Business Plan: Chile

Development of High-Tech Aquaculture in the Fjords

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General Country Overview

Geographic and Demographic Profile

Capital: Santiago

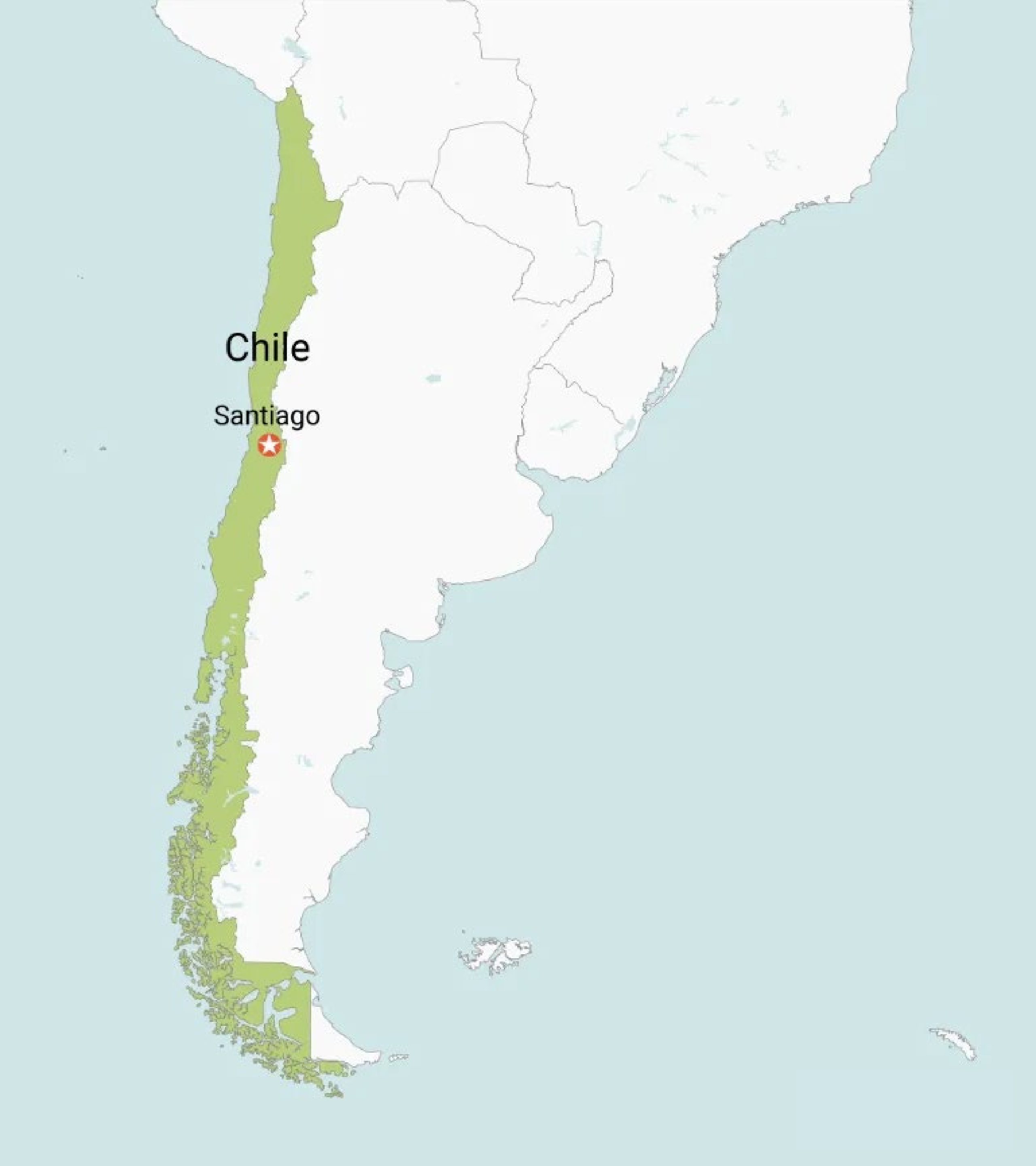
Population: 19.6 million people

Geography:

A unique, narrow strip of land (4,300 km long) sandwiched between the Andes and the Pacific Ocean.

Key Zones:

- North (desert)
- Center (Mediterranean climate, economic core)
- South (forests, fjords, glaciers)



Economic Foundation

- **GDP:**
  ~$350 billion (one of the highest in Latin America). The services sector dominates, but industry remains the backbone.

