

CASE STUDY — Latin America IT Trade Delegation

The Challenge: Organize the agenda of a trade delegation for 10 Chilean IT companies visiting Toronto

The Client: Government of Chile (ProChile)

The Situation: ProChile wanted to stimulate high-tech trade with Canada. The 10 companies had only one day to visit Toronto. ProChile hired Go South! to make the trade delegation memorable.

The Goal: Maximize business, networking, and learning opportunities during the visit.

The Approach:

1. **Ecosystem tour.** Canada has a lot to offer foreign startups. What could the visiting Chilean startups learn from their visit? Go South! organized a tech ecosystem tour, including Cisco Innovation Centre, which connected the delegation with the other innovation centre in Rio de Janeiro.



Tech Ecosystem Tour – First stop at Cisco Innovation Centre

2. **Training sessions.** Go South! recruited well-known subject matter experts to bootstrap startups into the knowledge they need to understand the Canadian tech market. How do you do business in Canada? How can you use Ontario as a launching point to scale into the US market and around the world?



Training Sessions – MBA Lina Duque during the Training Session: "Building a strong online presence for your IT company"

3. **Networking meetup.** After a day of training sessions and the ecosystem tour, Go South! organized a high-level networking event with local Toronto startups. The Chilean companies were able to present their products and services to their local colleagues.



IT Chilean companies presenting at Networking Meetup DMZ in Toronto

4. Promote the trade delegation to Toronto-area companies interested in doing business with Chile.

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The Results:

1. The ecosystem tour was a success. The Chilean companies were impressed by how well-developed the Toronto startup ecosystem is, and are now eager to do business with Canada.
2. The training sessions were an eye-opener for visiting companies, who did not realize how different doing business in Canada would be. Now they are prepared!
3. The networking event gave them a chance to unwind, and socialize with high-tech Toronto co-founders. Of such things are future business deals made.

Marketing campaign:

Go South! promoted the trade delegation heavily. Read about the experience on [Storify](#).

Testimonials:



Manuel Suarez
@msuarez_s



Gran organización Mision Comercial de ProChile en Toronto [#ChileTechTO](#)

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