



# Bolivia – Country Presentation

## Fact Pack

Swedish Trade Council in Argentina

November 2007



# THE SWEDISH TRADE COUNCIL MAKES IT EASIER FOR SWEDISH COMPANIES TO GROW INTERNATIONALLY

## Sweden:

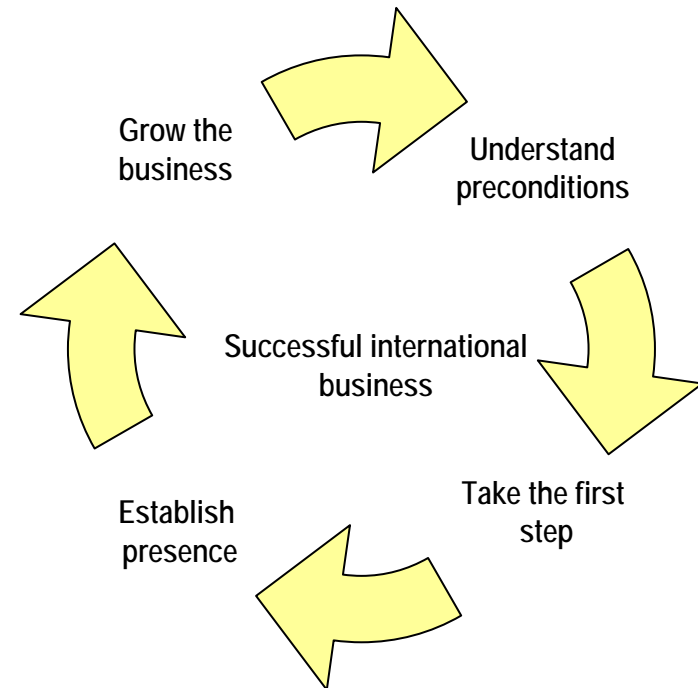
- Headquarters in Stockholm, 80 employees
- 22 regional export advisers
- All Trade Commissioners regularly visit different parts of Sweden

## Abroad:

- 60 places, 400 employees in 52 countries
- Through partners and networks we cover more than 100 countries

## Argentina:

- Office in Buenos Aires
- 5 employees



Vision of the office:  
STC in Buenos Aires is the primary consulting partner for Swedish companies doing business in Bolivia

## BOLIVIA IN BRIEF

Area: 1.098.580 km<sup>2</sup>

Inhabitants: 9.1 million

Constitution: Republic

Head of State: President Evo Morales

Languages: Spanish, Quechua, Aymara (Official)

