on geographical proximity and not necessarily a shared political and economic vision, as is the case with the Pacific Alliance.

The Pacific Alliance is a regional integration initiative that includes Chile, Colombia, Mexico and Peru. Its objectives are: 1) to build an area of deep integration through participation and consensus that advances the free movement of goods, services, resources and people; 2) to drive further growth, development and competitiveness of the participating economies by investing in greater well-being, overcoming socioeconomic inequality and promoting social inclusion; and 3) to project to the world a platform of political articulation as well as, economic and commercial integration, emphasising the Asia-Pacific region.

This book looks at the diplomatic, economic, political and technological perspectives of the Pacific Alliance, analysing the opportunities that may occur during regional integration and making serious recommendations for the substantial challenges. It results from collaboration among various research groups of the European Institute of International Studies.

To register please click [here](http://www2.oecd.org/oecdinfo/info.aspx?App=EMS&Ref=E80205) (<http://www2.oecd.org/oecdinfo/info.aspx?App=EMS&Ref=E80205>) or contact Mrs Agustina Vierheller at [agustina.vierheller@oecd.org](mailto:agustina.vierheller@oecd.org)

### *Book presentation*

## ***“Emerging Markets. The Pacific Alliance: Perspectives and Opportunities for Latin America”***

23 June, 2017; 9.30-11.00 hrs  
OECD Headquarters – Room CC20

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### **DRAFT Agenda**

- 9.30-9.40      **Introductory remarks**  
*Federico Bonaglia, Acting Deputy Director, OECD Development Centre*
- 9.40-10.10    **Presentation of the book “Emerging markets. The Pacific Alliance: perspectives and opportunities for Latin America”**  
*Mario Torres Jarrín, Editor of the book; Director, European Institute of International Studies (EIIIS)*  
*Jonathan Violante Pica, Editor of the book; Head of Multilateral Affairs and Protocol, EIIIS*
- 10.10-10.30   **The Pacific Alliance from a regional perspective**  
*Representatives of the Pacific Alliance and the region*
- 10.30-10.50   **Comments by**  
*Angel Melgüizo, Head of the Latin America Desk, OECD Development Centre*
- 10.50-11.20   **Questions and Answers**
- 11.20-11.30   **Conclusions**  
*Federico Bonaglia*

### *About the speakers*

#### **Mario Torres Jarrín**



Mario Torres Jarrín is Director of the European Institute of International Studies (EIIIS). He also holds the following positions: Associate Scholar in the Institute of Latin American Studies, Department of Romance Studies and Classics of the Faculty of Humanities at Stockholm University; Executive Secretary IBERO-EURO-AMERICA Consortium of Universities, Institutes and Institutions; Member of the Bi-Regional Academic Council of the Permanent Academic Forum Latin America and Caribbean-European Union; Director of the Global Iberoamerica Chair; Director of the EU-CELAC Chair and Director of the Inter-Regional Dialogue and Global Governance Research Group. He has a PhD in History, Faculty of Geography and History at University of Salamanca (Spain); Master in European Union Studies, Faculty of Law at University of Salamanca and Bachelor in Business Studies, Faculty of Economics and Business at the University of Salamanca.

#### **Jonathan Violante Pica**



Jonathan Violante Pica is a trisectoral athlete given his work in business, government and not-for-profit sectors. He has experience in aeronautics as an engineer for InterJet and in private equity in Australia within the mining and energy sector. He worked in public diplomacy for the Embassy of Mexico in Sweden. In the not-for-profit sector, he has worked on issues of democracy and education globally. Currently, he is the Head of Multilateral Affairs and Protocol at the European Institute of International Studies (EIIIS) and the Coordinator for the Mechanism of Joint Action Towards Sustainable, Equal and Inclusive Democratic Societies developed by the Institute for Democracy and Electoral Assistance (IDEA) and EIIIS. Furthermore, he is actively involved in the work developed by the Finance and Private Sector Research Group of EIIIS, focusing on processes that lead to value creation in the 21<sup>st</sup> century, including the role played by new technologies, financial markets and regional integration to promote inclusive and sustainable economic growth.

