

# Welcome to the New Chamber

Discover the **2024 Modernization of the Chamber**, with an international focus and, again, standing out in the Mercosur region.



# Table of Contents

In this presentation, we invite you to discover the new vision and structure of the **Mercosur and Americas Chamber of Commerce for 2025**. We will explore our areas of work, exclusive benefits, strategic services, and regional representation in member countries.

Join us as we look to the future and the consolidation of a more **modern and integrated commercial network**.

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# The Chamber

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Connecting Businesses, Driving Growth for more than 30 years.



# The Official Chamber Since 1991

The Mercosur and Americas Chamber of Commerce has been a pillar in the promotion and development of international trade in the region. Under **Miguel Luján Paletta's** leadership, we have facilitated countless connections and business opportunities, supporting companies in their **growth and global expansion.**





## Diplomatic Relations

We strengthen ties with governments and companies throughout the region.

## Business Support

We provide strategic advice and support for growth of our members.

# More than 33 years

An institution with more than three decades promoting trade integration and economic development of member countries.

- ✓ **Regional Commitment**
- ✓ **Comprehensive Business Support**
- ✓ **International Alliances**

# Some Achievements

**+8.5 Million  
Visitors** to Our  
Web Portals



**+3000 Companies**  
**That Trust Us**  
Worldwide

**+40 Countries**  
We Have  
Worked In

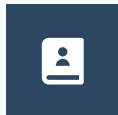


Agreements with **Governments (Municipal, State and Federal)**  
Alliances with **Federations, Trade Associations, Chambers of Commerce, Universities,**  
**Embassies and Consulates**

# Our Goal

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Promote economic development and trade integration in the Mercosur region, the Americas and around the world, facilitating business solutions and **opening new opportunities in international markets.**



## Enterprise Solution

We offer strategic advice and tools to **support the growth** of member companies.



## International Promotion

We drive the visibility and expansion of companies, creating **connections with strategic partners.**



# We promote the interests of Mercosur businessmen around the world





# Government Relations

We build strong strategic alliances with the public sector in the countries where we operate, with the aim of creating a **favorable environment for business growth.**

## Key Focuses

- ✓ Promotion of strategic investments.
- ✓ Institutional Agreements
- ✓ Development of Collaborative Projects
- ✓ Negotiation Facilitation
- ✓ Implementation of Incentives



*We Strengthen Public Ties for **Sustainable Development***

# The Modernization of the Chamber



1991

2024

## Applied Technology



- We are implementing a cutting-edge digital ecosystem that includes **intelligent platforms, process automation, and state-of-the-art collaborative tools.**
- This transformation allows us to amplify efficiency, break down geographical barriers and **connect with a new world of opportunities.**

## Process Reorganization



- We are restructuring all our internal processes and flows to create an **agile and dynamic operating model.**
- In this new stage, we optimize resources, enhance synergy between teams and **reinvent our way of doing business, putting members at the center of every decision.**

# New Developments

As part of our modernization, we are launching new strategic initiatives to boost the growth and competitiveness of our members. These initiatives focus on key areas such as **Specialized Secretariats** that provide expert support in different sectors, and **New Member Benefits** that strengthen international connections and increase the visibility of their businesses.

Specialized  
Secretariats

New Member  
Benefits

# Benefits

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Exclusive Perks to **Grow Together**





# Benefits for Our Members

We offer our members a number of strategic benefits that boost their growth, maximize their visibility, and strengthen their international connections.



## Promotion and Visibility

We give visibility to companies in our regional and international network, facilitating the promotion of their products and services through events, publications and digital platforms.



## Networking Global

We generate spaces for meeting and collaboration between companies and international organizations, creating business opportunities and strategic alliances.



## Digital Platforms


We provide access to an advanced digital ecosystem for business management, training, resource optimization, and product and service promotion.




## Certifications


We offer quality certifications, digital credentials, and international recognition to validate the excellence and professionalism of our members.


[View All Benefits](#)


 **International Consulting**  
Specialized support and consulting to optimize and strengthen your global strategy.

 **Network of Contacts**  
Connect with leaders through the Exporters' Club.


**Member Verification**  
We ensure the legitimacy of our members through a rigorous verification process.





 **Dispute Resolution**  
Through the Arbitral Tribunal, you will gain access to Mediation and Legal Advice services.

 **Global Promotion**  
Boost your sales at the Mercosur Store and Club Stabono.


**Artificial Intelligence**  
Solve queries and optimize your processes with the use of business-friendly AI.



 **Chamber Secretaries**  
Receive specialized support in key areas internationally.

 **Business Rounds**  
Participate in exclusive alliance meetings.

**Event Participation**  
Represent your Company at International Events and expand horizons.



[View All Benefits](#)

Be part of the **Chamber**

# Access Membership

[Join Now Online!](#)

Join the Chamber and access a strategic network of services that will enhance the growth of your company in regional and international markets.

## Global

Companies from all over the world

Access international services to open new markets

Specialized Advice

Promotion and Visibility

Networking

Digital Platforms

Featured

## Mercosur

Companies in the Region

Get access to regional services that will boost your business

Professional Services

Certifications

Media Advertising

Access to Secretariats

# Boost your company's future: **Join today and expand your horizons**

Partner easily and online **in three steps**



1

## **Register**

Fill in your basic details on our secure platform and start your journey.



2

## **Confirm Your Membership**

Make your payment quickly and securely. Welcome to Mercosur's most influential network!



3

## **Fill in your details**

Finish verifying your business account to access all features.



# Secretariats

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Our Secretariats: **Leadership in Every Key Area**





Our structure will be organized around **three fundamental pillars** to promote development and integration.



