

UK businesses embark on roadshow to discover new trading opportunities in Latin America and Caribbean

The Department for International Trade is hosting a virtual roadshow to help businesses across the UK identify new export and investment opportunities in the Latin America and Caribbean (LATAC) region. The LATAC Roadshow is being held between 1-4 March.

Her Majesty's recently appointed Trade Commissioner for LATAC, Jonathan Knott, and DIT's team of experts will join businesses from the region for virtual workshops, panels and one-to-one meetings throughout the day.

These events will provide businesses with insight into the latest exporting opportunities in vibrant markets such as Argentina, Brazil, Chile, Colombia, Mexico, and Peru.

Sessions will cover a range of topics including clean growth and renewable energy, healthcare, agriculture and financial services. Businesses will also hear first-hand about the experiences of companies already successfully exporting to LATAC, including Weston's Cider and AB Europe.

Total trade between the UK and LATAC was £26.3 billion in the year to Q3 2020, with exports totalling £15.7 billion. Brazil was the largest trading partner accounting for over 20% of all trade. With the UK also seeking membership to the Trans-Pacific Partnership (CPTPP), these ties are expected to grow as it looks to deepen trading links with markets including Mexico, Chile and Peru.

Minister for Exports Graham Stuart will be joining a panel session on Clean Growth to discuss the UK's ambitions on tackling climate change and the opportunities for UK businesses to export more green goods and services to the region.

Minister for Exports Graham Stuart said:

I'm delighted to join this year's virtual trade mission to discuss the wealth of opportunity available to UK businesses to export more environmental goods and services to the Latin America and Caribbean region.

Tackling climate change is a top priority for the UK. As world leaders in areas including offshore wind, green finance, and sustainable construction, and as hosts of the upcoming COP26 summit, we are uniquely placed to work with partners across the region to help businesses build back better and greener from the impacts of the pandemic.

Her Majesty's Trade Commissioner for Latin America and the Caribbean Jonathan Knott said:

Our Latin America and Caribbean Business Roadshow will demonstrate the breadth of opportunities available to UK businesses, large and small, and encourage them to take full advantage of the business potential in this exciting and dynamic part of the world.

We are determined to do all we can to support our brilliant UK businesses and grow UK exports to the region, particularly as we look to recover from the impacts of the Covid-19 pandemic. From life sciences to food and drink, there is a wealth of opportunity for businesses across the LATAC region, and I'd urge any business interested in beginning their exporting journey to get in touch with us. We can help you win contracts and grow.

One business attending the Roadshow is Weston's Cider, a 4th generation, family run cider maker from Herefordshire, England. Established in 1880, the company presses its own local fruit and has one of the largest collection of cider vats in the UK.

Luke Padgett, Export Country Manager, Weston's Cider said:

Focussed on innovation, organic and traditional techniques we take pride in every drop. Our desire is to continue that vision and introduce our award winning, premium, category leading ciders across the emerging LATAC region, expanding on our growing Export portfolio.

Home to over 650 million people, LATAC covers 48 countries and territories with a growing middle-class population, meaning there is increased opportunity for British businesses to provide high-quality goods and services across the region. The UK has so far secured 5 trade continuity agreements with 24 countries in the region.