



FACT SHEET

- Address:** **ARGENTINA**
Olazabal 3450 - 7° D – C1430CUP
Ciudad Autónoma de Buenos Aires
Phone 54-9-11-5018-4875
- UNITED STATES OF AMERICA**
Miami Center – 201 South Biscayne Boulevard – Suite 800
33131 Miami, Florida
Phone: +1-305-851-3895
- Organization:** **Non Profit Civil Association in ARGENTINA**
Non Profit Association [501(c)(3)] – Public Charity [509(a)(2)] in
Florida - USA
- Authorities:** **Rodolfo Rúa Boiero – President**
Liliana Otero – Secretary of the Board
Elena Marcos de Di Vico – President of the Honorary Advisory Council
- Officers:** **Ana Inés Valle – Institutional Relations Coordination**
Victoria Vanetta – Fundraising Coordination
Ezequiel Valle – Financial and Administrative Coordination
- Memberships:** **Argentine Chamber of Commerce**
American Chamber of Commerce in Argentina
- Cooperation Agreements:**
Summit of the Americas Center (2000-2007) – Latin American and
Caribbean Center (LACC) – Florida International University (FIU)– USA
Institute for International Professional Services (IIPS) – LACC, FIU –
USA
University of Salvador – Argentina
The Latin American Centre for Relations with Europe (CELARE) – Chile
The Export and Investment Promotion Corporation (CORPEI) - Ecuador
- Other:** **Technological Linkage Unit for the National Agency for Scientific and**
Technological Development – Argentina
Member of the INTAL Network – Inter-American Development Bank
(IADB)
- Areas of Expertise:**
- **Technical Assistance and Training in International Trade and Trade Negotiations**
 - **Assistance in Trade Policy Formulation, Trade Promotion and Trade Agreements Implementation**
 - **Technical Assistance to Small and Micro business for Export and Import Projects**
 - **Design, formulation and evaluation of International Cooperation Projects**
 - **Intellectual Property Rights and their relationship with Trade, Development and Health**
 - **Human development**
 - **Dialogue and Coordination mechanisms with the Civil Society**

A BRIEF HISTORY

Located in Buenos Aires, Argentina, and in Miami, Florida, USA, the **Center of Studies on Economic Integration and International Trade, Inc. (INTEGRAL)**, is a nonprofit civil association founded in 1998, primarily oriented to tackle the issues and policies on economic integration, trade and international trade negotiations, and economic and social development, aiming to establish a nexus between the generation and debate of ideas in these areas and the practical effects of trade policies implementation on business sectors, economic agents and society as a whole.

Integral's goals are:

- To contribute to the knowledge and dissemination of trade, trade policies and economic growth in order to foster economic development and social welfare.
- To expand people's opportunities by improving their skills as a mean toward social progress.
- To deliver comprehensive training and assistance programs providing professional and business development so to improve competitiveness in local and global marketplace
- To provide assistance to governments, business organizations and civil society organizations, to promote trade growth as an instrument of economic and social development.
- To conduct research to find creative solutions to overcome the obstacles that impede economic progress and social inclusion.

INTEGRAL Board Members and more than its 50 Associate Consultants from different countries throughout the world (Germany, Argentina, Brazil, Chile, Ecuador, Spain, Uruguay, Trinidad & Tobago, Dominican Republic, Venezuela, and the United States, among others) form an extensive roster of experts in the most relevant areas of international trade and economic and human development. Most of them have been government officers or private sector executives, and consultants for companies and governments.

ACHIEVEMENTS

INTEGRAL features an important number of accomplishments in **Training in International Trade, Trade Policy and International Trade Negotiations** as well as in **Technical Assistance for Trade Capacity Building**, with an outcome that stands out in the entity short institutional time of existence. Below is a brief summary of the main activities undertaken.

Between 2000 and 2007, by means of a strategic alliance with the Summit of the Americas Center (SOAC) of the Latin American and Caribbean Center (LACC) at the Florida International University (FIU), INTEGRAL developed several projects for Trade Capacity Building, with a valuable record that can be summarized as follows:

- Ten Trade Negotiations Skills Courses given in Miami between 2001 and 2007.
- Trade Negotiations Program for the Dominican Republic, in 2002, within the Dominican Republic Competitiveness Project, financed by USAID and executed by Chemonics International, Inc., mainly addressed to officers in the Secretariat of State for Foreign Affairs, the Commission for National Trade Negotiations, the Customs General Administration, and other official organisms.
- Appointee in the Technical Committee for the VIII Americas Business Forum (ABF) which took place in Miami, USA, in 2003.
- Trade Negotiations Program for Bolivia, 2004, within the Bolivia Trade and Business Competitiveness I Program (BTBC I), financed by USAID and executed by Chemonics International, Inc.

-
- Trade Capacity Development and Technical Assistance Program for Bolivia, 2005: five year program developed for the Bolivia Trade and Business Competitiveness II Program (BTBC II), financed by USAID and executed by Chemonics International, Inc.

INTEGRAL flag ship, **International Trade Negotiation Skills Intensive Course** was given in Miami, USA, ten times since February 2001, on the different subjects of the international trade agenda, among them Market Access, Technical Barriers to Trade, Intellectual Property Rights, Services and Dispute Settlement. Over 1300 hours of specialized training were provided to about 520 professionals from almost every Spanish-speaking country of the Hemisphere: Argentina, Bolivia, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay and Venezuela; and from Brazil, Trinidad & Tobago and the United States. The participants of the Miami courses have been sponsored by USAID missions, the World Bank, the Inter-American Development Bank, National Ministries of Trade and Foreign Affairs, and Chambers of Commerce, in addition to UPS, FedEx, and other American and Latin American private sector companies and law firms. Several former participants of the Trade Negotiation Courses are currently or have been active negotiators representing their countries in the international trade arena.