01

### Secretariats

The Secretariats of the Chamber promote key areas: Tourism, Health, Security, Cooperativism, Education and Technology. Its mission is to **coordinate and promote strategic initiatives** that benefit members and strengthen international trade.

02

### Services

We provide specialized business services, such as legal advice, access to international markets, professional training, and exclusive networking. All aimed at **enhancing the growth of our members**.

03

### Digital Platforms

We implement advanced technology platforms to deliver a collaborative digital ecosystem, streamline processes, and **create new business opportunities** for members.



# Discover the Secretariats



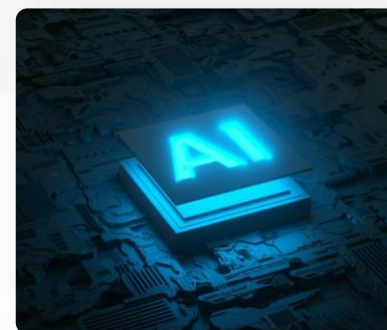
## Cooperativism

We support the **sustainable growth** of organizations, associations and cooperatives through technology, advice and training.



## Education

We promote professional training and skills development to strengthen **business leadership** and international trade.



## Technology

We promote digitalization and the adoption of advanced technologies to **optimize company processes**, with AI applied to businesses.



# Discover the Secretariats



## Health

We encourage the use of innovative technologies in the business sector to **improve access to and management** of occupational health.



## Security

We offer a comprehensive approach to providing security services for businesses, ranging from **physical security to cybersecurity**.



## Tourism

We promote strategic business travel that connects our members to events, trade shows, conferences, and **trade missions**.



[See more info.](#)

# Cooperativism

We support the sustainable growth of organizations, associations and cooperatives, **expanding and strengthening their image in the international market**, where they generally do not have the same reach as other companies.



## Strategic Solutions

We develop tools and management systems to **optimize internal processes** and improve the operational efficiency of cooperatives.



## Consulting

We offer consulting **on legal, administrative and financial** issues to strengthen the structure of each organization.



### Train your staff

Develop skills and competencies to face the challenges of the global environment, ensuring excellence and continuous growth of your team.

### Specialized Courses

Programs designed for leaders and professionals looking to improve their capabilities and strategies in an ever-changing world.

[View Courses](#)

# Education

We offer key programs in business and leadership, with an international focus and content adapted to the latest trends.

- Mercosur International and Regional Trade
- Administration, Human Resources and more.
- Marketing, Business & Commercialization

# Secretariat of Technology

We promote the digitalization of companies, **connecting them with the future.**

We accompany your company in every step of its digital transformation, from the creation of its digital identity to the optimization of its operations with innovative technological solutions.

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## Technology Consulting

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### Process Automation

[See more info.](#)



## Web Development

Creation of sites adapted to your business with a focus on user experience.



## Management Systems

Implementation of solutions such as CMS, ERP and CRM to optimize the operation.



— Secretariat of Health



## Innovation and Technology for Healthcare

**24/7 Teleconsultation:** Access to 24-hour medical care, ensuring that your employees are always covered.

**Virtual Assistance:** Video calls and telemedicine from anywhere, without distance barriers.

**Supplies:** We collaborate with international suppliers to guarantee medical equipment, medicines and health technology.

**Innovative Technology:** We have solutions such as smart medical booths and remote monitoring systems for accurate and fast diagnosis.

[See more info.](#)



# Secretariat of Tourism

## International Opportunities

We connect entrepreneurs with the best business destinations and strategic alliances to boost their global expansion. Find out how our partnerships can help you maximise your potential.

**Trade Missions, Business Trips and More.**

[See more info.](#)





# Security

We develop security strategies in partnership with international suppliers and organizations to protect your organization's assets, resources, and information.



[Ver más info.](#)



## Equipment

Agreements with suppliers to supply tactical clothing, personal protective equipment and specialized vehicles, designed for the private and public sectors.