- **Key Specialization:**
  The world's "Copper Giant" (28% of global production, Codelco). Also a leader in lithium extraction (SQM).

- **Trade Balance:**
  Export-oriented economy. Key partners: China (copper, lithium), USA, EU.

Energy Transition

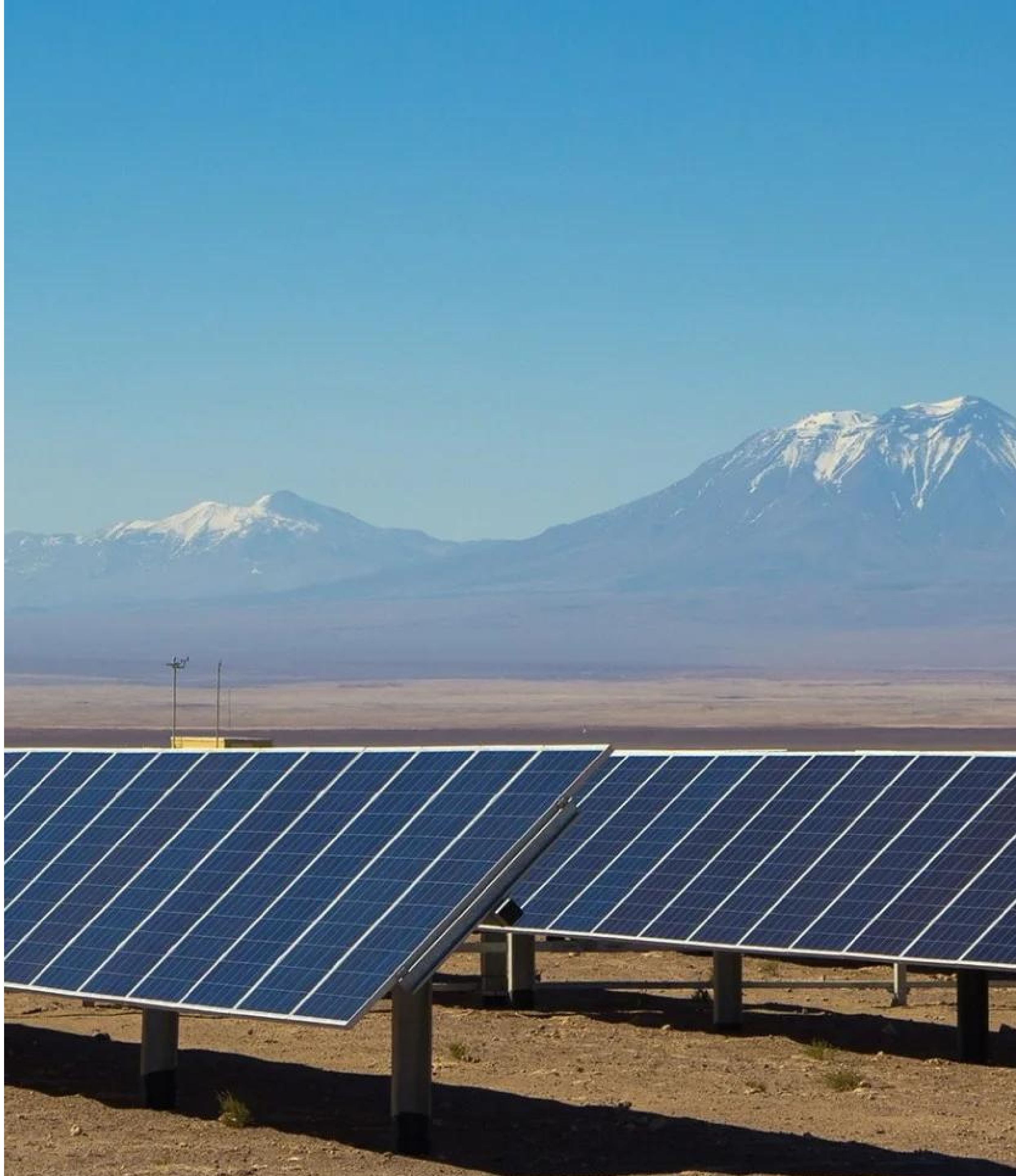
Current Structure (Energy Sector):
Dependence on fossil fuel imports (oil, gas, coal account for ~60% of primary energy).

New Vector:
Active development of renewable energy sources (solar in Atacama, wind in the South).