The European Institute of International Studies (EIIS) and the Organisation for Economic Co-operation and Development (OECD) are pleased to invite to the

## Stockholm Conference

### The Pacific Alliance – An emerging region in a global world

#### *Towards better integration of regional policies and international cooperation*

Stockholm, 5<sup>th</sup> December, 2017

*Venue:*

Business Sweden-Headquarters  
World Trade Center  
Klarabergsviadukten 70, 11164 Stockholm

*Organized by:*



*In collaboration with:*



**Ministry for Foreign Affairs  
Sweden**



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 **GOBIERNO DE COLOMBIA**

**Presidency Pro Tempore Pacific Alliance**

*Supported by*



**Embassy of Chile to Sweden  
Embassy of Peru to Sweden  
Embassy of Mexico to Sweden**



## **Stockholm Conference**

### **The Pacific Alliance – An emerging region in a global world**

*Towards better integration of regional policies and international cooperation*

The Stockholm Conference-Pacific Alliance is the first chapter of a two-fold conference which will see its second edition at Copenhagen Business School (CBS) in spring 2018. This initiative is derived from the joint seminar between EIIS and OECD: “Emerging Markets. The Pacific Alliance: Perspectives & Opportunities” held in the OECD Headquarters in Paris on June 23<sup>rd</sup> 2017. Participants at the seminar highlighted the immense importance of clear paths to overcome challenges and maximize opportunities for further contact with observer countries, and emphasizing prospects with the OECD members in view of strengthening a robust dialogue amongst member countries, observer and associated states.

The Pacific Alliance is an initiative of regional integration comprised by Chile, Colombia, Mexico and Peru. Its objectives are to: build in a participatory and consensual way an area of deep integration to move progressively towards the free movement of goods, services, resources and people; drive further growth, development and competitiveness of the economies of its members, focused on achieving greater well-being, overcoming socioeconomic inequality and promote the social inclusion of its inhabitants; become a platform of political articulation, economic and commercial integration and projection to the world.

As the Pacific Alliance initiatives explore areas beyond free trade, there are opportunities found in other areas for cooperation such as: technological and scientific cooperation, promotion of business, and education cooperation among others. In this context, there is huge untapped potential for further interaction among the 28 OECD Member Countries who are also observer or associate members to the Pacific Alliance and the Block’s four member states. Furthermore, such cooperation has great importance as the role of international cooperation, which is challenged particularly by a complex and diverse globalized world, where global actors with a shared long-term vision of sustainable development and inclusive growth ought to find multilateral forums to come closer. This Conference aims to discuss not only the promotion of trade policy guidelines for more sustained and robust growth in the area, but also with other types of mutually beneficial cooperation in view of increasing the well-being of the region, hence coordinating synergies to reinforce regional policies of impact.

In this regard, the specific objectives are to take stock of the Pacific Alliance mandate and agenda in areas such as regional integration, digital agenda, education and competencies, gender; and discuss methods of work and practices, including support (if identified) from observer countries and associate members, as well as regional and international organizations in order to achieve successful outcomes. In this sense, the Conference will culminate by leading a reflection on the global policy context of the Pacific Alliance with in-depth discussions about identified synergies and possible ways to reinforce them through a consensual harmonization exercise.

Finally, it is relevant to point out that since its creation, the Pacific Alliance has experienced increasing economic integration which has led to growth within the region and translated to interest from the international community. In this regard, as the number of observer countries continues to grow it is important to have an informed and ongoing dialogue about the opportunities presented by the region, by opening spaces for political articulation where untapped potential can be explored and exploited.



## TENTATIVE PROGRAMME

### **9h00-9h30 – Registration and welcome**

#### **9h30 – 10h15 – Introductory remarks – The PA, opportunities for LA and beyond**

Lena Sellgren, Chief Economist at Business Sweden-The Swedish Trade & Invest Council (BS)

Dr. Mario Torres Jarrín, Director of the European Institute of International Studies (EIIS)

Dr. Oscar Villarreal, Organisation for Economic Co-operation and Development (OECD)

Amb. Sonia Durán, Ambassador of Colombia to Sweden, Denmark and Iceland (Pro-Tempore Presidency-Pacific Alliance)

Andreas Danielsen, Desk Officer-Pacific Alliance, Americas Department-Ministry for Foreign Affairs of Sweden (UD-AME)

#### **10h15-11h30 – Session 1: Regional integration, SMEs and GVCs**

SMEs role and impact on growth, job creation, social cohesion and poverty reduction are widely recognized, and are an important part of the PA's economy, but yet with a GDP contribution in LAC of only around 30%. Reinforcing the trade and investment agenda of the PA through SMEs strengthening and integration at a regional level is a key element to foster internationalization.

