

CON ANEXO

Santiago, 23 AGO. 2019

Carta N° 294

Señor
Fernando Puchol
División de Relaciones Exteriores de la OMC
Presente

Estimado Sr. Puchol,

Tengo el agrado de dirigirme a usted con respecto al Grupo de Acción para el Comercio Inclusivo—ITAG (por sus siglas en inglés), el cual fue creado en el marco de la firma del Tratado Integral y Progresista de Asociación Transpacífico (CPTPP) en marzo de 2018. Este grupo, integrado por Canadá, Chile y Nueva Zelanda, tiene como objetivo buscar que las políticas comerciales internacionales sean más progresivas e inclusivas para garantizar que los beneficios del comercio y la inversión se distribuyan de manera más amplia, lo que redundará en un impacto positivo en el crecimiento económico y en la reducción de la desigualdad y la pobreza.

En este contexto, esta Dirección extiende una cordial invitación al taller "*Communicating the Benefits of International Trade*", el cual tendrá lugar los días 10 y 11 de septiembre del presente año en Teatinos 180, piso 17. Esta actividad se enmarca en las acordadas en el Programa 2019-2020 de este Grupo de Acción y tiene como finalidad intercambiar buenas prácticas, opiniones y puntos de vista sobre como comunicar eficazmente a la ciudadanía los positivos impactos del comercio internacional. Estarían participando expertos de Canadá y Nueva Zelanda.


Considerando su amplia experiencia en temas económicos comerciales, lo invitamos a ser panelista de una de las sesiones de trabajo, el día 10 de septiembre, con el objetivo de contribuir a la discusión sobre transmitir en forma positiva los efectos del libre comercio a la ciudadanía. Adjunto a la presente, agenda tentativa del evento. Nuestra institución puede cubrir los costos del pasaje en avión, clase económica.

En caso de cualquier duda o pregunta, puede contactar al Sr. José Manuel Campos, Jefe de la División OMC, al correo electrónico, jcampos@direcon.gob.cl.

Sin otro particular, me despido de Ud. en espera de una favorable respuesta a esta invitación.

Cordialmente,




Angélica Romero López
Dirección General de Asuntos Económicos Multilaterales (S)

Inclusive Trade Action Group-ITAG

Communicating the Benefits of International Trade Workshop

The Inclusive Trade Action Group (ITAG) was officially launched in March 2018, in Santiago, Chile, on the margins of the signature of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership. Canada, Chile and New Zealand issued a Ministerial Statement reaffirming their shared commitment to achieving economic growth while advancing broader social and environmental objectives. In January 2019, a Work Program, including a range of activities and documents, was agreed among Parties which will help achieve these objectives. Furthermore, the Work Program will allow the Parties to examine the effectiveness of CPTPP according to its progress made on issues such as sustainable development, gender equality, the economic empowerment of women and indigenous peoples, domestic regional economic development, SMEs, labour rights, protecting and conserving the environment, and addressing climate change.

Supporting these objectives, a workshop entitled “*Communicating the Benefits of International Trade*” will be held on September 10th and 11th in Santiago, Chile. This workshop will offer participants the opportunity to exchange points of view about how to effectively engage and communicate to citizens the direct benefits of trade and trade agreement and the positive impact that it has on their daily lives. The target audiences are policy makers and government officials.

Tentative Agenda:

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| September 10th | 09:30-10:00 | Welcome Remarks |
| | 10:00-11:15 | Session 1: International Trade and Civil Society: Benefits and Opportunities |
| | 11:30-13:00 | Session 2: How we communicate today? Challenges for International Trade |
| | 13:00-15:00 | Lunch |
| | 15:00-16:00 | Session 3: Sharing Experiences to Communicate the Benefits of Trade |
| | 16:30-17:30 | Session 4: Public Engagement with FTAs processes |
| September 11th | 10:00-12:00 | Wrap up (Closed Session) |

Other issues:

- Lunch will be provided on September 10th
- Simultaneous translation Spanish-English will be available
- The venue is Teatinos 180, 17th floor, Santiago
- Participants are government officials and policy makers only (Chatham House Rule)
- Representatives from CPTPP countries are very much encouraged to attend as speakers and/or participants on a self-funded basis.

INCLUSIVE TRADE ACTION GROUP-ITAG
COMMUNICATING THE BENEFITS OF INTERNATIONAL TRADE
10th - 11th September 2019
Teatinos 180, 17th floor, Santiago, Chile

TENTATIVE AGENDA

| DAY ONE: September 10th | |
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| 9:30 – 09:55 | <p>Welcome Remarks</p> <ul style="list-style-type: none"> • Mrs. Angelica Romero, Deputy General Director for Multilateral Economic Affairs, Chile • Canada Embassy • New Zealand Embassy |
| 09:55 – 10:00 | <p>Family Photo</p> |
| 10:00 – 11:15 | <p>Session 1: International Trade and Civil Society: Benefits and Opportunities</p> <p>This session will give an overview of the developments of international trade, the role of WTO and the goal to improve the welfare of the people.</p> <ul style="list-style-type: none"> • Mr. Fernando Puchol, External Relations Division, WTO • Mr. Alejandro Jara, Former General Director of International Economic Affairs, Chile (TBC) |
| 11:15 – 11:30 | <p>Coffee Break</p> |
| 11:30 – 13.00 | <p>Session 2: How we communicate today? Challenges for International Trade</p> <p>Communication is changing and it has increasingly an important role. This session will focus the discussion in those changes, the way people communicate today, the challenges and also the opportunities for international trade.</p> <ul style="list-style-type: none"> • Mr. Mauricio Hoffman, Economic Journalist and Editor in AND Radio (TBC) • Mr. Ricardo Alt, CEO Social Comunicaciones (TBC) |
| 13:00 – 15.00 | <p>Lunch Provided</p> |

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| 15.00 – 16.00 | <p>Session 3: Sharing Experiences to Communicate the Benefits of Trade.</p> <p>This session will be focused on sharing experiences in the way governments communicate the benefits of trade to citizens and explain the commitments in FTAs.</p> <ul style="list-style-type: none"> • Canada • New Zealand • Carolina Lathrop, Director of Communications and Press, Vice Ministry of International Economic Relations, Chile |
| 16.00 – 16.30 | <p>Coffee Break</p> |
| 16:30 – 17.30 | <p>Session 4: Public Engagement with FTAs processes</p> <p>This session will be focused on sharing experiences in the way governments engage in a dialogue with stakeholders to express their views, interests and concerns in FTAs.</p> <ul style="list-style-type: none"> • New Zealand • Canada • Mr. Jorge Sahd, Director of the Center for International Studies, UC • Antonio Aldunate, Head of Public Participation and Transparency Division, Chile |
| 17.30 | <p>End of day</p> |

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| DAY TWO: September 11th | |
| 10:00 – 12:00 | Wrap up (Closed Session) |