By request of the USAID missions in the Dominican Republic and Bolivia, INTEGRAL gave six intensive Trade Negotiation Courses, including a workshop on Market Access and another on Impact Analysis, in 2002 and 2004 respectively. Under USAID contract for the Bolivian Trade and Business Competitiveness Program II, in 2005, four seminars were prepared and given in Bolivia, addressed to official and private sector representatives.

Within all these activities, INTEGRAL experts constituted the basic teaching team which was complemented by representatives of several public and private organizations – e.g., the Organization of American States (OAS), the Economic Commission for Latin America (ECLAC), the Inter-American Development Bank (IADB), and former and current members of national diplomatic corps and foreign trade and investment agencies, as well as former and current official negotiators from several countries of the Hemisphere.

INTEGRAL distinctive features of its training activities are the use of audiovisual methods for a better understanding of the negotiation tactics and techniques, and the teaching of negotiation by means of *role-playing* exercises involving case studies based on actual trade negotiation situations, complemented with lectures given by experts in the topics concerned, and presentations and practical examples about negotiation strategies, tactics and techniques. Through the representational negotiation simulations, students have the opportunity to exercise their communication and persuasion abilities, and try different negotiating tactics and strategies. The case studies and their analysis allow them to apply the lessons learnt to ongoing, real-world trade negotiations, experiencing situations that increase significantly their negotiation abilities, and develop their interpersonal skills, enabling them to successfully overcome the psychological, cultural and tactical obstacles that every multilateral trade negotiation presents.

INTEGRAL was part of the **VIII Americas Business Forum (ABF) Technical Committee**, and co-responsible for the organization and direction of the ABF Workshops, held in conjunction with the VIII Free Trade Area of the Americas (FTAA) Trade Ministerial Meeting in Miami, in November 2003. The Technical Committee trained and conducted a team of 50 experts in charge of reviewing over 100 position papers submitted by private sector associations from throughout the Hemisphere, the elaboration of discussion guidelines, and of conducting for two days eleven simultaneous workshops dealing with the FTAA trade agenda and main trade negotiation issues. Furthermore, INTEGRAL supervised the final business recommendations submitted to the Trade Ministers on November 19, 2003. The excellence of the results obtained from this work was recognized unanimously by the ABF authorities, and the debates and

recommendations were qualified as the best ever done throughout the history of the Americas Business Forum since the first one held in Cartagena in 1996.

As part of the promotion and follow-up activities of the Summit of the Americas' process, in November 2005 INTEGRAL presented, together with SOAC, and with the support of the Bank Association of Argentina, a seminar on "Expanding access to the formal financial system of people with scarce resources and of small and medium enterprises (SMEs)". The event, which was attended by over 200 people, focused on the bank usage experiences of Mexico, Chile and Colombia, and the potential of including those sectors with less resources in the formal financial system.

In 2006, INTEGRAL delivered three Modules of the **International Negotiation Superior Program**, a postgraduate course organized by the **Azuay University (Cuenca, Ecuador)** focused in International Trade Institutions and Policies, and Practical Exercises on International Trade Negotiations.

Also in 2006, INTEGRAL signed a new cooperation agreement with SOAC-LACC, establishing a **Joint Working Group on Trade and Intellectual Property (JWGT&IP)** – up to March 2007 – to analyze, research and disseminate the most controversial subjects in the area of Intellectual Property Rights and its connection with Trade and Development. The Working Group defined a **Trade and Intellectual Property Rights Capacity Building Program**, comprising training, research and technical assistance in four main axes: implementation and enforcement of the commitments taken on Intellectual Property Rights within trade agreements; Intellectual Property and Access to Medicines; Protection of undisclosed test data; and Consensus on Biologic Biodiversity. Within this working program, INTEGRAL and SOAC-LACC organized the seminar "Intellectual Property, Trade and Development: seeking consensus", that took place in Miami, USA, in March 2006.

In 2007, INTEGRAL subscribed an institutional agreement with the Institute for International Professional Services (IIPS) of the Latin American and Caribbean Center (LACC), at the Florida International University (FIU), in association with which an international grant request to the **Merck Foundation** was submitted and awarded for the project "**Trade and Trade Capacity Building in Intellectual Property Rights – Latin America and the Caribbean (IPR-LAC-Trade)**". Through this project, INTEGRAL designed, organized and conducted two training courses on International Trade Negotiations: "Intellectual Property Rights: from negotiation to implementation", delivered in Lima, Peru (August, 2007) and in Montevideo, Uruguay (November, 2007), being co-sponsored, respectively, by the Peruvian Ministry of Industry, Commerce and Tourism, (MINCETUR), Janssen-Cilag and AMCHAM in Peru; and by the Uruguayan National Direction of Intellectual Property and the Country's Mercantile Chamber of Products, in Uruguay. The excellence of the activities developed in this project deserved the clear acknowledgement of the beneficiary public and private entities.

Within the European Commission Development and Cooperation Programs (**EuropeAid**), INTEGRAL has performed several activities, mainly of technical assistance to Latin and Central American governments. Through the subscription of side letters with several international consortia and/or by contracts with our Associate Consultants, numerous activities were carried out for European consultant firms, such as Equinoccio, Eptisa Internacional, GFA Consulting Group, Arca Consortium and Altair Asesores, among others, some of which are summarized herewith:

- For the **EXPOECUADOR Project**, Component 4 (Technical assistance in trade and international investments topics), in 2008, in the Identification of Needs and Capacity Building Programming Mission, in Seminars (design and delivery) on Intellectual Property Rights and Dispute Settlement, Negotiation Modalities of Market Access for Industrialized Products at the WTO, Unfair Trade Practices, Regime of Origin, Competition Policy, Services

and Sustainable Development (for governmental officers and negotiators), in four Dissemination Seminars for the Civil Society organizations on the aforementioned topics and the Middle and Final Term Assessments of the EXPOECUADOR PROJECT.