## Specialized Services

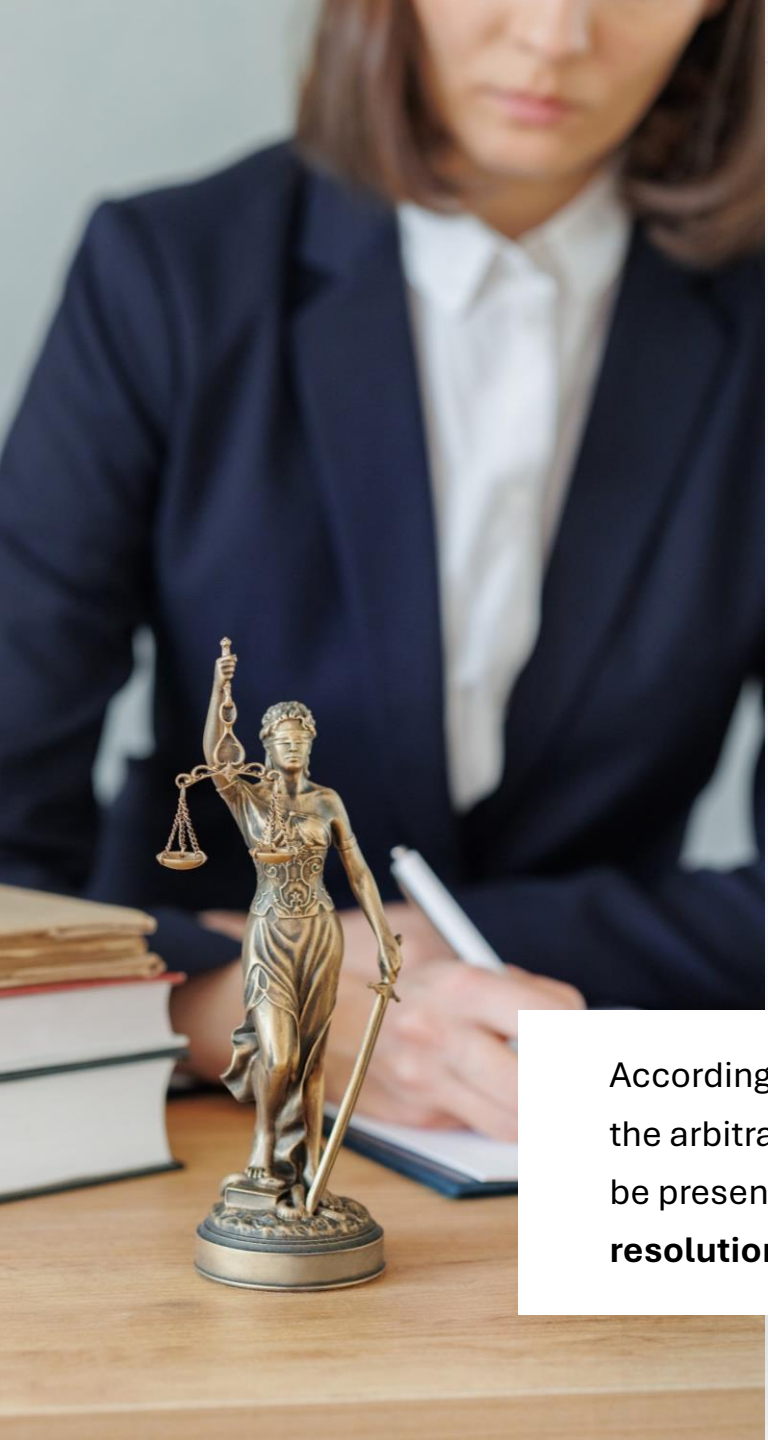
We combine advanced technology, strategic advice and first-class equipment for companies and public institutions.

# Arbitral Tribunal

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**Efficient** Business Dispute Resolution





## — Arbitral Tribunal

# Dispute Resolution through Mediation and Arbitration

The Court was created to resolve disputes through mediation, conciliation or arbitration techniques. It is made up of a body of arbitrators that includes lawyers, doctors, engineers, accountants, dentists, psychologists, teachers, administrators, among others.

According to the nature of the process to be tried, the parties will choose the arbitrators who will act. These arbitrators, specialized in their areas, will be present in all phases of the arbitration process, **speeding up the resolution of conflicts.**

[See more info.](#)

# Effective Mediation and Arbitration



## Arbitraje

We offer a fair and balanced approach to resolving disputes through mediation and arbitration, ensuring that **both parties reach an agreement.**



## Celerity

Our goal is to resolve disputes quickly, **minimizing the impact on business operations** and allowing for a prompt resumption of activities.



## Confidentiality

We maintain confidentiality in all proceedings, **protecting the sensitive information of the parties involved.**

[See more info.](#)



## International Agreements

## Specialized Support



### Certified Professionals

We have a network of highly qualified experts and arbitrators for the resolution of commercial disputes, specialized in each commercial area.



### Global Presence

Our Chamber and its associations offer support in various countries to ensure the best solution in each case.



# Services

Service Catalog





- ✓ **Business Development**  
Training, Consulting, Promotion and Marketing
- ✓ **Trade and Logistics**  
International Trade, Logistics & Infrastructure, Intermediation
- ✓ **Tourism and Networking**  
Events and Tourism, Global Networking, Business Rounds and more.
- ✓ **Health and Safety**  
Business Security, Health, Corporate Insurance
- ✓ **Innovation and Technology**  
Development of Technological Systems, Websites, Management and more.

## New Services

From training and mentoring programs to innovative technology and security solutions, our services are designed to **support our members' growth and competitiveness in the global marketplace.**

[View Services](#)



# Services for **Businesses and Organizations**



**Sustainable Responsibility**



**Accounting Consulting**



**International Consulting**



**International Certifications**



**Company Validation**



**Training and Education**

Click on any to see more information

[View all services](#)

# Services for **Businesses and Organizations**



**Commercial Intermediation**



**Opportunity Channel**



**Business Network Development**



**Real Estate Directory**



**Advertising & Media**



**Logistics & Infrastructure**

Click on any to see more information

[View All Services](#)

# Events & Networking



## Commercial Events

Participate in Trade Shows, Forums, and Conferences to showcase your **products and services to a global audience.**



## Workshops and Webinars

Unique opportunity for companies to participate in the promotion of their **products, services and innovations**



## Business Travels

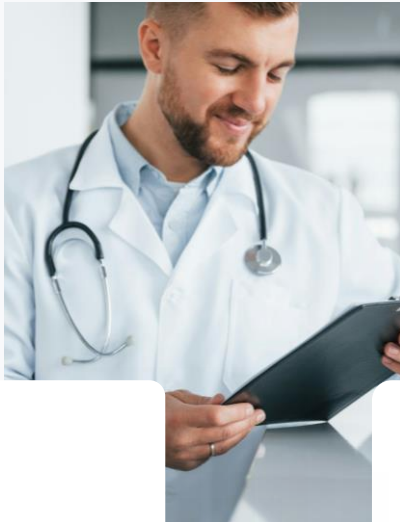
Tours designed for entrepreneurs, visiting organizations, **strategic sites and events.**

# Comprehensive services to ensure the **well-being and continuity** of your company



## Enterprise Health

We provide comprehensive healthcare solutions that **combine technology with employee well-being.**



