



*We are pleased to invite you to the forum*

## **The Pacific Alliance: Latin America-Malaysia Business Prospects**

*jointly organized by the Embassies of Chile, Colombia, Mexico and Peru  
and the Centre of Latin American Studies of the University of Malaya*

*on Thursday, May 26<sup>th</sup>, 2016*

*at the Lecture Theatre 3, Faculty of Economics & Administration, University of Malaya*

The Pacific Alliance is an initiative of regional integration comprised by Chile, Colombia, Mexico and Peru, officially established on April 28<sup>th</sup>, 2011 whose main objectives are:

- 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, with emphasis on the Asia-Pacific region.

Today, with 42 observant countries, the Pacific Alliance's constant growth has been well studied all over the world as a successful integration process that has led to the liberalization of 92% of goods, among the four country members, on May 1<sup>st</sup>, 2016. The recent changes in the global order leave a fortunate frame for Malaysia to discover new mechanisms of integration and business incentives at the other end of the Pacific offer. Mechanisms like the Pacific Alliance will improve investment flows and research involving ASEAN, bringing new opportunities to the SME environment.

Through the first forum on the Pacific Alliance in Malaysia, we encourage all sectors to come and join us on a discussion that will bring together businessman and academics to present and discuss the possibilities that the Pacific Alliance brings to Malaysia. Among the speakers we will introduce Latin American businessmen who have developed well-known brands in Latin America and Malaysia in recent years, showcasing successful stories between the Pacific Alliance and ASEAN.

Please, see the program attached for more details.

We look forward to welcoming you to the forum on **May 26<sup>th</sup>, 2016** at **Lecture Theatre 3, Faculty of Economics & Administration, UM**. Please **RSVP** at the [culturalmls@sre.gob.mx](mailto:culturalmls@sre.gob.mx) by Friday, May 20<sup>th</sup>.