

*¡Bienvenidos y bienvenidas! To **El CC, CCLATAM's newsletter**. Every other week you'll find the main events shaking up Latin America, from Ushuaia in the south to Los Algodones in the north. Sign up [here](#) to stay updated on the region. Get [in touch](#) with us, we may feature an excerpt of your response in the next newsletter.*

April 1, 2024

By Ian Garrahan, Editor, CCLATAM

The collaboration issue

I see integrating Central American countries into the USMCA as akin to the transformative impact of the Regional Comprehensive Economic Partnership (RCEP) in Asia. This integration promises multifaceted benefits mirroring RCEP's objectives: streamlined trade, tariff reduction, and regulatory coherence. By fostering economic cohesion, it catalyzes investment and employment, bolstering regional stability and resilience against external pressures. Moreover, such integration enhances supply chain efficiency, competitiveness, and innovation potential. Eventually, this integration is to the benefit of the United States. Leveraging these parallels, policymakers in the western hemisphere can capitalize on the momentum of regional integration, paving the way for sustained prosperity and strategic autonomy across the Americas.

Puru Trivedi, CCLATAM Board Member

El State of Affairs

And paving the way they are. With initiatives like [The Americas Act](#) bill, a [bipartisan endeavour](#) that seeks to empower regional trade, investment and cooperation all along the Western Hemisphere by, among other things, creating the Americas Partnership, a permanent partnership which would allow its members access to an extended USMCA. It is telling that shortly after the release of the Americas Act discussion draft in early 2023, the ambassadors to eight LAC countries made a show of support for the bill by attending a Senate Finance Subcommittee hearing regarding the Western Hemisphere.

North American projects are myriad, and not only focusing on the availability of trade, but indeed regarding what's being traded, which is why last week the U.S. Dept. of State [announced a new partnership](#) with Mexico to explore the nations semiconductor ecosystem, how it can grow and diversify its role within the regional supply chain, while very slowly edging it away from Chinese arms.

And that's not the only U.S.-led enterprise in the region, a couple of days prior VP Kamala Harris met with Guatemalan President Bernardo Arévalo. Out of the meeting came a [pledge for U\\$1bn](#) in private sector commitments not only in Guatemala, but El

Salvador and Honduras as well. Meta also pledged to train over 250.000 young people and small business owners over a three-year period in the region.

Our northern neighbours aren't the only ones turning an eye towards LatAm, France as well is joining the spending spree in our shores, after launching a [U\\$1.1bn Amazon protection programme](#), to be made available over a four-year period. Given our current climate predicaments, investing to protect a region that hosts over 40% of the world's biodiversity, 57% of its primary forests and nearly a third of the earth's freshwater, seems like an investment in the right direction.

At the end of the day, collaboration is baked into the continent's veins, going back centuries to the continent's various independence movements helping each other out, or simply to join hands in promoting regional exclusives, like [Argentina, Brazil and Uruguay did](#) earlier this month, when they formed the first South American Federation of Yerba Mate Producers. "We are brothers, we share not only mate (...) but also the history of this region.", said Nelson Dalcomo, President of the Argentinean arm of the federation.



Finishing touches being done on a sawdust carpet during Holy Week in Antigua, Guatemala, March 29, 2024. Source: [AP Photo/Moisés Castillo](#).

Elsewhere en Latam

-  U.S. Secretary of Commerce Gina Raimondo travelled to meet with Costa Rican President Rodrigo Chaves, emphasizing the importance of bilateral relations with the Central American nation in regards to its ever-growing role as “a key market for semiconductor [assembly, testing, and packaging](#)”. Earlier this month the Department of State, under the CHIPS Act, had awarded Arizona State University (ASU) [U\\$D13.8mn](#) to fund development programs and training aimed at progressing Costa Rica’s semiconductor workforce.
-  Chile enacted its new [Cybersecurity Framework Law](#), a first within the region. “Chile becomes the first country in Latin America and the Caribbean to have a National Cybersecurity Agency and a cutting-edge regulatory framework in this field. This policy will boost the development of the cybersecurity industry in Chile, which is also an opportunity for jobs and investment.”, said President Boric. The law is aimed at creating a resilient infrastructure and to furthering national and international cooperation.
-  Peru’s Ministry for Energy and Mines has announced that [4 new renewable energy plants](#) are set to start operating this year, which represent an investment of U\$D530mn, and that will add an estimated 507 MW to the national network. The plants will be in Ica, Arequipa, and Moquegua. This comes on the heels of a major push for renewable energy in the region, with Brazil becoming the first Latin American nation to crack the top 10 in solar power generation with 37GW, a report by the [International Renewable Energy Agency](#) has shown.
-  [Mana Tech](#), the Miami-based entrepreneurship hub, has partnered with Uruguayan business incubator [Ingenio](#), and [Softex](#), a Brazilian company focusing on promoting technological innovation within the region, to launch the fourth edition of the [Miami Immersion Program](#). Miami is fast becoming the tech hub that Latin American entrepreneurs look to for funding, networking and developing their initiatives, and the program hopes to facilitate just that: a thriving tech ecosystem for LatAm’s creators.
-  The newly founded media group Times Brazil announced that it has [acquired the rights](#) for CNBC’s Portuguese-language content for all its platforms. Times Brazil is setting up its headquarters in São Paulo, with its TV broadcast launch expected to take place later this year

La cita

“It’s past time we unleash the full economic potential of the United States and Latin America. The Americas Act is the solution to grow our economy and bring stability to the hemisphere (...) This bill will create world-class business opportunities and jobs in Miami, help our allies in Latin America, [and] build resiliency for American supply chains...”