## Corporate Insurance

Wide range of insurance including **property, corporate, life and executive insurance.**

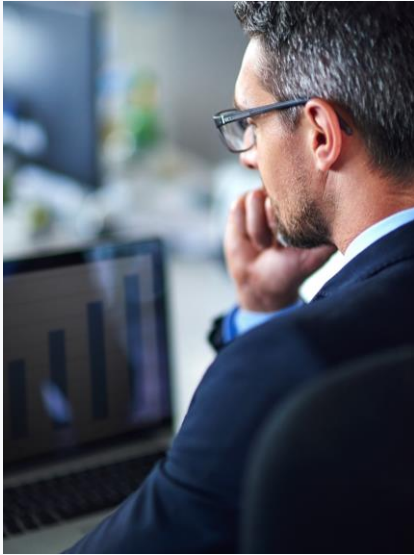


## Immigration Services

We manage the necessary procedures to **ensure legal compliance** and facilitate relocation.



Web Systems & Development



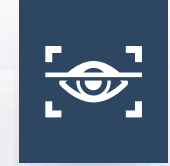
Cybersecurity



Club Stabono



Executive Security



## Systems & Security

- ✓ Management Systems
- ✓ Computer Asset Protection
- ✓ Comprehensive Physical Security
- ✓ International Promotion

[View all services](#)

# Platforms

Access Online



# New Digital Platforms



**Exporters' Club**

The Exporters' Club is an exclusive platform designed to facilitate access to **international business opportunities.**



**Mercosur Store**

The Mercosur Store is a marketplace dedicated to **promoting products and services** from companies in the region and the rest of the world.

# Exporters' Club

## The Portal for Your Company

In the Exporters Club, you will find various functionalities to promote your company and optimize your commercial strategies through alliances, resources, specialized consultations and more.

**Optimize your business with  
Artificial Intelligence!**

[See more info.](#)



# Connect with Strategic Partners **Around the World**

- **Digital Credential:** Certifies your membership of the Chamber in front of third parties.
- **Opportunity Channel:** Discover new investment and marketing opportunities.
- **Strategic Resources:** Consult key documentation and market research.

## Validated Companies

The companies are validated by our Chamber, endorsing their **commercial and legal documentation.**

# +3000

## Member & Company Directory

Access our global directory with more **than 3,000 members**, including entrepreneurs and companies from around the world.

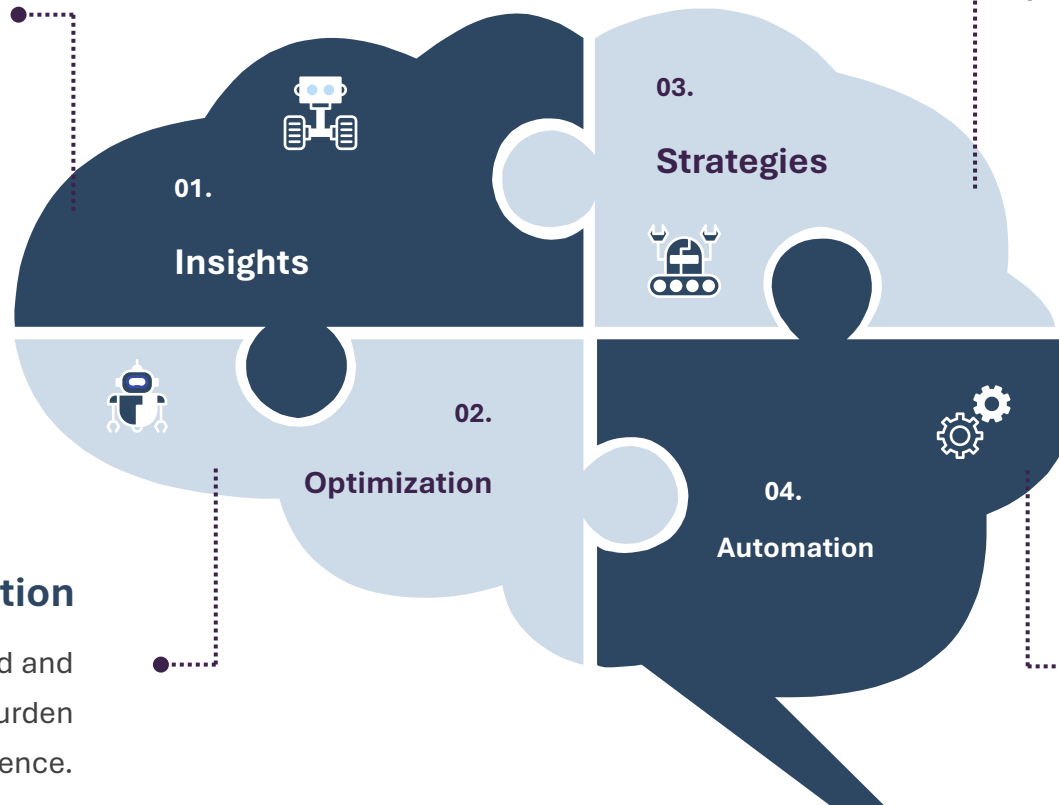


# Using AI for Business

Discover how the Chamber encourages its participating companies to **apply Artificial Intelligence in their areas.**

## Strategic Insights

Artificial intelligence is employed to gain a deep understanding of large volumes of enterprise data, making it easier to identify key opportunities, risks, and trends for more informed decision-making.



## Predictive Strategies

Artificial intelligence makes it possible to create strategies based on predictions of market and customer behavior, helping companies to be proactive and anticipate changes in their business environment.

## Process Optimization

Through AI, workflows are redesigned and refined, reducing the operational burden and improving the customer experience.