- For the Assistance Program of the Project to Support the **Establishment of MERCOSUR Parliament**, in 2008.
- Intellectual Property training courses, within the **Mexico – EU FTA Facilitation Project**, in 2008.
- Within the **Project of Institutional Support for Regional Integration (ISPRI)** for the Dominican Republic, during 2008 and 2009, in activities concerning Training in Negotiation Techniques (Basic and Advanced Courses) and in Regime of Origin, in the creation of a Strategic Intelligence Unit for the Trade Negotiations National Commission of the Dominican Republic Foreign Affairs Ministry and in the development of the National Plan to Implement the Cariforum-European Union Economic Association Agreement. During 2010, within this project INTEGRAL delivered three different training activities, an Unfair Trade Practices Seminar, a Dispute Resolution Seminar and the Diploma in Trade Policy Formulation and Policy Analysis.

INTEGRAL cooperated, in 2008 and 2009, with the United States Agency for International Development (**USAID**) Program, summoned by Chemonics International, Inc., in the DR-CAFTA Implementation Project, to design an action plan for the implementation of the commitments made on intellectual property rights in the health sector and in intellectual property rights and dispute settlement training for the National Office of Industrial Property (**ONAPI**).

INTEGRAL team delivered, in 2018 in Guayaquil, Ecuador, the **“Ricardo Estrada” International Trade Negotiation Training Program** first module: Basics on International Trade Negotiations, with the sponsorship of **CORPEI and Ecuador Foreign Trade Ministry**, for 29 attendees from various government organizations, sectoral business representatives and businessmen. Among the speakers invited were: Juan Carlos Cassinelli, former Ministry of Foreign Trade in charge of the third stage of the negotiation process with the European Union; Ambassador Méntor Villagomez, Secretary General of the South Pacific Permanent Commission, former Ambassador of Ecuador in Belgium and India and Chief Negotiator of Ecuador in the initial stage of the FTA with the European Union, on “How to overcome the obstacles that arise in the negotiation process”; Economist Francisco Rivadeneira, former Minister of Foreign Trade of Ecuador and Main Negotiator of the second stage of the Multi-Party Agreement between Ecuador and the European Union, on “Negotiating experiences and closing issues for the Multi-Party Agreement”; and Economist Cristian Espinosa, former President of the Council of Chambers and Production Associations, Negotiator for the private sector. Theme: “The participation of the private sector in the trade negotiations that Ecuador has conducted with the United States and the European Union”. INTEGRAL team members, Ph.D. Rodolfo Rua Boiero, Lic. Jorge Bardier and Ph.D. Liliana Otero were in charge of the Course Coordination and of the simulation negotiation exercise.

INTEGRAL, due to its extensive knowledge of countries trade policies and trade negotiations, has proven ability and experience in identifying countries technical assistance needs in trade and development.

INTEGRAL has extensive knowledge on domestic trade policies – both their strengths and weaknesses, and can provide strategic business intelligence within the hemisphere. Throughout its years of activity, particularly as result of the trade negotiations skill courses given and the coordination of the VIII ABF Technical Committee, INTEGRAL has built a vast network of contacts among government, business community and civil society representatives from all the Hemisphere, which is a significant advantage when it becomes necessary to encourage stakeholders participation in order to build a sustainable framework of trade policy.

INTEGRAL associated consultants' network convenes conceptual understanding and practical experience in the most important topics of trade policy and trade negotiations agendas as well as in human development areas.

Since 2014, INTEGRAL has also dedicated efforts to help Hispanic community in Florida to create or expand their businesses, delivering workshops, seminars and conferences sponsored by PROSPERA (formerly Hispanic Business Initiative Fund – HBIF), mainly on import and export topics as well as by developing export marketing plans for Hispanic small business beneficiaries of PROSPERA grants. In the following years Integral worked together with Prospera in technical assistance to Hispanic owned small and medium firms in the State of Florida by developing export or import plans for their internationalization process - either for first exporters / importers or for firms seeking to increase their exports / imports. Between 2016 and 2018 Integral, together with Prospera managed to deliver 20 Export Marketing Plans to Hispanic Small Businesses, from various sectors, among them: pharmaceutical, clothing, metallurgical, food & beverages, wood manufactures, and electronic machinery.

INTEGRAL 2019-2025 PROJECTS

Our current strategic framework: ***knowledge as a pathway to progress*** will guide our efforts during 2019-2025.