Rep. María Elvira Salazar, U.S. Congresswoman (R-FL)

“I think the Americas Act offers an opportunity for the United States to renew our partnerships across Latin America and the Caribbean and embrace our values together in a shared struggle for democracy and for prosperity (...) Right now, I’m extremely hopeful looking toward the future with the Americas Act [about] the vast opportunity that we have together to build a prosperous, safe, and free hemisphere.”

Michael Bennet, U.S. Senator (D-CO)

La invitación

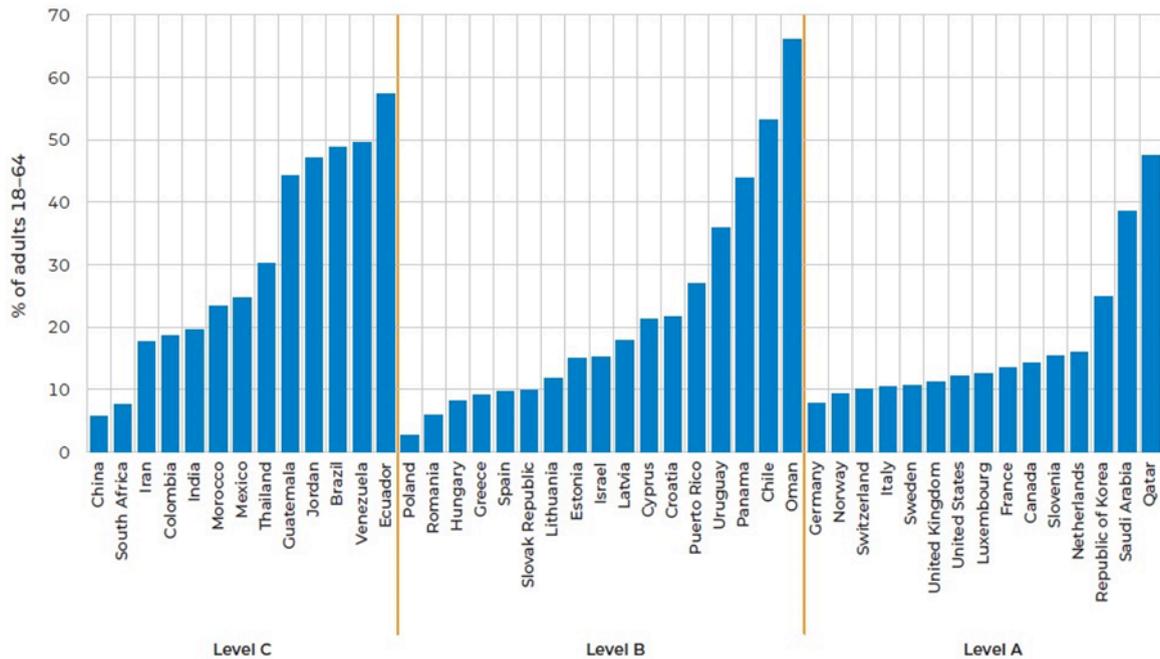
This edition our invitation for you is twofold: first, our **President Piero Bonadeo** sat down with **Debugger, Duke University’s podcast**, for a talk on Unicorns, emerging markets and cybersecurity in Latin America. [Give it a listen!](#)

Second, in our last edition we asked you about **your one LatAm recommendation**, and out of all the answers we chose this one regarding a very musical walk-through in the forests between Argentina, Paraguay, and Brazil:

“A not so hidden treasure coming within the depths of the tropical rainforest of Misiones, Argentina. Chango Spasiuk’s chamamé combines a long tradition of European polka, with the soft rhythms of native rural sounds, it’s accordion is a melancholic wonder that transports you to red dusty streets and colourful butterflies. Start with Pynandí or Los Descalzos, and keep going until you find El Camino, and let your journey through deep Amazonia begin.”

Thank you so much for the tip! Now, our next question for you is: **Who is the one person, or organisation, within the region that inspires you, and why?**

El gráfico



A new report has shown that out of the 46 analysed economies, only 12 are shown to have 3 in ten adults intending to start a business in the next three years. 7 out of 12 are Latin American and Caribbean nations. Source [GEM 2023/2024 Global Report](#).

La lectura

Karina Riera: First of all, I am a huge sports fan, and of course Sally Jenkins' ["The Right Call"](#) captivated me, although it is not just for fans. Elite athletes tend to hold a special place in everyone's imagination. It's almost as if sports stars are mythical figures capable of greatness in critical moments when the stakes are high. Using many examples of great athletes, this book will show you the seven behind-the-scenes principles for making good decisions in the face of extraordinary pressure. Conditioning-Practice-Discipline-Character-Culture-Resilience-Intention can apply these same principles to your personal and professional life. A good game plan for your next reading.

Ian Garrahan: Julio Cortazár's ["La Vuelta al Día en Ochenta Mundos"](#), runs you through a whole literary gamut, sometimes treating you to an essay on Latin American writing, then a short story about a man who so wanted a green horse, that he painted one himself (this last story has the great detail of being true), then back around for some jazz-talk, all in a non-linear story structure, that can make you appreciate the author of [Rayuela](#) even more.

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Thank you for reading, nos vemos en la próxima.