

# SOUTH AMERICA RETAIL TRADE MISSION

June 7 - 12, 2009

Join IHA & HECNA on a Retail 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 500 Stores including
  - 72 Hypermarkets
  - 55 Home Appliance Stores
- **C&C Casa&Construção** 42 Home Centers
- **Wal-Mart Brasil** 349 Stores
  - 34 Supercenters
  - 71 Hypermarkets
- **Tok&Stok** 28 Home 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 7** Arrive in São Paulo, Brazil
- June 8 - 9** Meetings with Key Retailers, Retail Store Tours, Dinners with Local Distributors
- June 10** Fly to Santiago, Chile
- June 11-12** Meetings with Key Retailers, Retail Store Tours, Dinners with Local Distributors
- June 13** Depart

## Participation Fee

\$1,600 - Includes 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>