TRADE RELATED PROJECTS WITH INTERNATIONAL COOPERATION FUNDING

- **EuropeAid Framework Contract 127054/C/multi, for Latin America**, Lot 10: Trade, Standards and Private Sector and Lot 11: Macroeconomics, Statistics and Public Finance. INTEGRAL, through an institutional Memorandum of Understanding with EQUINOCCIO, participated in the tender process which was awarded for two of twelve technical fields.
 - **Lot 10** includes issues such as Trade policy development and reform, Support to trade negotiations, Regional economic integration; Conformity assessment covering Sanitary and Phytosanitary issues and Technical barriers to trade, Intellectual property, Trade in Services, Competition policy, Trade promotion and Market analysis and strategy development. Private sector development policy and reform, SMEs policy development, Investment promotion, Small and Medium enterprises (SMEs) support, Commercial banking, Corporate governance issues, Supporting professional/commercial/ advisory bodies.
 - **Lot 11** includes Macroeconomic analysis, Debt issues, Economic growth, Poverty analysis, National statistical systems, Performance measurement and monitoring, Assessment, diagnosis and reform of Public financial management, including PEFA framework, Audit, Revenue, Budgeting, Public procurement and Public sector accounting systems.
- **Technical Assistance to Foreign Trade in Colombia, ALA/2007/019-005**, in which Integral is also cooperating with EQUINOCCIO. This project is intended to provide technical assistance services to improve the mechanisms for dealing with non-tariff barriers faced by Colombian exports and to enhance negotiating capacity in investment and technical advances under competitive conditions by means of institution building, stimulus for productive investment, improvement in quality, removal of technical obstacles to trade, and respect for intellectual property and competition rules, and related issues.

PROJECTS FOR WHICH INTEGRAL IS CURRENTLY SEEKING FOR FUNDING

HISPANIC BUSINESS TECHNICAL ASSISTANCE

- **BOOST THE DEVELOPMENT OF HISPANIC BUSINESS OF THE SOUTHERN STATE OF FLORIDA**

A one year program designed to boost Hispanic small and micro business participation in international trade, whether accessing foreign markets or increasing their domestic offer by means of importation. Such a program will start with the dissemination of business opportunities by means of a monthly newsletter and e-mails campaign, four seminars on highlights of import and export rules, regulations and markets, each two of which will be followed by an Academy Program with all the necessary details for a successful international trade operation. Additionally, during the year of the program duration, there will be an “ask the experts” section in Integral’s website, where business related queries can be made and answered. Through all the program duration participants business will be assessed so to choose those with the best readiness to successfully face an internationalization process. The chosen ones will be eligible for the development and implementation of an export / import market plan grant, detailing activities to be performed in order to achieve success, and a part of them will also be eligible for a subsidy in order to implement such export / import market plan.

TRADE RELATED POLICY RESEARCH PROJECTS

- **IPRLACC Project:** under the responsibility of the **Working Group on Trade and Intellectual Property Rights**, as a continuation of the IPR-LAC-Trade project and within the **Trade and Intellectual Property Rights Capacity Building Program**. The IPRLACC – Intellectual Property Rights and Health Policies in Latin America and the Caribbean – intends to investigate the interrelation between national legislations on Intellectual Property Rights and regulatory sanitary requirements within the pharmaceutical sector in Latin American and Caribbean selected countries. Its objective is to identify the main focuses of conflict in national legislations and to formulate recommendations of public policy that should be developed to address them.
- **Good Practices in Trade Policy Formulation:** The project intends to produce a comparative analysis of several Latin American and Caribbean countries trade policies, and to identify the institutional and instrumental factors associated with their relative efficiency performance, and to develop a ‘decatalogue’ of good practices while formulating trade policies. It is expected to reveal the reasons why the same model works differently in each country by considering all the factors involved in each case and enable to generate recommendations of actions to achieve a better performance.

ECONOMIC DEVELOPMENT AND SOCIAL INCLUSION PROJECTS

- **ACOSI Program**, (**A**nalysis and **C**reation of **O**pportunities for **S**ocial **I**nclusion of **V**ulnerable **P**opulations in **D**eveloping **C**ountries): Protection mechanisms in developing countries (DCs) are not performing well considering the improvement shown in their economic growth indicators. A persistently unfavorable indicator is the existence of large segments of vulnerable populations including children and adolescents. When high levels of poverty and marginalization exist, poor socioeconomic conditions are often associated with the risk of criminal behavior emergence. **ACOSI Program is aimed at the design and implementation of institutional networks of social protection for vulnerable segments of populations in developing countries (DCs)**, so to make their access to the labor market and their insertion/reinsertion into the community possible, creating a spillover effect that enhances the local performance of the program. It is based on the need to promote social progress by the promotion of efficient use of resources to directly benefit the most vulnerable groups, women, children and marginalized by providing life alternatives protecting them from crime and violence. The program is based on the premise that public policies aimed to remedy this situation should incorporate a correct diagnosis of the social and institutional environment, in order to identify and quantify the core problems but also assure the existence of institutional capacity to design and implement the most appropriate

solutions. The program will provide a framework that will enable to promote actions aimed at preventing specific risks in developing countries - e.g.: risk of prostitution and sexual exploitation; food risk, risk of family violence, health risks – identifying them and progressively eliminating situations of risk through the development of appropriate institutional mechanisms and actions of public and private sectors, with an outcome that will enhance an overall social benefit.

EMPOWERMENT OF MINORITY AND UNDERSERVED POPULATIONS IN SOUTH FLORIDA

- **NUCLEO Program** – **Negotiating Skills for Underserved Communities, Learning Empowerment and Ownership**, seeks to train underprivileged youth and young adults from underserved communities in South Florida in a culturally competent fashion. The primary purpose is to provide a baseline of negotiation skills and knowhow that can be applied to varied professional endeavors, as well as in the daily struggles of the target population. We believe that the ability to negotiate well and to reach mutual beneficial agreements is an important skill that few possess naturally but that can be learned by doing.
- **ADELANTE Program** – **Advancing Diverse Entrepreneurial Leadership through Acquisition of Negotiation Techniques**, that provides minorities - who already own a small business or small business start-ups or are interested to become entrepreneurs – the possibility, by means of technical assistance, to take their business to their next level of success, with an emphasis on import and export. The program will build leadership and advance economic access by connecting underserved individuals to opportunity, so they can compete more effectively in the global marketplace.