Inhabitants per km<sup>2</sup>: 8/km<sup>2</sup>

Currency: Boliviano

GDP 2006: 10.3 BUSD

GDP per capita 2005: 1132 USD

Inflation(2006): 4.3%

Main exports: Gas, Oil, Lead, Tin, Silver

Main imports: Capital goods, Chemical products, Consumer goods

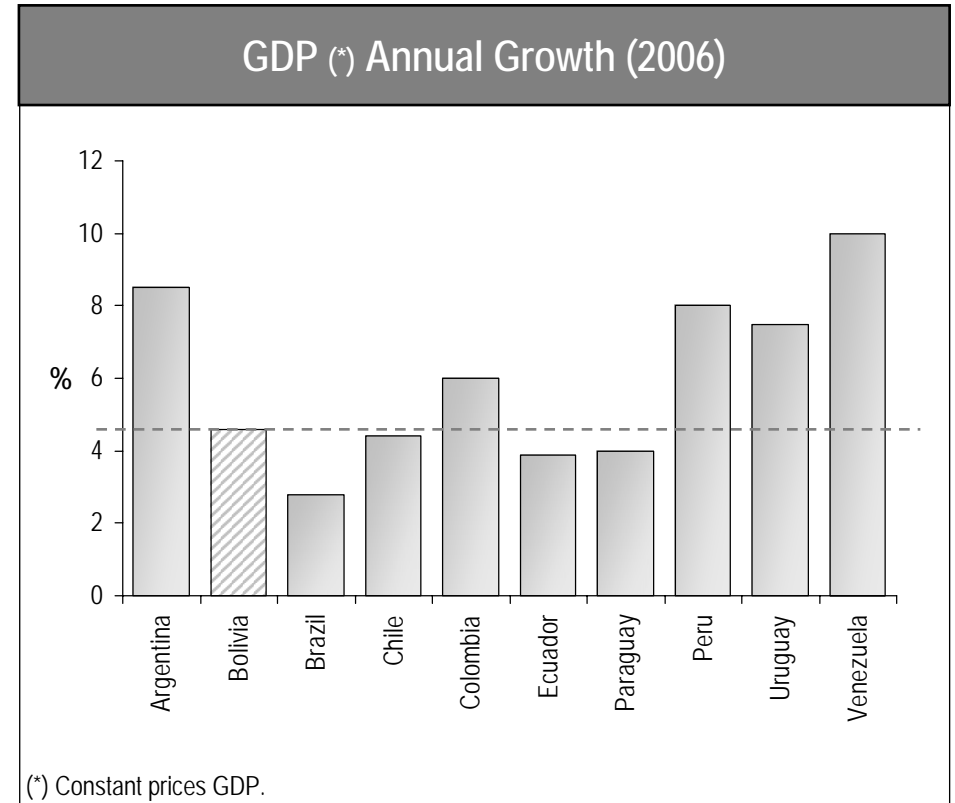
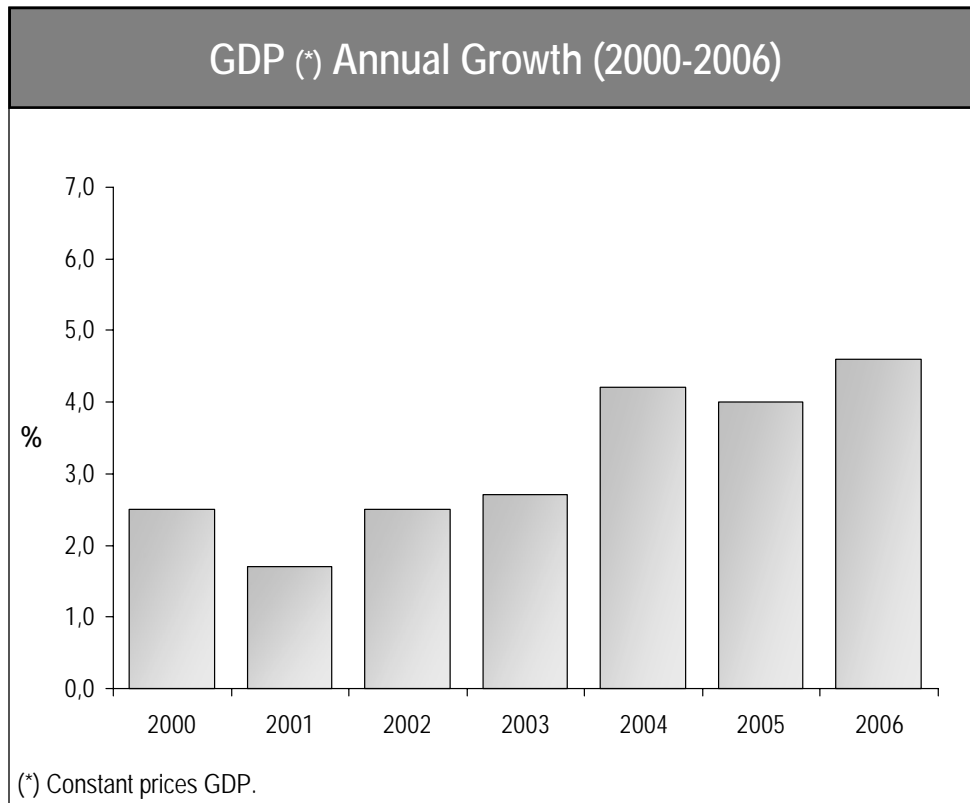
Swedish Exports to Bolivia 2006: 161 MSEK

