



Latin American Market Entry Accelerator Program

November 2017

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Program Rationale & Outcomes

The Australia Latin America Market Entry Accelerator Program will build the innovation partnership and capital flows between Australia and its Latin American trading partners. In particular, the initial focus of the Program is proposed to be with Chile and there are opportunities to expand that out to other Latin American nations in time.

The Program is a practical way to build knowledge and connections that will enable future trading and investment opportunities to develop.

This Program will focus on high-tech industries and opportunities and serve to diversify both the economic activities within both countries and the trading relationship between them.

The Program is based on a proven model to drive commercialisation of innovative technology companies through sourcing, mentoring, profiling and providing local and international introductions to investors, partners and customers. It will complement and build on the existing initiatives and activities such as the Australia-Chile Economic Leadership Forum, the Council on Australia-Latin America Relations (COALAR), Australian Latin American Business Council (ALABC) and the Australia-Chile Chamber of Commerce along with strengthening innovation linkages between key universities.

The foundations are very strong and the process to deliver this Program will add an additional mechanism that will add another dimension to the growing, innovation, trade and investment opportunities between the regions. By formalising the innovation and entrepreneurial framework between the countries, there will be an opportunity to create high growth, high value businesses that grow and diversify this relationship.

The Australian Experience

The equivalent Australian competition has been successfully run since 2011 and has been focussed primarily on cleantech solutions for industry. To date it has identified over \$250 million dollars in contestable project opportunities for Australian SMEs. Since inception, the Australian Competition has attracted 930 applicants and has recognised 196 Finalists and 40 award winners.



In its seven years of operation, the Competition has established an extremely strong reputation across industry and government for the quality of the mentoring programs and the success of companies emerging through the program. The Program is far more than just awards and aims to make successful companies out of all the Semi Finalist companies each year.

This is delivered through:

1. Working with industry to enable education and market access
2. Building Capacity, Credibility, Confidence & Resilience
3. Connecting with Investors, Partners & Customers
4. Celebrating and Profiling Success
5. Building an ecosystem of successful companies

This is done in partnership with over 40 supporting organisations that comprise industry associations, professional services firms and investors. In addition, the Competition Alumni now comprises nearly 200 companies which are encouraged to be actively involved in the future of the Competition and in partnering with future participants. The Australian Technologies Competition is partially funded by the Australian Department of Industry, Innovation and Science as an industry development initiative and the Program Administrator since its launch has been Australian CleanTech.



Latin American Market Entry Accelerator Program

The Program is open to technology companies that have market potential in Latin America in the following industries:

- Agritech
- Mining
- Energy
- Water

Company Eligibility

A company entering the Program will need to comply with the following eligibility criteria:

- A technology-focussed Australian registered company with a product or service solution applicable to one of the eligible Technology Categories of Mining, Agriculture, Energy or Water.
- The company owns or has exclusive beneficial rights to the key Intellectual Property that provides the technology solution.
- It is an SME with less than 200 employees.

Company Commitment

Companies entering the Program will commit to the following should they be shortlisted as a Finalist:

- Attend all mentoring and pre-trip briefings.
- Prepare and submit its 'International Market Entry Plan' on schedule.
- Participate in the trade mission to Santiago in April 2018 including covering all of their own flights and accommodation costs.
- Participate in future Program Alumni activities where possible and provide guidance and assistance to Finalists in future years.

Company Benefits

Australia companies entering the Program will have access to extensive mentoring and connections in both Chile and Australia. For a company looking to expand into global markets, this program will provide a roadmap of how to succeed, connections to fund, partner and buy the solutions, profiling to key industry participants and ongoing support as a member of the Program Alumni.

Expected outcomes for companies include:

- Accelerated time to market;
- Robust Business Model and Strategic Plan for new market entry;
- International operations; and
- Networking and strategic partnerships.

Shortlisted Finalists in each category will be announced in early February. Each Finalist will be assigned a mentor to work on their LatAm Market Entry Plan and will attend a one-day market entry and export readiness workshop. Finalists will be required to join the trade mission to Santiago in April 2018.



Partners and Sponsors

Public and private sector partner and sponsors will be critical to deliver the greatest benefits to all parties and in particular the program participants.

Non-financial partnerships have also been a critical part of the success of the Australian competition.

We are currently looking for the following partners and sponsors:

In Australia:

- Competition Judges
- Finalist Mentors
- Organisations that can connect the Finalists to Latin American industry

In Chile

- Competition Judges
- Business matching assistance
- Local industry mentors
- Event partners and sponsors

If working with or supporting technology companies is something in which you are interested, then we would welcome your interest in becoming involved in this Program.

More Information

For more information and to express an interest in being involved, please contact:

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Australian Government



'The Australia Latin America Market Entry Accelerator Program' is supported by the Australian Government through the Council on Australia Latin America Relations (COALAR) of the Department of Foreign Affairs and Trade.