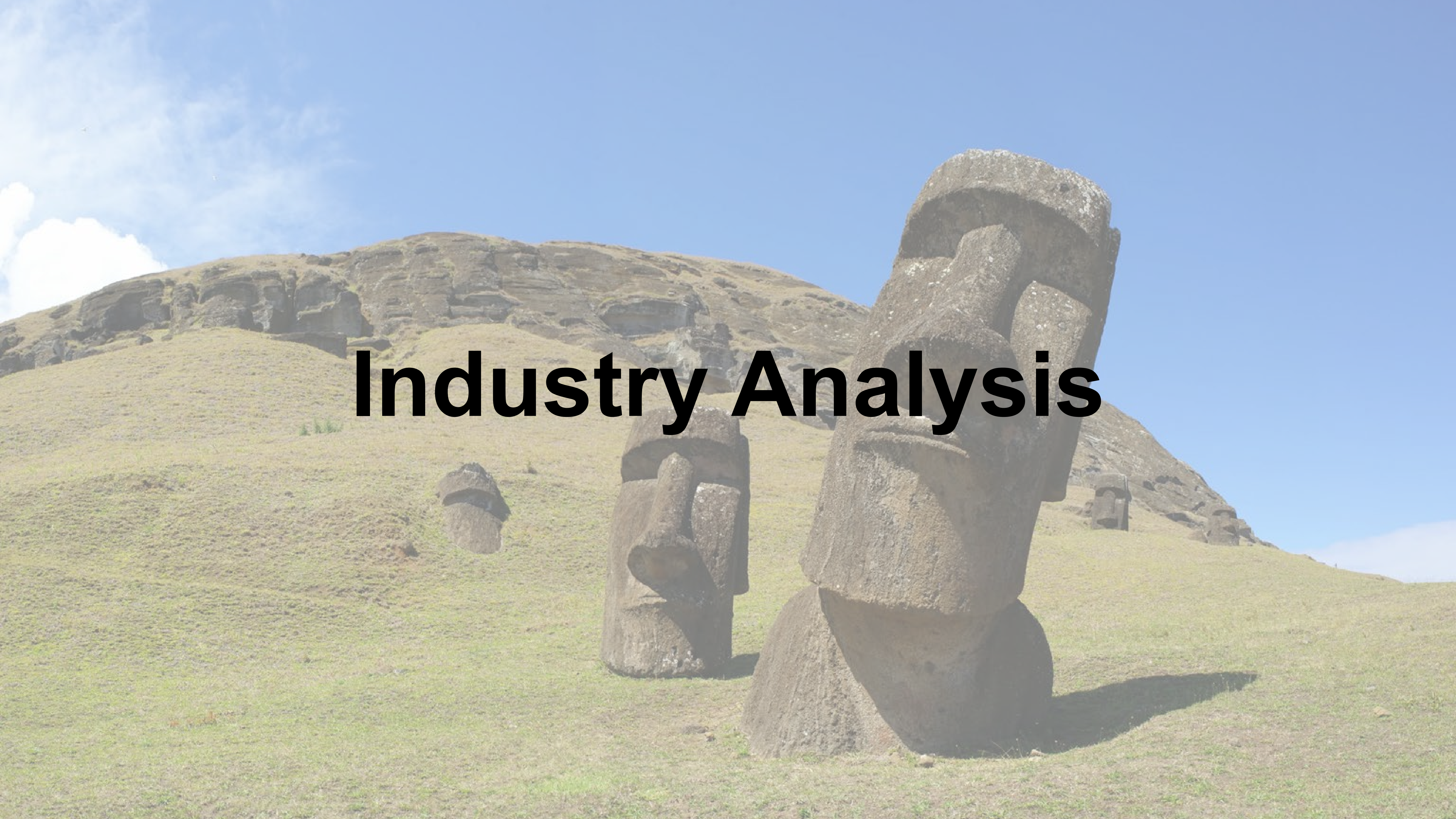
Goal: Become a net exporter of green energy.

Electricity Generation:

1. Hydroelectric and thermal power plants (currently dominant).
2. Rapid growth of solar and wind power (~18% already), making the energy supply for new production facilities more eco-friendly.