ASSOCIATE CONSULTANTS AND AREAS OF EXPERTISE¹

PABLO ABRAM

Argentina. Industrial Engineer (Buenos Aires University, Argentina). MBA in Marketing and International Business (University of Texas). Postgraduate studies in Strategic Planning. Marketing and Business development and planning consultant, with expertise in strategic reorganization processes and business optimization. Developer of the technique called Integral Relational Marketing. (Languages: English and Spanish)

CARLOS ALONSO

Argentina. Economist. Expert in Trade Promotion and Competitiveness Development. Expertise in International Trade Negotiations in Agribusiness, Technical Obstacles to Trade and Trade Policy formulation. Vast experience on Training and Technical Assistance for SMEs Credit Programs. Extensive experience in training, particularly to government officers and business sector representatives. (Languages: English, Portuguese and Spanish).

VILMA I. ARBAJE

Dominican Republic. Lawyer (Magna Cum Laude – PHNU, Dominican Republic) with postgraduate studies in International Relations (Diplomatic School of Spain) and Master in Marketing (BARN Business School, Dominican Republic). Former Director of the Dominican Republic Foreign Trade Directorate (DICOEX) and CEO of the Santo Domingo Chamber of Commerce and Production. Expert in Trade and International Trade Negotiations, Development and Institutional Strengthening. Knowledge and extensive experience in the analysis of legal frameworks for trade (goods and services), investment, competition policy, dispute resolution and government procurement. (Languages: English, French and Spanish)

RODRIGO ARCAJA

Venezuela. Mechanical Engineer (Central University of Venezuela). Expert in Economic Integration and International Economic Relations. Expertise in Normalization and Certification, Metrology, Technical Barriers to Trade and Sectorial Programs for Automotive, Chemistry, Metalworking, Siderurgy, Agro-industry and Petrochemical Industry. (Languages: English and Spanish).

HÉCTOR ARESE

Argentina. Lawyer. Procurator. Specialized in Foreign Trade Legal Regimes (Cordoba University, Argentina). Master in Political Science (FLACSO). International Operators Formation (Fondazione di Ricerche e Studi Internazionali di Firenze, Italy). International Relations diploma (Foreign Service Institute, Argentina). Former Director of the Social and Business Sciences University (UCES), Argentina. Member of the Academic Council of Export-AR Foundation, Argentina. Expert in International Trade Negotiations and International Competition Law. Extensive experience in sectorial competitiveness and industrial policy, trade policy formulation and export promotion. (Language: English, Italian, Portuguese and Spanish)

JORGE BARDIER

Uruguay. Psychologist (University of The Republic, Uruguay) and MBA. Professor at the Industrial Institute of Higher Education, the Catholic University and Montevideo University, Uruguay. Expert in Market Access and Regimen of Origin in Regional Trade Agreements and the WTO. Expert in Export Promotion, Competitiveness Policies and International Business and in Assistance and Training in Exportation Techniques for Small and Medium Enterprises. (Languages: English, Portuguese, Spanish).

FABIÁN BERRO

Argentina. Certified Public Accountant, Specialist in Capital Market and Public Economy. Master in Public Administration (Buenos Aires University, Argentina). Public Economy Specialization (Di Tella University, Argentina). Former Director of Argentina Programs and Projects at the SMEs Secretariat, dependant of Argentina Nation Presidency. Adviser to the Argentine Honorable Senate Counsel's Office for the Regional Economies and SMEs, Tourism, General Legislation and Federal Revenue Sharing. Expert in Policies and Development Programs of Small and Medium Enterprises. (Languages: English, Portuguese, Spanish).

¹ Partial list.

MARTA BERTELLI

Argentina. Economist (Argentine Business University), with Diploma of Fiscal Police Analysis (Buenos Aires University, Argentina). Expert in International Trade, International Trade Negotiations, and Formulation of Trade Policies. Extensive expertise on analysis of trade strategic intelligence in the design and formulation of international trade strategies, exportation projects assessment, macroeconomic analysis, foreign trade policy, analysis of development trends in international economy, with emphasis on the multilateral trading and financial system. (Languages: English, French and Spanish).

KNELLEE BISRAM

Trinidad & Tobago/USA. Licentiate in Electronic Commerce (Technologic Institute of Monterrey, Mexico). Licentiate in Foreign Languages (University of West Indies, Trinidad). Licentiate in International Business (Florida Metropolitan University, USA), Master in Latin-American and Caribbean Studies (Florida International University, USA). Professor at the Ana G. Mendez University System, Florida, USA. Expertise in Intellectual Property Rights, International Business Administration and International Trade Negotiations. Business Conferences Organization. (Languages: English, Creole, French and Spanish).

JESÚS BORES LAZO

Spain. Lawyer and Licentiate in Political Science. Master in European Law and Comparative Law (Sevilla University, Spain). PhD Courses in International Law. Expert in European Law and International Trade. Permanent professor in several universities and masters of the subjects of his specialty. Specialist in Corporation Law, Intellectual and Industrial Property, as well as in the development of association agreements with the European Union, institutional strengthening, and legal and judicial reforms. Expert, consultant, and international certified advisor. Expert in management, development and assessment of EU Commission Cooperation Projects (Languages: Dutch, English, French, German, Italian, Portuguese and Spanish)

CÉSAR BOURDIEL

Uruguay. Foreign Trade Analyst (ORT University, Uruguay). Economic Sciences (University of The Republic, Uruguay) Expert in Rules of Origin, Foreign Trade Operations, and Customs Procedures, within the processes of trade integration. Extensive knowledge, both conceptual and empirical of the regimes of origin in the within the framework of regional integration processes (South Common Market, Andean Nations Community, European Union, NAFTA, and Bilateral Free Trade Agreements (Uruguay-México, US-DR-CAFTA, US-Chile, US-Andean Countries). (Languages: English, Portuguese and Spanish).

