



## Explore New Opportunities with the **U.S. Cyber-Security Business Development Mission to South America**

### Join Us

The United States Department of Commerce, International Trade Administration (ITA), is organizing a Cybersecurity Business Development Mission to **Santiago, Chile; Montevideo, Uruguay; and Lima, Peru**, October 5–9, 2020, along with an optional stop in **Buenos Aires, Argentina** on October 13, 2020. The objective of the mission is to introduce U.S. firms and organizations to South America’s information and communication technology (ICT), security, and critical infrastructure protection markets.

### Why You Should Join the Mission

The purpose of this trade mission is to introduce U.S. firms to the rapidly expanding markets for cyber-security products and services in South America. By participating in an official U.S. industry delegation, rather than traveling to Peru, Chile, Uruguay, and Argentina on their own, U.S. companies will enhance their ability to secure meetings in those countries and gain greater exposure to the South American cyber markets.

### Mission Participants will:

- Gain market insights, make industry and government contacts, solidify business strategies, and advance specific projects.
- Join in one-on-one business appointments and networking events with pre-screened potential buyers, agents, distributors, or joint venture partners.

### Targeted U.S. Cyber Security Solutions:

The mission is designed for U.S. firms and organizations who play a part in the industry, especially those with products in the following categories:

- Digital Infrastructure
- Emergency management technology equipment and services
- Information technology and big data security and management service (e.g. electronic health records, billing information, etc.)
- Cyber security software and equipment
- Cyber Security Training Software and Services
- Critical infrastructure protection systems and management solutions
- Data loss and privacy protection technologies
- Endpoint protection and threat response solutions
- Fraud and identity theft
- Mobile and application security
- Vulnerability assessment and remediation solutions

### SPACE IS LIMITED, Apply Now!

[HTTPS://EMENUAPPS.ITA.DOC.GOV/EPUBLIC/TM/1R1J](https://emenuapps.ita.doc.gov/EPUBLIC/TM/1R1J)

**Date:** OCTOBER 5–9, & 13, 2020

### Mission Stops:

- Lima, Peru
- Santiago, Chile
- Montevideo, Uruguay
- Optional:
  - Buenos Aires, Argentina

**Application Deadline: July 17, 2020**

**Cost:** \$5,700 USD for SMEs  
\$7,750 USD for Large firms  
\$1,000 USD for additional participant

### Optional stop in Argentina:

Additional GKS Fee of \$950 per small, \$2,300 per medium, & \$3,400 per large firm, incl. direct costs.

\*Expenses for travel, lodging, most meals and incidentals will be the responsibility of each mission participant.

### FOR MORE INFORMATION CONTACT:

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