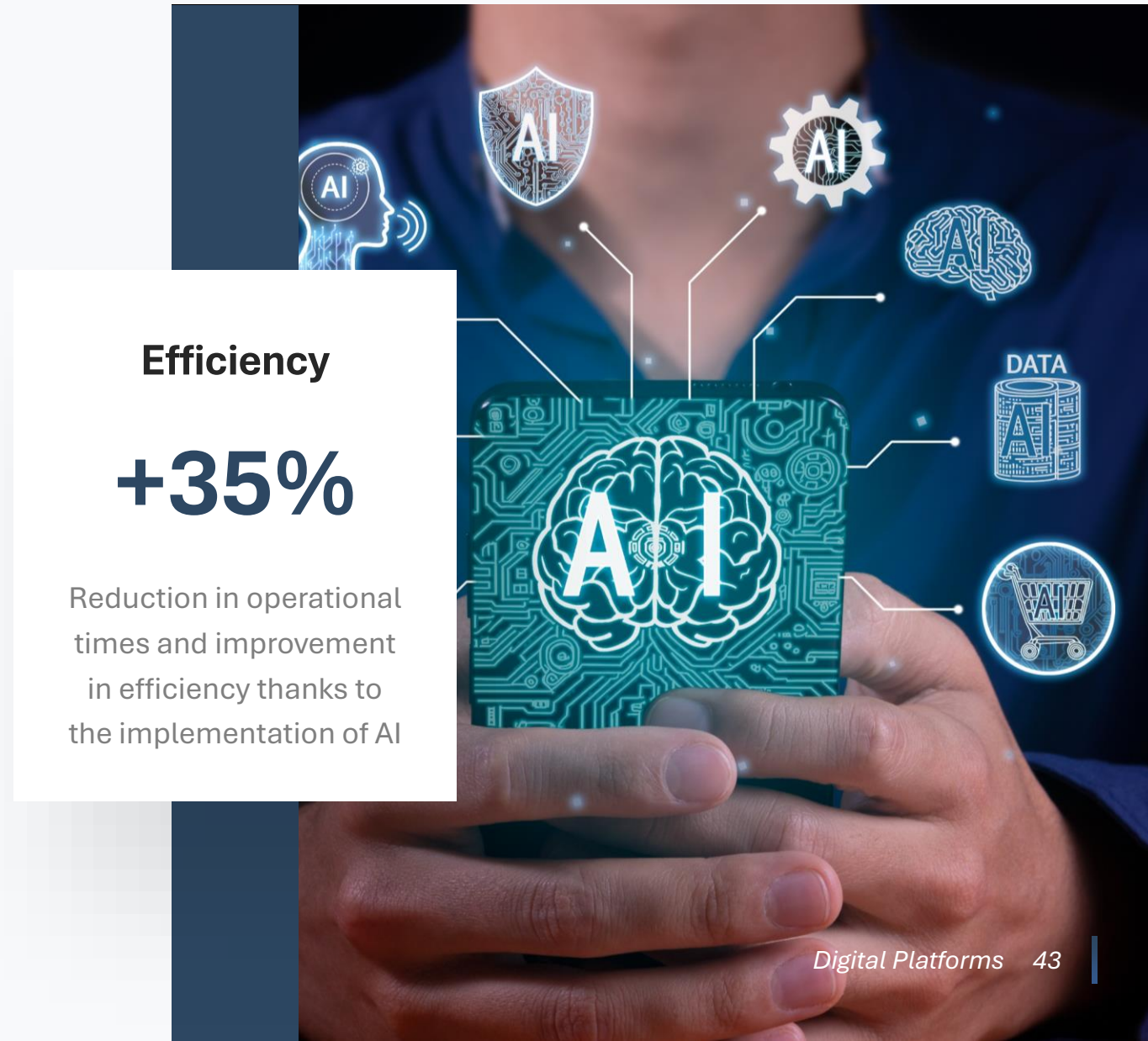
## Efficient Automation

AI empowers the programming of intelligent and automated systems that increase operational efficiency and reduce costs.

**"Artificial intelligence is the new electricity. It has the potential to transform every industry and improve the quality of life for billions of people."**

— Andrew Ng.

*AI Process Improvement Study Conducted by McKinsey*



# Mercosur Store

The Mercosur Global Store is open to both members with **exclusive benefits**, as well as companies not affiliated with the Chamber, providing an inclusive trade platform that **facilitates commercial exchange at the regional and international level.**

[Explore Catalog](#)

[Sell in the Store](#)

[See more info.](#)

[Exclusive Benefits](#)



*Take Your Catalog to Global Visibility*

Mercosur Store

# The Global Mercosur Catalog

## Connect and Expand Your Business Reach

Our Mercosur Global Store is designed to enhance business opportunities, allowing companies to list and promote their products in specialized categories. Both wholesalers and retailers can effectively connect with interested buyers across the region and the world, ensuring agile and secure commerce.