NANCY CELY-ICAZA

Ecuador/USA. Economist (Guayaquil University, Ecuador). Postgraduate studies in International Business (ESAN Business School, Peru). and in Environmental Management (Guayaquil Catholic University, Ecuador). Master Certificate in International Marketing. Former Ecuadorian Undersecretary of Fisheries, former Ecuadorian Trade Commissioner in Miami, FL. Expert in Export Promotion, Investment and International Business Promotion. Expert in International Marketing and Creation of Strategies for Individual Products in Selected Markets. (Languages: English, French and Spanish).

CARLOS MARÍA COHEN

Argentina. Industrial Engineer, MS-Ports and Civil Engineer (Buenos Aires University, Argentina). Expert in Transport and Logistics Systems. Extensive experience in projects related with different transportation modes in different areas, including: engineering, planning, mathematical modeling, and marketing and economic feasibility studies. He has participated as advisor in many privatization and concession projects concerning highways, railways, port operations and dredging. (Languages: English, French and Spanish).

IGNACIO R. COVELO GIL

Spain. Lawyer (Barcelona Autonomous University, Spain) expert in European Community Law. Master in Specialization in Corporate Law (University of Belgrano, Argentina). Expert in Integration Processes, International Relations and International Policy Europe / Latin America. (Languages: English, Portuguese and Spanish).

GREGORIO CRISTOBAL CARLE

Spain. Law Degree (University of Navarra, Spain), International Trade MBA (Chamber of Commerce of Madrid), and MBA on High Management of Small and Medium Enterprises (Chambers of Commerce of Madrid and Paris). International consultant specialized in Global Management, Financial Markets, Strategic Marketing and International Arbitration.

ERNESTO DI VICO

Argentina / Italy. Certified Public Accountant (Cordoba University, Argentina). Specialist in Tourism Economy. Expertise in Trade Unfair Practices, Dumping, Subsidies and Safeguards. With vast experience in accounting follow up and audit of cooperation projects. (Languages: Italian and Spanish).

FLOREAL DORREGO

Argentina. Sociologist (Buenos Aires University, Argentina). Psycho-Neuro-Linguistics Training. Master in International Relations. Expert in Pharmaceutical Marketing, Business Development, Pharmaceutical Policy and Health Economy. Pharmacoeconomics and Social Security expert. (Languages: English and Spanish).

ALEXANDER EASDALE

USA/Argentina. Specialist in matters of Trade and International Economic Integration Processes, Hemispheric Security and Strengthening of Trade Capacity in specific topics of Market Access. Extensive program design and management experience on multiple leadership development, civic engagement, economic development and philanthropic projects. Fundraising experience for U.S. based and international initiatives, including donor cultivation, prospect research, proposal development, monitoring, reporting activities and media relations. Expertise on cross-cutting social, political and economic issues related to the U.S. and the Latin American and Caribbean (LAC) region. Experience working in government, academia, nonprofit and private sectors. Refined leadership and diplomatic skills; Media (print and television) experience in U.S. and LAC. (Languages: English, Portuguese and Spanish).

NORMA FELIX

Argentina. Lawyer, Attorney and Notary (Buenos Aires University, Argentina). Master in Administrative Law. Master in Technology Transfer Negotiation (The Helsinki Schools of Economics, Finland). Master in I.P. and Technology (Getulio Vargas Foundation, Brazil). International Economics Negotiator (Public Administration Superior Institute, Argentina). Former Argentine Intellectual Property National Institute President. Expertise in Technology Transference and Industrial Property, and in Technology and Development Perspectives. Expert in Intellectual Property and Negotiator in International Agreements. (Languages: Arabic, English, French, Portuguese and Spanish).

ALONSO FERRANDO

Argentina/Italy. Licentiate in Economy, Ph.D. Master in Economy (University Torcuato Di Tella, Argentina). Candidate in International Economy and Economic Development (Barcelona University).. Specialist in Multilateral and Regional Agriculture Negotiations. Experience in Multilateral Negotiations. (Languages: English, Portuguese and Spanish).

ANA MARÍA FRIERI

Colombia. Psychologist. JD (Externado University of Colombia). Expertise in matters of Industrial Property, Copyrights and New Technologies (Externado University of Colombia). Expertise intellectual property issues related to farming protection and the pharmaceutical research industry of research. (Languages: English and Spanish).

AMANDA FUXMAN

Argentina. Agronomist Engineer with Orientation in Agricultural Production. Postgraduate studies in Agribusiness and Food Management (Buenos Aires University). Master in Agribusiness Business Management (Catholic University, Argentina). Postgraduate studies in the Executive Training Program in Agribusiness (St Andrews University, Argentina). Expert in agribusiness, in Good Farming Practices and agrifood clusters. (Languages: English and Spanish).

PABLO ILLARIETTI

Argentina/Uruguay/Italy. Industrial Engineer (Buenos Aires University, Argentina). Former Director of National Customs Directorate of Uruguay. Former Adviser for the Costa Rica General Customs Directorate, former consultant for the Dominican Republic Customs Directorate. Expert in Customs Management, Practices and Procedures, with emphasis in Business Facilitation Measures in Latin America and the Caribbean. (Languages: English and Spanish).