Industry Analysis



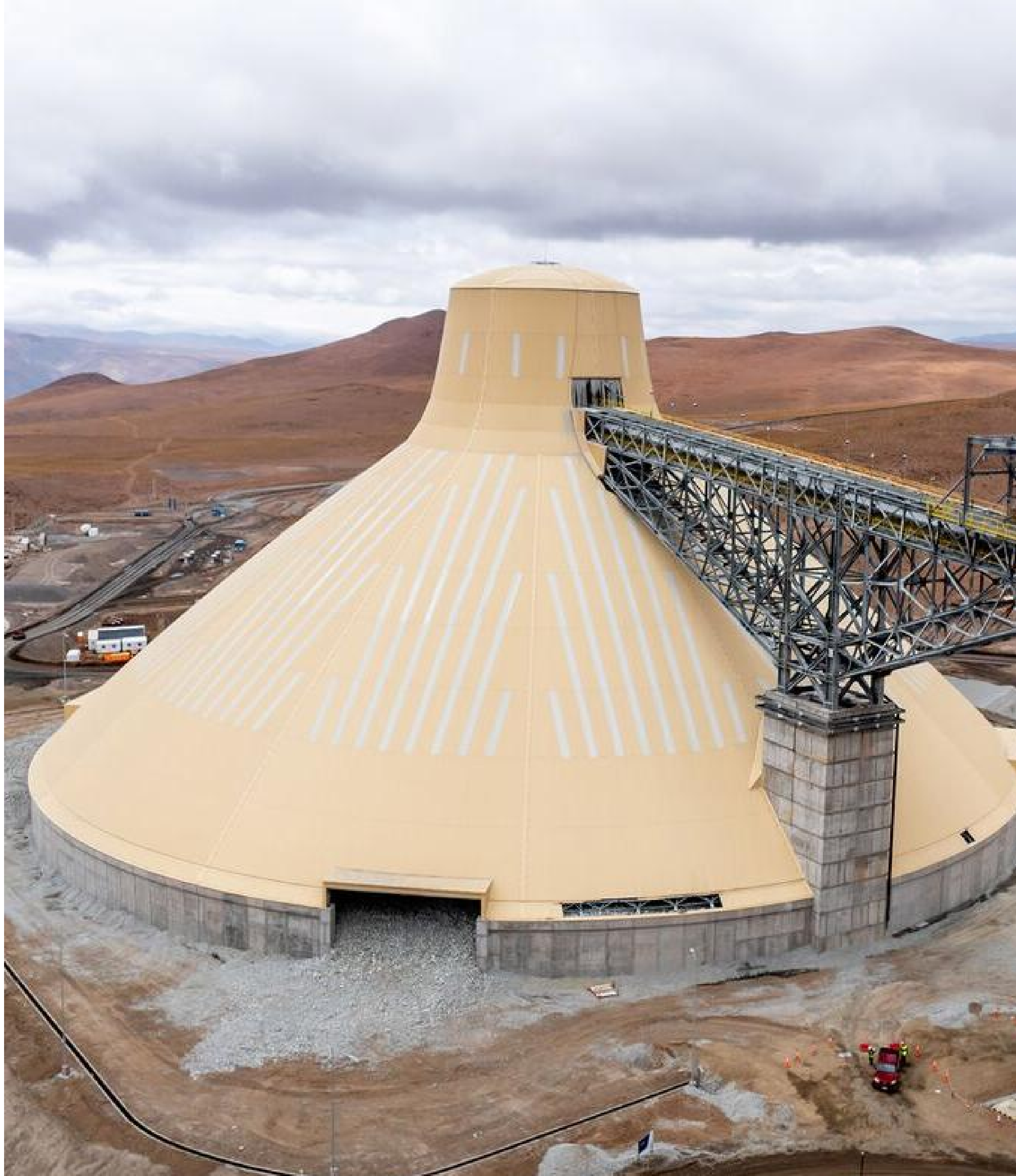
Industrial Framework and TNCs

Metallurgy:
Meets domestic demand for steel and copper.

Mechanical Engineering:
Production of equipment for the mining and fishing industries (frames, winches, pumps).

Chemical Industry:
Production of fertilizers (for agriculture) and specialized products for aquaculture (feed additives, protective treatments).

TNCs:
Codelco (copper), Latam Airlines (logistics), Falabella and Cencosud (retail).