Speaker – Amb. Sonia Durán, Embassy of Colombia to Sweden with concurrency in Denmark and Iceland

Moderator – Dr. Jacobo Ramirez, Copenhagen Business School (CBS)

#### **11h30-12h45 – Session 2: The Digital agenda of the Pacific Alliance**

The ongoing digital transformation of economies is an important driver to enhance well-being of societies, to boost inclusive and sustainable growth and to promote innovation. Reviewing the PA digital agenda (digital economy, digital connectivity, digital government, digital ecosystems) will allow us to find paths to support, promote and implement its ambitious objectives. How can we take part and take advantage of the new digital era?

Speaker – Amb. José Goñi, Embassy of Chile to Sweden

Moderator –Jonathan Violante Pica, European Institute of International Studies

#### **12h45-13h00 – Family photo**

#### **13h00 – 14h00 – Lunch**

#### **14h00-15h30 – Panel 3 – Education and skills in the Pacific Alliance**

The confluence of globalisation, digitalisation and demographic change affect significantly the world of work from a quantity and quality perspective: how and who is doing the job. Investing in skills it's a key



element to support sustainable, robust growth and development and help reducing inequality and poverty. Are the skills for today the skills for tomorrow?

Speaker – Amb. José Beraún, Embassy of Peru to Sweden with concurrency in Denmark

Moderator – Dr. Gian Luca Gardini, Friedrich-Alexander Universität Erlangen-Nürnberg

#### **15h30-15h45 – Coffee break**

#### **15h45 – 17h00 – Panel 4 – Gender equality in the Pacific Alliance**

Women's inclusion in economic life is a key driver of economic growth. PA countries have made good progress on gender equality in the past few decades, however tenacious difficulties remain: low-quality jobs, economic insecurity, poverty... Whilst these touch all and everyone, women are particularly affected. What can the PA do?

Speaker – Amb. Agustín Gasca, Embassy of Mexico to Sweden

Moderator – Lena Sellgren, Chief Economist of the Business Sweden

#### **17h00-17h30 – Wrap and conclusions. Next meeting Q2 2018.**

Dr. Oscar Villarreal, Organisation for Economic Co-operation and Development (OECD)

Dr. Mario Torres Jarrín, Director of the European Institute of International Studies (EIIS)

#### **17h30-19h00 – Cocktail Reception offer by the Embassy of Colombia to Sweden, Denmark and Iceland (Pro-Tempore Presidency-Pacific Alliance)**

# LATIN AMERICA BUSINESS FORUM

*Sustainable development through social programmes in Danish  
Industry: Implications and opportunities for the Pacific Alliance  
Copenhagen, 11<sup>th</sup> April 2018*

*Organized by:*



*In collaboration with:*

**Ministry for Foreign Affairs of Denmark  
Confederation of Danish Industry**



**PPT-Pacific Alliance  
Embassy of Colombia to Sweden, Denmark and Iceland  
Embassy of Chile to Denmark  
Embassy of Mexico to Denmark  
Embassy of Peru to Sweden, Denmark and Iceland**

## ***Sustainable development through social programmes in Danish Industry: Implications and opportunities for the Pacific Alliance***

### **Background:**

In 2011, Chile, Colombia, Mexico and Peru established the Pacific Alliance to 1) build an alliance for closer integration based on participation and consensus; 2) move progressively towards the free movement of goods, services, resources and people; 3) foster development and competitiveness of the economies of its members; 4) achieve greater civil society well-being; and 5) become a platform of political articulation, economic and commercial integration and projection to the world.

The Pacific Alliance initiatives also explore areas beyond free trade, such as scientific and education cooperation, and business development in innovative technological solutions. In this context, there is huge untapped potential for further interaction among the 28 OECD Member Countries who are also observers or associate members of the Pacific Alliance (e.g., Denmark).