VIVIANA KLUGER

Argentina. Lawyer, with a Doctoral Degree in Law (Buenos Aires University, Argentina). Professor at the St. Andrews University, Buenos Aires University at Director for the Master in International Business of the Social and Business Sciences University (UCES), Argentina. Member of the Consiglio Di Diritto Italo-Latinoamericano. Expert in International Trade and Unfair International Trade Practices. (Languages: English, French, Hebrew, Italian, Portuguese and Spanish).

PABLO M. GARCIA

Argentina. Economist, Expert in International Trade, Impact Analysis and Partial and General Equilibrium Models. (Languages: English and Spanish).

DELFINA LINCK

Argentina/Germany. Economist, Psychologist and Licentiate in Political Science and Psychology. Systemic Therapist. Mediator, Lecturer and writer. She coordinated the School of Mediation of the Economic Science Professional Council and conducted the Mediators Formation Specialization for the Justice Ministry of Argentina. Expert in the area of communication and diagnosis of organization for interaction, leadership in crisis situations, conflict resolution and family constellations. Coordinates the Programs "Working in service of Reconciliation" and "Skill training for Pacific Conflict Resolution" at the Bert Hellinger Center, Argentina. (Languages: English, French and Spanish).

ZAIDA LUGO LOVATÓN

Dominican Republic. Lawyer with Master in Intellectual Property (Pontifical Catholic University, Mother and Teacher, Santo Domingo, Dominican Republic, Juris Doctor Degree). Master in Intellectual Property 1994 (Franklyn Pierce Law Center, New Hampshire, USA). LLM in Commercial and Financial Law (Pontifical Catholic University, Mother and Teacher, Santo Domingo). Expert in Intellectual Property Rights, Business and Economic Legislation with focus on trademark management, industrial property prosecution, advertising and entertainment law as well as in intellectual property and unfair competition litigation. (Languages: English, French and Spanish).

ELENA MARCOS DE DI VICO

Argentina/Italy. Economist (Cordoba University, Argentina) – Laure in Ricerca Operativa (Facolta di Statistica, Italy). Former President of the Foreign Trade Commission of Argentina. Expert in Dispute Settlement processes in Regional Agreements and World Trade Organization. Expert in Dumping, Subsidy and Safeguards. Vast experience in EU Cooperation Projects evaluation, Trade Policy formulation and Export Promotion and Competition Policy Special Units organization. Deep knowledge of econometrics and statistics. (Languages: English, Italian and Spanish).

JUAN MIGUEL MASSOT

Argentina. Master in Economy and Public Policy (Di Tella University, Argentina). Master in Financial Economy (University of London, England). Certified Public Accountant (National University of the Litoral, Argentina). Master in Economy (University of Belgrano, Argentina). Economic Analysis Professor at the Austral University and Macroeconomics and International Monetary Economy Professor at Buenos Aires University, Argentina. Director of the Economic Research Institute at the Salvador University, Argentina. Former Economist at the European Commission Delegation in Argentina. Expert in public and financial policies, international economy and applied economic analysis. (Languages: English, French and Spanish)

JOSEFINA MARIA MELO MACHADO GUEDES

Brazil. Economist (Estácio de Sá University, RJ-Brazil). With Master degree in methodology of teaching to undergraduates (Veiga de Almeida University – RJ, Brazil). Professor of Customs Legislation and International Trade Law at Veiga de Almeida University and Batista College, professor at the Foreign Trade Post Graduation course at the Federal Universities of Rio de Janeiro and Manaus, and at the MBA in International Business at IBMEC Business School, Brazil. Expert in Foreign Trade, International Trade Negotiations and Trade Unfair Practices. Responsible for the research which led to the reform of Brazilian Customs Tariffs and for the introduction and implementation of antidumping, safeguards and subsidies codes in Brazil. Co-author of the book "Antidumping, Subsidies and Countervailing Measures"; collaborator of the book "Trade War or World Integration through Trade? - The WTO and Brazil". (Languages: English, Portuguese and Spanish).

HÉCTOR MONTERO

Argentina. Certified Public Accountant, with Doctorate in Economic Science (Cordoba University, Argentina) and Master in Mathematical Statistics (Interamerican Statistics Teaching Center – OAS dependant). Former Coordinator for Mercosur-EU Program on Regional Statistics Program. Former Director of the International Project “Demographic Statistics” for Argentina-Japan Cooperation Project. Expert in economic and productive phenomena analysis statistic economic and social models. Design and monitoring of public policies in the statistics and census area. (Languages: English and Spanish).

SANDRA NOGUÉ COLLAZO

USA/Dominican Republic. Bachelor in Social Sciences and Master in Law-Magna Cum Laude (Puerto Rico University). Master in Business Law and Economic Legislation-Magna Cum Laude (Pontifical Catholic University, Mother and Teacher, Dominican Republic). International Trade Specialist (Certification from the Dunlap-Stoen University). Legal Consultant. Expert in International Trade Negotiations with expertise in Services. Experience in Trade Negotiations: DR-CAFTA Negotiation in the Services Chapter. Developed the National Implementation Plan for the EPA-CARIFORUM-EU Economic Association Agreement and the National Action Plan for Foreign Trade Capacity Strengthening (PAN 2010), both for the Dominican Republic. (Languages: English and Spanish)

LILIANA OTERO

Argentina. Pharmaceutical, Biochemist and Licentiate in Pharmacology (Buenos Aires University, Argentina). Expert in Regulatory Issues, Intellectual Property Rights and Technical Barriers to Trade. Coordinator of Training Programs of the Center of Studies on Economic Integration and International Trade (INTEGRAL), with expertise in the development of study cases involving role playing. With vast experience in regional integration processes, both in their negotiation phase as on the commitments implementation phase. Extensive knowledge of trade policy and in particular on intellectual property rights, market access and identification and analysis of non trade barriers – sanitary and phytosanitary measures. Regulatory and Business Intelligence expert. Profound knowledge on strategy design for regulatory requirements implementation, with 15 years of experience in training and technical assistance in the American Hemisphere. (Languages: English, French and Spanish; acquainted with Portuguese).

