

# SOUTH AMERICA RETAIL TRADE MISSION

June 6-11, 2010

Join the IHA & HECNA Trade Mission to meet South American buyers to increase international sales. Through retail meetings and tours, participants will obtain a personal network of key retail buyer contacts and a thorough understanding of the important Brazilian and Chilean markets.

## Targeted Retailers: Brazil

- **Carrefour** 114 Hypermarkets
- **Pão de Acucar** Over 1000 Stores  
~ 500 Electrics Specialty Stores
- **C&C Casa&Construção** 42 Home Centers
- **Wal-Mart Brasil** 349 Stores  
- 34 Supercenters  
- 71 Hypermarkets
- **Tok&Stok** 28 Home Stores
- **Spicy** 26 Specialty Home & Housewares Stores

## Targeted Retailers: Chile

- **Sodimac** 46 Home Centers
- **Falabella** 33 Department Stores
- **Cencosud** 23 **Jumbo** Hypermarkets  
23 **Easy** Home Centers  
27 **Paris** Department Stores
- **D&S - Lider** 180 Supermarkets and Hypermarkets  
- now owned by Wal-Mart

## Schedule

- June 6** Arrive in São Paulo, Brazil – Group Retail Tour
- June 7-8** Meetings with Key Retailers, Retail Store Tours, Dinners with Local Distributors
- June 9** Fly to Santiago, Chile – Group Retail Tour
- June 10-11** Meetings with Key Retailers, Retail Store Tours, Dinners with Local Distributors
- June 12** Depart

## Participation Fee

\$1950 HECNA members, \$2450 Non-HECNA members. Will include meeting arrangements and facilitation, in-country ground transportation and several group meals. (Does not include airfare and hotels.)

For additional information and to sign-up to participate, please visit

<http://www.housewares.org/iha/global/exportTM.aspx>