Swedish imports from Bolivia 2006: 3.2 MSEK



# BOLIVIA ACHIEVES SEVERAL YEARS OF CONTINUOUS GROWTH

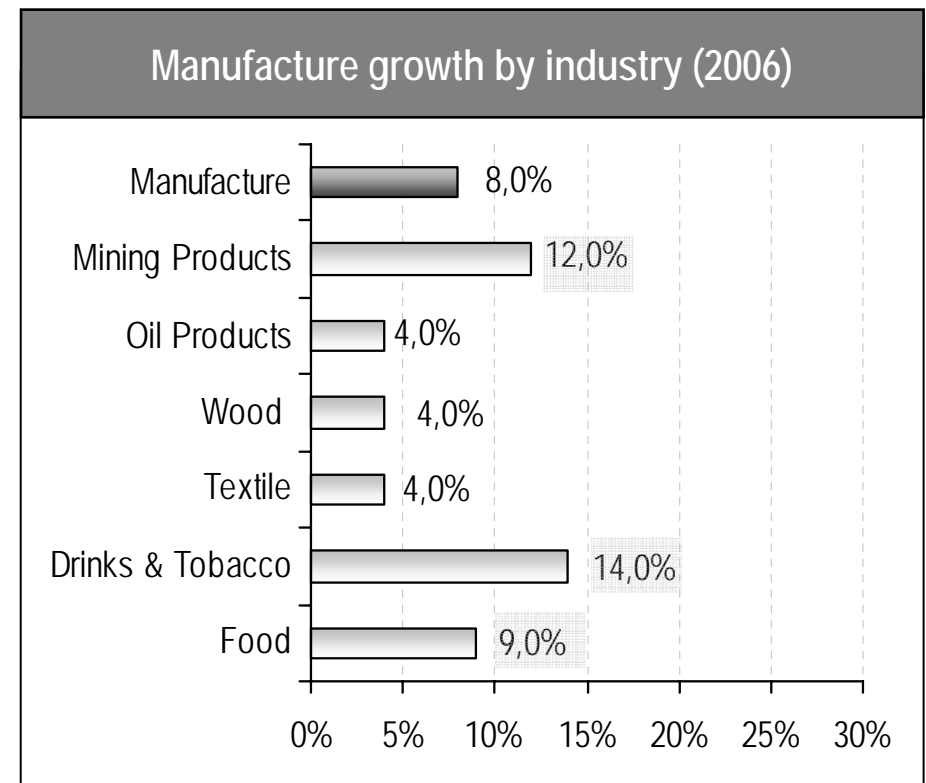
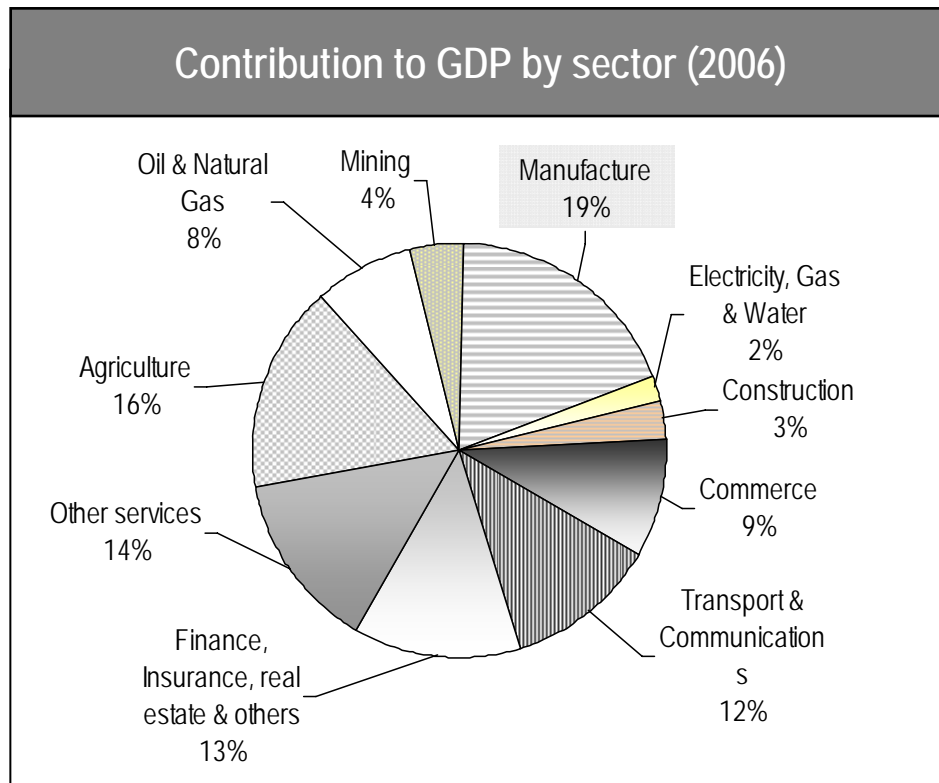
- GDP grew 4.6% in 2006