SILVIA M. PINHEIRO

Brazil. Lawyer (Rio de Janeiro State University, Brazil), with Master degree in Law (Pontifical Catholic University of Rio de Janeiro, Brazil) with thesis on antidumping and countervailing measures legislation. Member of the International Bar Association. Co-author of the book “Antidumping, Subsidies and Countervailing Measures” and collaborator of the book “Commercial War on World Integration through Trade – The WTO and Brazil). MBA on International Business professor at the IBMEC Business School, Brazil. Expert in Unfair Trade Practices, Antidumping, Subsidies and Countervailing Measures legislation. (Languages: English, Portuguese and Spanish).

HANS ULRICH REITZEL

Germany. Psychologist (Free University of Berlin); Master in Conflict Management and Dispute Settlement. Expert in International Negotiations. Executive-level experience at the United Nations, International Projects of Development and Creation of Corporate Training. Facilitation of public-private and *multi-stakeholder* alliances. With extensive expertise in negotiation in international cooperation context, managerial in change processes, transitions and leadership, alliance building, public and corporate governance. Experience in drafting agreements while conciliating diverse cultural contexts and in management and monitoring of international cooperation projects with bi- and multilateral development agencies and in strengthening capacity of government institutions and civil society. (Languages: English, French, German and Spanish, acquainted with Arab and Hebrew).

JORGE B. RIABOI

Argentina. Economist, Professional Journalist and Retired Career Diplomat. Specialized on trade policy and trade negotiations. He is an appointed Member of WTO's roster of panelists for the Dispute Settlement Mechanism. Has been alternate representative of Argentina to GATT and WTO. Acting Chairman of the WTO Committee on Agriculture. Chairman of the Agriculture Negotiating Group of the Free Trade Agreement of the Americas (FTAA) and Member of the negotiations on Agricultural Export Credits conducted by The Participants (Paris Club).

MARBELIS ROA

Venezuela. Lawyer with Postgraduate Studies in European Law (Université Panthéon-Assas Paris II, France). Expert in management and design of development international cooperation projects: project cycle, contractual procedures and government procurement: subventions, services and supplies. Expertise in areas of Justice, Good Governance, Human Rights, International Trade and Community Legislation. (Languages: English, French, Italian and Spanish).

RODOLFO R. RÚA BOIERO

Argentina/Italy. Economist (Buenos Aires University, Argentina) and PhD. in Economy with *Diplôme d'Études Approfondies* – DEA in Industrial Development Analysis and Planning (Grenoble Social Sciences University, France). Former Secretary to the Argentine Industrial Union Mercosur Department, former Vice-president to the Argentine Chamber of Commerce Mercosur Commission, Member of Mercosur Economic and Social Advisory Forum and of the Civil Society Advisory Council of the Foreign Relations Ministry. Co-author of the books "Mercosur" and "Mercosur: a path with no return", Thomson Reuters Publisher (formerly Editorial La Ley). Senior Associate Researcher of the Florida International University. Expert in International Trade and International Trade Negotiations. Expert in Strategic Intelligence and Formulation of Trade Policies and International Cooperation Projects Design and Assessment. (Languages: English, French, Italian and Spanish; acquainted with Portuguese).

ALICIA ROSAZ

Argentina. Degree in Psychology, Social Psychology Operator, with extensive expertise in Group Management and Social Conflicts Resolution. Specialized in Group Management of Adolescents with social insertion difficulties. Former International Consultant for Latin American and Caribbean for the Hilton Perkins Program. Founder and President of the Fatima Institution for Deaf-blind people, that since 1988 is providing to Deaf-blind people, an educational space so to achieve their social integration, by considering the individual as a whole, improving their quality of life by means of a joint effort between professionals, families and community. (Languages: English, French, Portuguese and Spanish)

CLAUDIA SANTALLA

Argentina. Degree in Psychology with Diplomas in Health Policy and Systems and Economy and Health Systems. Extensive knowledge of Human Rights, Convention on the Rights of the Child, Trafficking, Sexual and labor exploitation of children, Responsible Tourism and prevention of exploitation. Extensive experience in development of promotion and prevention projects on Human Rights based issues: back to school, informal education, art and human rights, social empowerment, teen pregnancy, addiction, school violence and violence at school, abuse, gender policies. (Languages: English and Spanish)

ANA INÉS VALLE

Argentina/Italy. Licentiate in Political Science (Buenos Aires University, Argentina). Master in Public Policies and Development Management (National University of San Martín & Georgetown University). Experience in social and housing programs' evaluation. (Languages: English, French and Spanish).

ZAYMAR VARGAS

Venezuela. Licentiate in International Studies and Specialization in International Law and Policy (Central University of Venezuela). Expert in negotiations within the area of Services (WTO, CAN, G-3, FTAA) Competence Policy (CAN and FTAA). Trade promotion of goods and services. (Languages: English and Spanish).

SONIA VILLA

Italy/USA. Lawyer (University of Genoa, Italy), with license in Italy and New York. Law School, Master in Law (University of Chicago - LLM), Master in Law, Economics and Politics of the European Union (College of Europe, Parma, Italy). Expert in International Law and Competence Legislation in the European Union. (Languages: English, French and Italian).