

The Chile Pacific Foundation travels to regions to promote the APEC SMMEs and Entrepreneurs 2019 Summit

For the APEC Business Advisory Council (ABAC), the inclusion of SMMEs and Entrepreneurs, most notably through the opportunities offered by the digital economy, is one of the top priorities on their agenda.

Representatives of the Chile Pacific Foundation (FCHP), which headquarters in Chile the APEC Business Advisory Council (ABAC), recently participated in events held in the Magallanes and Arica-Parinacota regions with the aim of promoting and inviting small and medium sized businesses, including entrepreneurs, to participate in the next SMMEs and Entrepreneurs APEC 2019 Summit, an event organized by ABAC that will be one of the most prominent activities of the so-called “Chile’s APEC week”. The summit will take place on November 14.

A large audience attended the event held in Punta Arenas, in the Magallanes region, which was organized by Sofofa and the local CPC to inform primarily about the new “Pay before 30 days” Law. The event held in the north of Chile, against the backdrop of the Association of Entrepreneurs of Chile (ASECH)’s summit in the Arica-Parinacota region, also generated great interest within the community. Alfonso Swett, President of the CPC; Bernardo Larraín, President of Sofofa, and Alejandra Mustakis, President of the ASECH, are all members of ABAC.

B2B APEC Platform for SMMEs and Entrepreneurs

The APEC SMMEs and Entrepreneurs 2019 Summit is being planned to make sure it will address the



Loreto Leyton, Executive Director of CPF and ABAC 2019

themes that are of most interest for SMMEs and Entrepreneurs, especially those topics related to the digitalization of the economy and e-commerce. The summit will be the launch point for the first APEC *business to business platform*, called Monde B2B. Additionally, the final stage of the APEC Startup Challenge Contest will take place, alongside other activities, panels, and presentations headed by world class experts and entrepreneurs.

“We are working hard to ensure that this summit will be a solid help, with tools that we believe will be of great utility, such as the APEC Monde B2B platform, sessions that will allow entrepreneurs, small and medium businesses to share their projects with other businesses and investors, as well as a first-class contest for startups. We greatly appreciate the opportunity to personally invite to the summit, especially people from the regions, as we would like for our convention center in Santiago to be filled with representatives from other regions other

than the Metropolitan one. We invite everyone to download the app and to register now,” said Loreto Leyton, Executive Director of ABAC and the Chile Pacific Foundation, who presented in front of small and medium businesses representatives and entrepreneurs in Punta Arenas.

Luis Alberto Pino, Chief Content and Programs Officer of the Chile Pacific Foundation, presented at the ASECH event in Arica.

For more information about the APEC SMEEs and Entrepreneurs 2019: www.smesummit2019.com

Contact: lpino@funchilepacifico.cl



Luis Pino, Chief Content and Projects Officer