**Oil, Gas and Mining are the engine of Bolivia's economy**

# MANUFACTURE IS ALSO A GROWING SECTOR IN BOLIVIA

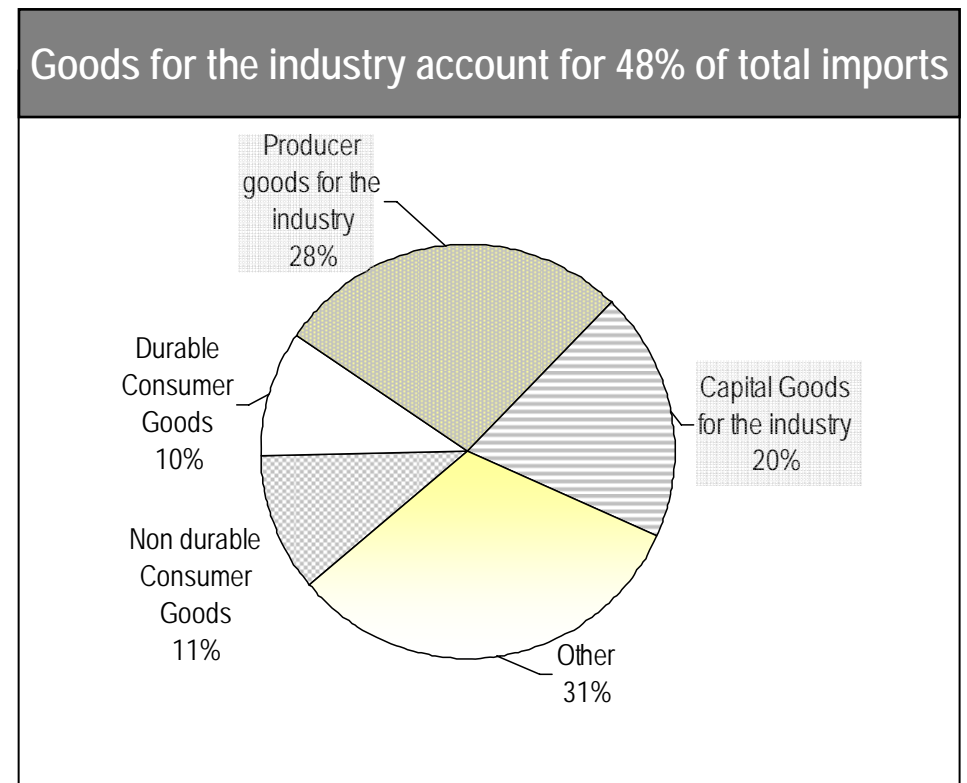
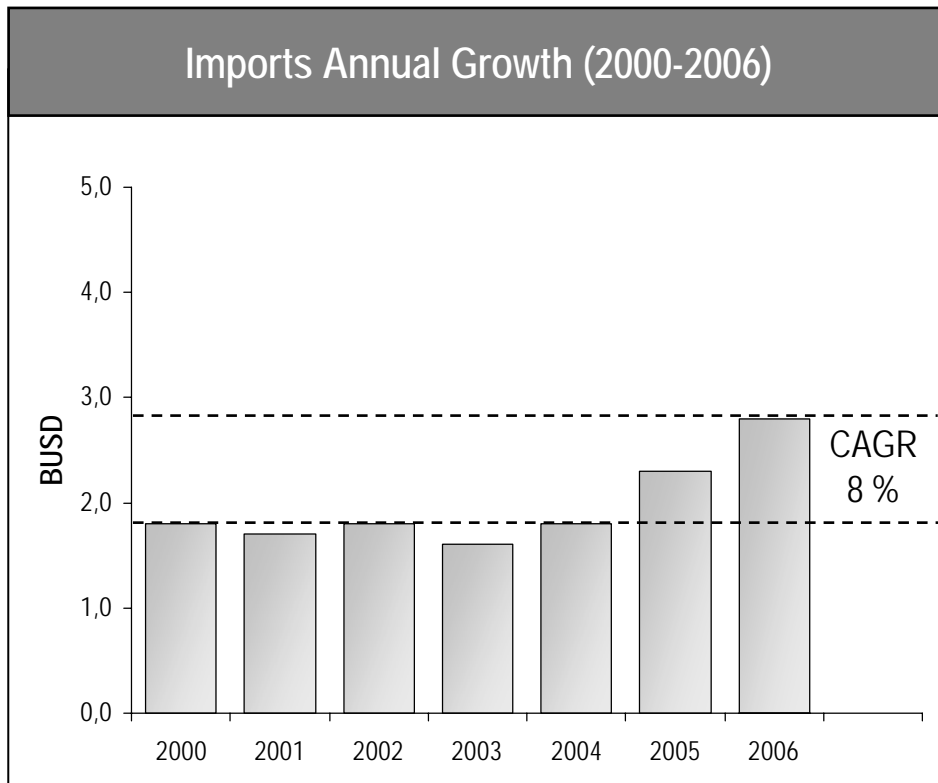
- Activity increased by 8% in 2006