The seminar is part of a series of seminars organised by the European Institute of International Affairs (IEEI) and OECD in 2017 (Paris in June and Stockholm in December) aimed at creating a platform to facilitate discussion amongst Pacific Alliance member countries, observers and associated states. The CBS seminar will be followed by a closing workshop at the Friedrich-Alexander-Universität in Germany (June 2018) to further discuss opportunities and challenges in relation to entrepreneurship, digital skills and innovation between Europe and the Pacific Alliance region.

### **Objectives:**

- 1) To raise awareness of Danish firms' social programmes in emerging markets to foster sustainable development, and thereby to further strengthen cooperation with the Pacific Alliance region.
- 2) To inspire CBS students in innovative-entrepreneurship social programmes and perspectives for business opportunities in emerging markets, particularly within the Pacific Alliance.

**Venue: Copenhagen Business School (CBS)**  
Solbjerg Pl. 3, 2000 Frederiksberg, **Auditorium SP205**

Please register your attendance by sending an e-mail to Zartashia Ahmed at Zartashia Ahmed [za.msc@cbs.dk](mailto:za.msc@cbs.dk)

**Date: 11th April 2018**

**PROGRAMME**

**09:50 Welcome Jacobo Ramirez**

Latin America Business Forum (CBS)

**Mario Torres**

European Institute of International Studies (EIIIS)

**Ángel Melguizo**

Head of the Latin American and Caribbean Unit at the OECD's Development Centre

**09:55 DI's role in the internationalization of Danish companies in Latin America**

**Kathrine Lyster H. Hansen**

Senior Market Advisor, Confederation of Danish Industry

**10:10 The Milky Way to Development - Arla Foods' Sustainable Development Programmes in Emerging Markets**

**Irene Quist Mortensen**

CSR Business Partner, Arla International, Arla Foods

**10:35 Public-private partnerships to bend the diabetes curve in Mexico**

**Steffen Aggerholm Krog**

Cities Changing Diabetes secretariat

Novo Nordisk

**11:00 Do you want to turn your idea into a business**

**Britta Ravn Bjerglund**

Business Developer

Copenhagen School of Entrepreneurship

**11:15 Short Coffee Break**

**11:20 Pacific Alliance's mandates on entrepreneurship, skills and digital agenda**

**Ángel Melguizo**

Head of the Latin American and Caribbean Unit at the OECD's Development Centre

**11:35 Danish relations with Latin America from a government perspective**

**Lars Vogtmann Sørensen**

Senior Adviser / Asia, Oceania and Latin America

Ministry of Foreign Affairs of Denmark

**12:00 Pacific Alliance –A perspective from Colombia, Chile, Mexico and Peru**

**H.E. Sonia Durán**, Ambassador, PPT-Pacific Alliance-Embassy of Colombia in Sweden, Denmark and Iceland

**H.E. Flavio Tarsetti Quezada**, Ambassador of Chile in Denmark

**H.E. Carlos Pujalte**, Ambassador of Mexico in Denmark

**H.E. Jose Beraun**, Ambassador of Peru in Sweden, Denmark and Iceland

**12:30 Questions & Concluding Remarks**

**Prof. Gian Luca Gardini**, Ph.D.

Professor of International Relations and Latin American Politics

University Erlangen-Nuremberg, Germany

**13:00 Thank you and Cocktail offered by the Embassies of Chile and Mexico in Denmark**

Friedrich Alexander Universität Erlangen-Nürnberg (FAU), the Organization for Economic Cooperation and Development (OECD), European Institute of International Studies (IEEI), and the Copenhagen Business School (CBS) under the aegis of the German Federal Foreign Office (AA) and the pro-tempore Presidency of the Pacific Alliance hosted by the Bundesverband der Deutschen Industrie (BDI)

organize the Workshop:

# The Pacific Alliance: An agenda for cooperation with observer members

## Vocational education & training for inclusive development and integration into global value chains

### Programme:

<p>10.00-10.45</p> <p><b>Welcome remarks</b></p> <ul style="list-style-type: none"> <li>• <b>Prof. Gian Luca Gardini</b> <i>FAU, Chair of International Business – Latin America</i></li> <li>• <b>Prof. Mario Torres Jarrín</b> <i>IEEI, Director</i></li> <li>• <b>Dr. Stefan Mair</b> <i>BDI, Member of the Board</i></li> <li>• <b>Annette Walter</b> <i>AA, Head of Division for Latin America and the Caribbean</i></li> <li>• <b>Angel Melguizo</b> <i>OECD, Chief Economist for Latin America</i></li> <li>• <b>María Elvira Pombo</b> <i>Ambassador of Colombia</i> <i>Pro-tempore Presidency of the Pacific Alliance</i></li> <li>• <b>Prof. Günter Leugering</b> <i>FAU, Vice-President</i></li> </ul>	<p>14.30-15.30</p> <p><b>Panel 3: Energy Systems</b></p> <p>Keynote speaker: <b>Prof. Alexander Martin</b> <i>FAU, Chair for Business Mathematics</i></p> <p>Moderator <b>Angel Melguizo</b> <i>OECD, Chief Economist for Latin America</i></p> <ul style="list-style-type: none"> <li>• <b>Dr. Ruth Brand-Schock</b> <i>ENERCON GmbH, Head of Political and Governmental Relations</i></li> <li>• <b>Tara Nitz</b> <i>VCI, Legal Advisor Energy and Climate</i></li> <li>• <b>Santiago Martinez</b> <i>Embassy of Colombia</i></li> <li>• <b>Dr. Michael Dohmen</b> <i>AA, Deputy of Division for Latin America and the Caribbean</i></li> </ul>
<p>10.45-11.45</p> <p><b>Panel 1: Digital Transformation</b></p> <p>Keynote speaker: <b>Prof. Kathrin Möslein</b> <i>FAU, Vice-President and Chair for Information Systems</i></p> <p>Moderator: <b>Lena Sellgren</b> <i>Business Sweden, Chief Economist</i></p> <ul style="list-style-type: none"> <li>• <b>Dr. Caroline King</b> <i>SAP, Director Government Relations &amp; Global Corporate Affairs</i></li> <li>• <b>Dr. Irene Seling</b> <i>BDA, Deputy Head of Department Education/Vocational training</i></li> <li>• <b>Angel Melguizo</b> <i>OECD, Chief Economist for Latin America</i></li> </ul>	<p>15.30-15.45</p> <p>Coffee break</p> <p>15.45-16.45</p> <p><b>Panel 4: Medical Engineering</b></p> <p>Keynote speaker: <b>Prof. Patrick Amarteifio</b> <i>Siemens Healthcare, Global Training Center Head</i></p> <p>Moderator: <b>Dr. Michael Rabbow</b> <i>GHP-German Healthcare Partnership, Ambassador International Relations</i></p> <ul style="list-style-type: none"> <li>• <b>Tobias Zobel</b> <i>FAU, Central Institute for Medical Technology</i></li> <li>• <b>Christine Hefer</b> <i>StMUK, Vocational Schools in Social Care Services, Social Pedagogy and the Health Care Sector</i></li> <li>• <b>Dr. Dagmar Pietz</b> <i>BMBF, Internationalization of Education</i></li> </ul>
<p>11.45-12.00</p> <p>Coffee break</p>	<p>16.45-17.15</p> <p><b>Conclusion</b></p> <p><b>PA Ambassadors</b> <b>Gian Luca Gardini, Mario Torres, Angel Melguizo</b></p>
<p>12.00-13.00</p> <p><b>Panel 2: Language Skills</b></p> <p>Keynote speaker: <b>Dr. Mario Österreicher</b> <i>FAU, President German Association of Teachers of English</i></p> <p>Moderator: <b>Prof. Gian Luca Gardini</b> <i>FAU, Chair of International Business – Latin America</i></p> <ul style="list-style-type: none"> <li>• <b>Niels Herrmann</b> <i>Pearson, Vice-President, Germany/Austria/Switzerland</i></li> <li>• <b>Dr. Dieter Dohmen</b> <i>FIBS, Founder and Director</i></li> <li>• <b>Mr. Andreas Somogyi,</b> <i>Embassy of Austria in Germany, Deputy Chief of Mission</i></li> </ul>	<p>17.15-18.30</p> <p>Reception</p>
<p>13.00-14.30</p> <p>Lunch</p>	         

This work is published by the European Institute of International Studies (EIIIS), the Copenhagen Business School (CBS), Friedrich Alexander Universität Erlangen-Nuremberg (FAU), and with the support of the Organisation for Economic Co-operation and Development (OECD).

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