[Explore Catalog](#)



Agribusiness



Food & Beverage



Home & Garden



Industry



Artisanal and  
Local



Chemicals &  
Materials



Health &  
Wellness



Services



Sustainability



Technology &  
Electronics



Textiles &  
Fashion

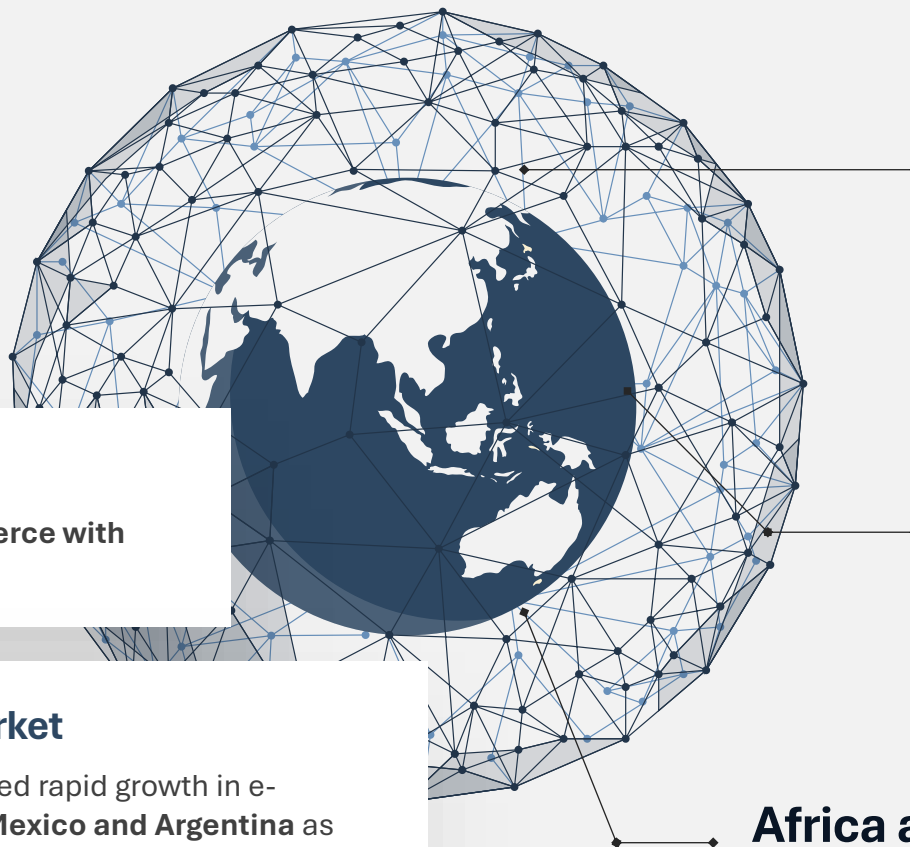


Vehicles & Parts



Thanks to the **Mercosur Store**, you can participate in each of the international markets to position your company.

# Global Markets



## Asian Market

The Asia-Pacific region **leads E-Commerce with 60%**.

## Latin American Market

The region has experienced rapid growth in e-commerce, with **Brazil, Mexico and Argentina** as its main drivers of expansion.

## North America

Dominated by the United States, with a **19% share of E-Commerce**.

## Europe

Europe stands out for its digital adoption, led by markets such as **Germany, the United Kingdom and France**.

## Africa and the Middle East

Although developing, this region has emerging markets such as the **United Arab Emirates and South Africa**.



Choose the plan that best suits your business model and start expanding your marketing.



# Plans for Your Needs

01

## Members of the Chamber

Super low commissions (%) and international support, search for suppliers and business partners.

02

## Participants

Sell on an International Marketplace with **better rates** than other traditional marketplaces.



## Exporters' Club

Explore new business alliances and strategic partners to expand your business.

## Mercosur Store

Promote the catalog of products and services internationally.





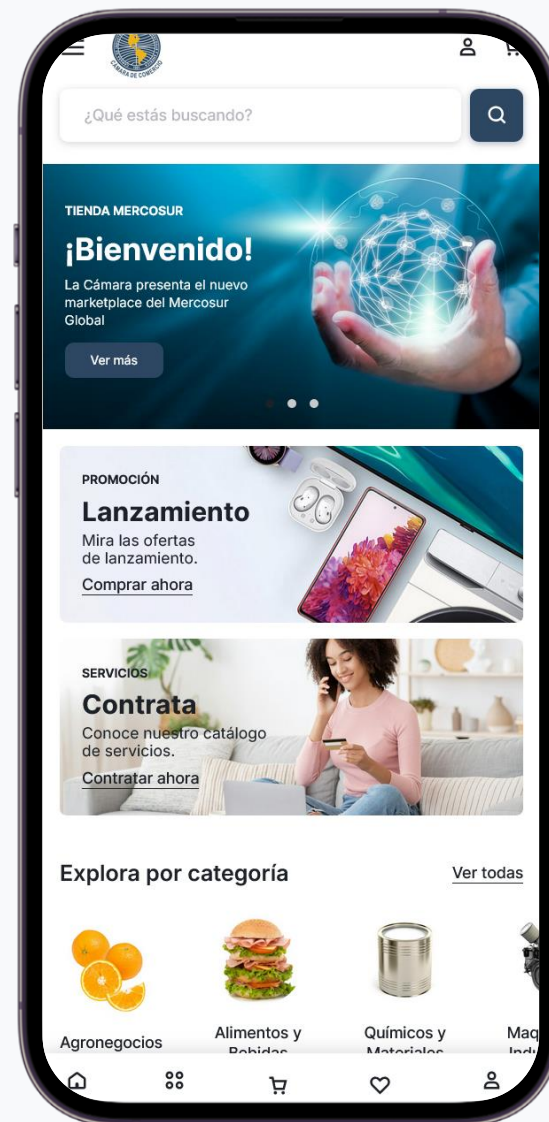


Download the apps

Manage everything  
from anywhere!



*\*Coming soon to Stores*



01

## Progressive Web Apps

Access the Exporters' Club and the Mercosur Store from any device, as a native application.

02

## Notifications and Management

Manage your account, credentials, business data, subscriptions, notifications, and more from every portal.

02

## Integration with New Portals

Access portals such as the Vocational Training Academy (ACAFOR) and the Stabono Benefits Club with your same account.