**Drinks, tobacco and mining products lead the growth in the sector**

# MANUFACTURE ACTIVITY REQUIRES MANY FOREIGN GOODS

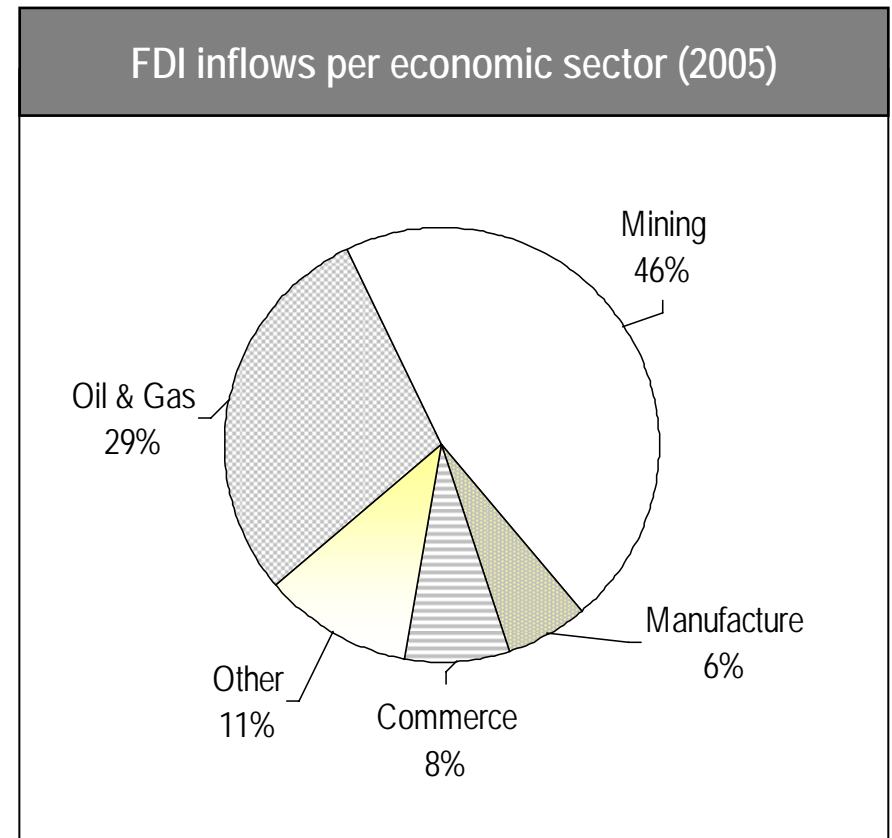
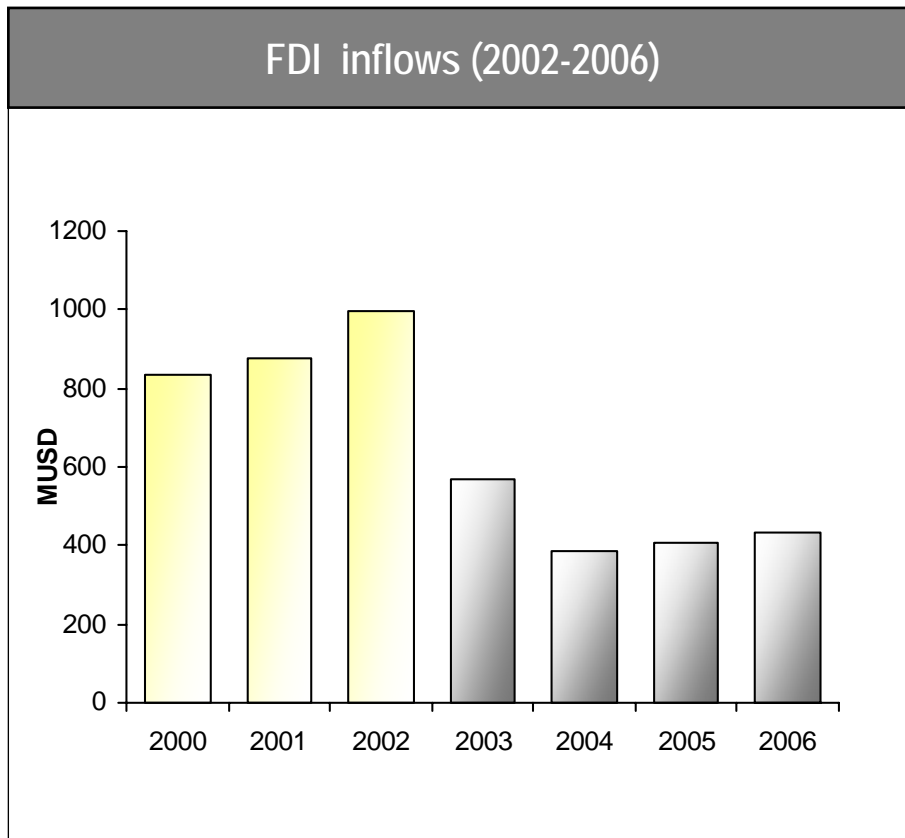
- US and Brazil are the major providers of capital goods



