



## José Aravena

### Eurochile

#### Description

The Eurochile Business Foundation is a pioneering initiative of the European Community and the State of Chile. Eurochile officially started on 12 March 1993, with a ceremony during which the then-Presidents Patricio Aylwin of Chile and Jacques Delors of the European Commission signed a mutual cooperation and joint work agreement to benefit SMEs. The foundation is meant to serve as a bridge between Chile and the member countries of the European Union: a bridge for entrepreneurship, technology partnerships and good practice exchange. The concept of mutual benefit is nowadays a key concept in the relations between the European Union and Latin America. To fulfill this role as a connecting bridge, Eurochile has developed multiple platforms, has provided tens of cooperation agreements, and has entered powerful European and Latin American programs and networks. Eurochile has taken full advantage of the opportunities to open dialogue and collaborate with entrepreneurs, local authorities and European institutions. And that has been put into practice through four main action lines: Business promotion to and from Europe. The objective is to inform companies and SMEs about the business opportunities with Europe and vice versa, and to facilitate the conclusion of commercial partnerships. Joint European-Chilean Innovation. The objective is to support SMEs in their efforts to innovate their products, services, processes and business models. Therefore, Eurochile has brought numerous European specialists to Chile, in order to ensure transfer knowledge and turn it into innovation, especially in the areas of food, tourism and energy management. Generation of territorial development poles. The objective is to generate different types of business partnerships, public-private agreements, and local, regional, national and international production chains for Chilean and European SMEs. All this through knowledge transfer with the assistance of national and international experts, participation in trade shows, B2B meetings, business and institutional meetings, seminars, exchanges and networking. This has helped to reduce inequalities between SMEs and large enterprises, improving productivity, innovation and competitiveness of SMEs and assisting them in their internationalization process. Institutional relations strengthening between Chile, Latin America and the EU. The objective is to maintain and develop institutional partnerships and dialogue with organizations and institutions with common interests.

#### Organization Type

Other,

#### Areas of Activities

#### Other sector related to the main topic of the event