# Countries

[View Committees](#) →



# Our Committees



## Global Access

Chamber Committees are designed to replicate and extend the Chamber's services and benefits in each member country, providing local support to businesses and facilitating their expansion into international markets.

Through these committees, companies have access to specialized advice, development programs and strategic contacts in their region.

- ✓ Local Services
- ✓ Country Representation
- ✓ Direct contact with leaders
- ✓ Support and collaboration network



## Advantages

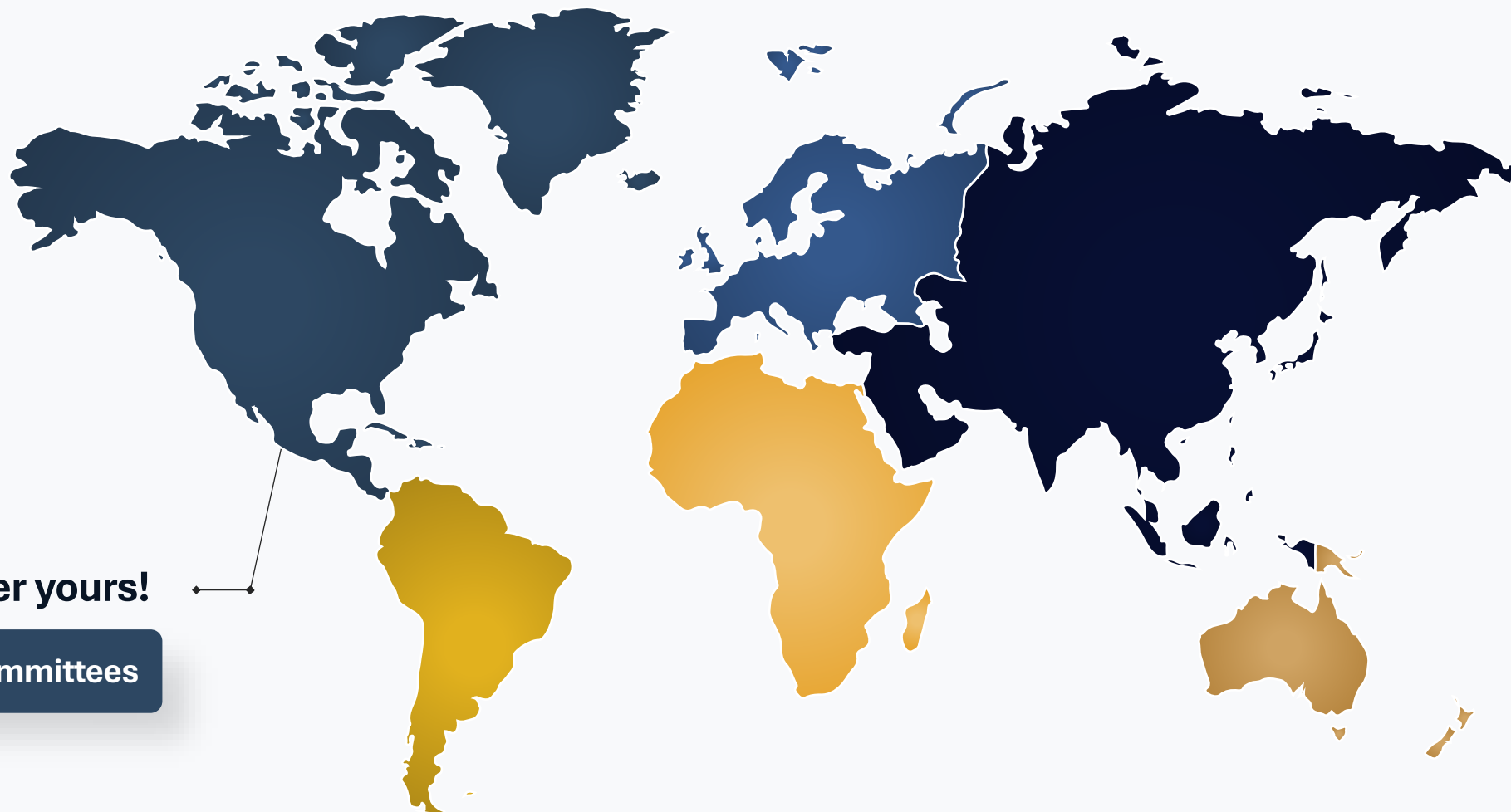
By participating in our committees, companies enjoy exclusive benefits that enhance their global presence and optimize their international operations.

Each committee acts as a key connection point between the Chamber and businesses, providing direct advice and solutions tailored to each market.

- ✓ Access to Specialized Services
- ✓ Representation in Negotiations
- ✓ Facilitation of Contacts
- ✓ Cooperation Projects



# We are present on every continent



Discover yours!

[View Committees](#)

# Events

Discover Events



# Trade Shows

At our trade shows, we create a space for innovation, networking and the development of strategic relationships.

Participate



# Business Rounds

Our business rounds are designed to facilitate face-to-face meetings between **entrepreneurs, industry leaders, and investors.**



# Workshops

Our workshops offer an interactive space to acquire new skills, **share experiences** and explore the latest market trends.

Participate





# Media & Advertising

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Connecting with the **Mercosur Audience** and the **whole world.**





# Discover Our Media

## Events

Expand your brand with **exclusive booths**



## Mercosur for Export

Advertise your company and brand in the Mercosur Magazine for greater visibility

## Tourism

Participate in the **directory of tourism companies**

## Real Estate

Promote Real Estate listings in our directory



## Mercosur TV

Promote your products and services on our digital channels

**We are renewing this section!**

# Digital Publications

We connect entrepreneurs and exporters with specialized content through our digital platforms.