**Capital goods imports for the industry increased by 34% in 2006**

# FDI INFLOWS BOOMED WITH CAPITALIZATION OF COMPANIES

- Major investments concentrate in the energetic sector



USA, Spain, Brazil and Argentina are main sources of FDI in the last years

## INTERESTING SECTORS FOR SWEDISH COMPANIES

### Hydrocarbons

- Bolivia has large proven reserves of Oil & Gas
- After nationalization and rearrangement of contracts, companies have announced new investments.
- Investments in the sector are highly dependent of foreign technology imports

### Mining

- Mining is the leading sector for FDI
- International prices helped the boost in production and exports in 2006
- There are several mining projects under development which imply good prospects for some imported machinery and equipment

### IT & Telecom

- Bolivia is behind most countries of the region in telecom indicators, but is currently expanding
- Mobile lines and internet connections are leading expanding sectors
- Potentially good prospects for terminals, technology for network development and services

## BUSINESS CULTURE – IMPORTANT TO REMEMBER

### Importance of good relationships and networks

- Business is based on a personal relationships: trust and learning about each other is important
- It is common for Bolivian executives to have knowledge of European and North American customs.
- But in general, meetings are conducted in Spanish, so you may want to have an interpreter with you
- If you establish in Bolivia with a local representative, they may expect to be invited to the parent head office to gain further knowledge of the activity of the company the represent
- Connections and introductions are important to achieve good business
- Talk with STC, embassy and chambers of commerce and ask them for contacts

### Business meetings essentials

- In the first meeting, start with some small talk and wait for your contact to turn into talking about business. Be extremely formal and polite.
- Shake hands when meeting and leaving
- Schedules are not strict. Having a profitable meeting is more important than how long it takes. Do not appear as being in a hurry or impatient.
- Use your and your contact's professional or academic titles. If the person doesn't have one use Sir/Madam (Señor/Señora).
- Eye contact is regarded as a sign of being trustful
- Business cards are generally exchanged in a meeting. Having one side of the card translated to Spanish is a plus.
- Final decisions often made after the meeting

## USEFUL CONTACTS

### **INE – National Statistics Bureau**

Tel: +591 2 222 23 33

[www.ine.gob.pe](http://www.ine.gob.pe)

### **CAINCO - Industry Chamber of Santa Cruz**

Tel: +591 3 333 45 78

[www.cainco.org.bo](http://www.cainco.org.bo)

### **CNC – National Commerce Chamber**

Tel: +591 2 237 86 06

[www.boliviacomercio.org.bo](http://www.boliviacomercio.org.bo)

### **Central Bank of Bolivia**

Tel: +591 2 240 90 90

[www.bcb.gov.bo](http://www.bcb.gov.bo)

### **CNI – National Industry Chamber**

Tel: +591 2 237 44 77

[www.bolivia-industry.com](http://www.bolivia-industry.com)

### **Private Enterprises Confederation**

Tel: +591 2 242 09 99

[www.cepb.org.bo](http://www.cepb.org.bo)

### **Swedish Trade Council in Argentina**

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