**We promote brands and companies through our media.**

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**TV Mercosur:** A digital communication channel focused on business, tourism and culture. TV Mercosur offers high-value programming for business leaders and audiences interested in exploring Mercosur and beyond.

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**Mercosur for Export Magazine:** A bimonthly publication that provides key information for exporters and entrepreneurs on Mercosur markets, success stories and global trends in different areas such as Economy, Politics, Tourism, Culture and Environment

**We are renewing this section!**



## Mercosur TV

Discover digital content and promote your company with new products and services

**Mercosul for export**  
Revista bimestral da Câmara de Comércio do Mercosul e Américas

## Mercosur for Export Magazine

We are renewing this section!

# Mercosur for Export

Participate in the next editions of the Magazine, which will have digital deliveries, **and achieve greater visibility.**

## International Visibility

The magazine offers companies the opportunity to highlight their success stories and strategies in key markets, **boosting their positioning in Mercosur and beyond.**

### Strategic Distribution

- Members of the Chamber
- Trade Associations
- Mercosur Associations
- Consulates
- Government Entities
- National and International Fairs
- Digital Publishing



# Discover the New MERCOSUR TV

We reimagine TV Mercosur to bring you a modern and immersive experience.

Now, this channel adapts to digital trends, offering **innovative content that connects the region with the world.**



[See Official Channel](#)

## Business

Coverage of key economic issues in Mercosur and other global markets, from trade fairs, business rounds, to conventions and specialized courses.

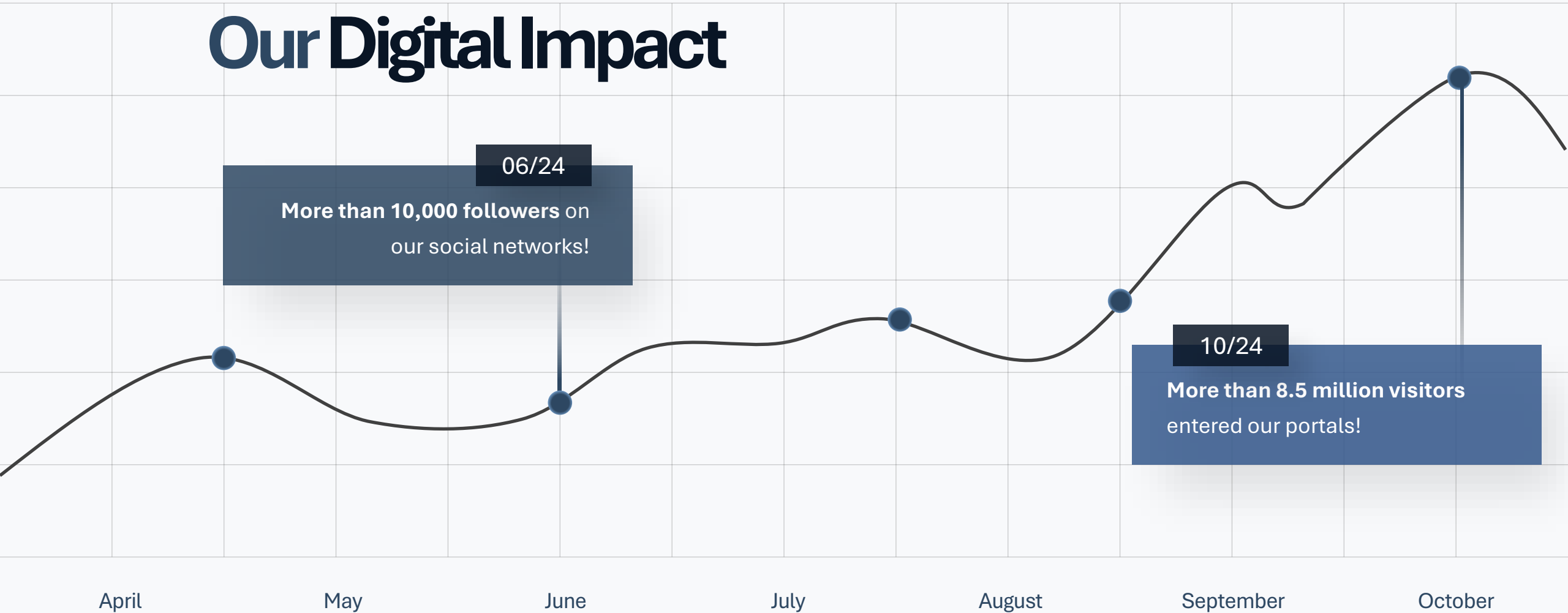
## Tourism

TV Mercosur presents everything from travel guides to documentaries that show the infrastructure and tourist services of each country.

## Culture

Dissemination of traditions, uses and customs of the different societies of the world, through interviews, short films and documented experiences.

# Our Digital Impact



# 2025 - A New Commercial Horizon

Get ready for a year full of news, expansion and great opportunities in international trade.

The Mercosur and Americas Chamber of Commerce invites you to be the protagonist of a new era, where **technology, global markets and innovation combine to take your company to the next level.**

Join us and be part of the future!

Be part of it!




Committees


Join all the countries that  
represent the Chamber!



# Have questions? Contact us today!


## Contact


Email   
info@ccmercosur.org


WhatsApp   
+55 (11) 5524-6370

Website

## Follow us on social media

 Facebook  
@ccmercosurorg

 Instagram  
@ccmercosurorg

 LinkedIn  
company/ccmercosur



# We are waiting for you.



2024 Presentation – Designed by Dinexos Consulting

[View Website](#)