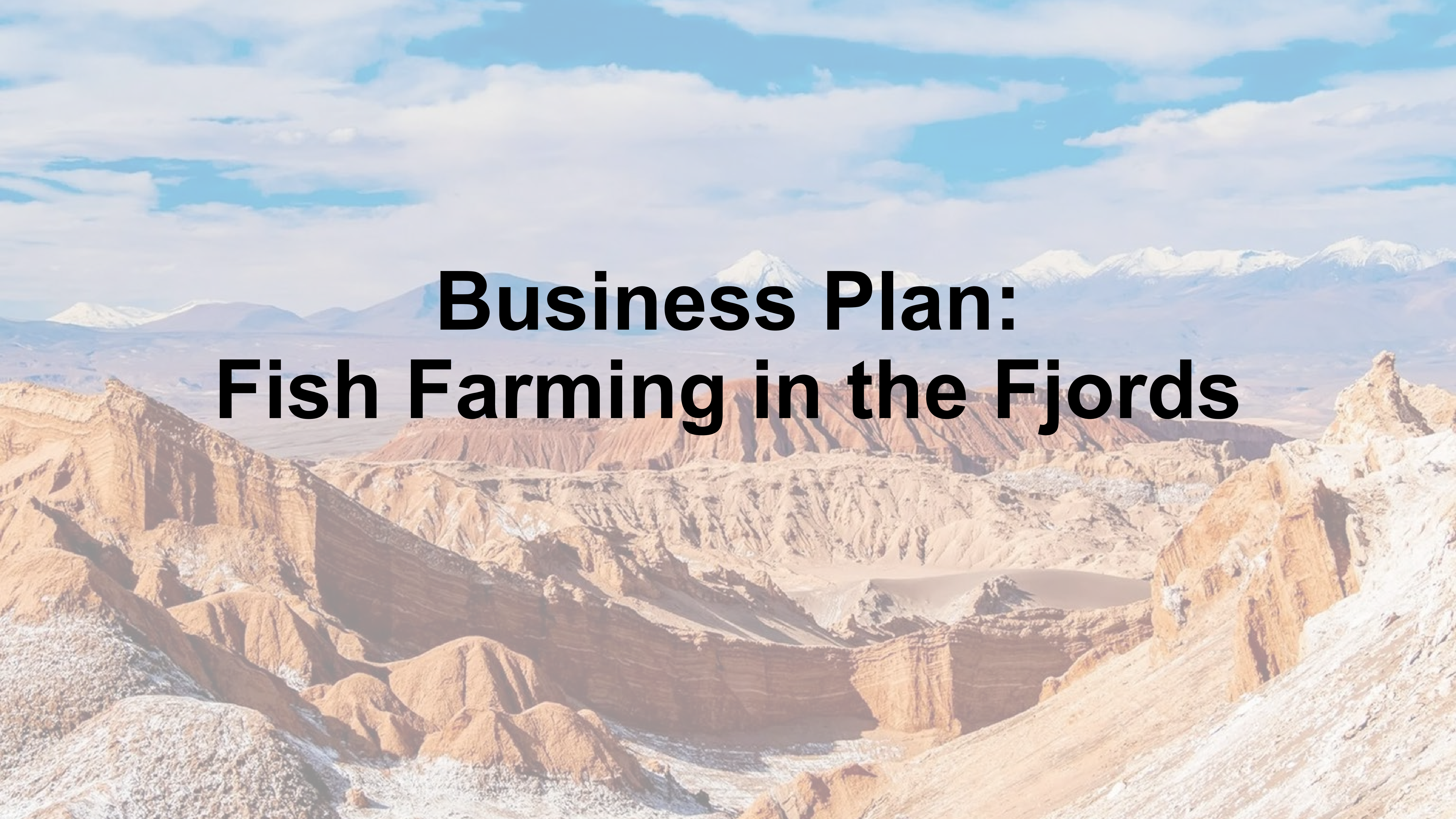
Current Logistics and Port System

Roads:
The Pan-American Highway is the main artery connecting the North and Center. Further south, the terrain becomes complex.

Maritime Transport:
The primary method for cargo transportation.

Central Ports (Valparaíso, San Antonio):
Hubs for copper exports and goods imports.

Southern Ports (Puerto Montt, Punta Arenas):
Servicing the fishing industry and coastal shipping into the fjords.



Business Plan: Fish Farming in the Fjords

Rationale

Why fish?
Chile is the world's 2nd largest salmon producer. Global demand for high-quality protein is growing.

Why the South?
A unique fjord ecosystem (sheltered conditions, clean cold water, strong currents).

Our Edge:
Moving from extensive farming to high-tech and eco-friendly aquaculture.

Products

Core Product:
Chilled and frozen Atlantic salmon and coho salmon fillets.

Premium Segment:
Products certified "Organic" and "BAP" (Best Aquaculture Practices).

Deep Processing:
Production of portioned steaks and smoked fish (increasing value-added).

Technological Process

- **Pens:**
  Use of metal structures manufactured in Central Chile.

- **Feeding:**
  Automated systems minimizing feed waste (sourced from TNCs producing feed within Chile).

- **Energy:**
  Utilization of wind turbines and solar panels on floating bases (integrating into the country's green transition).

Project Logistics

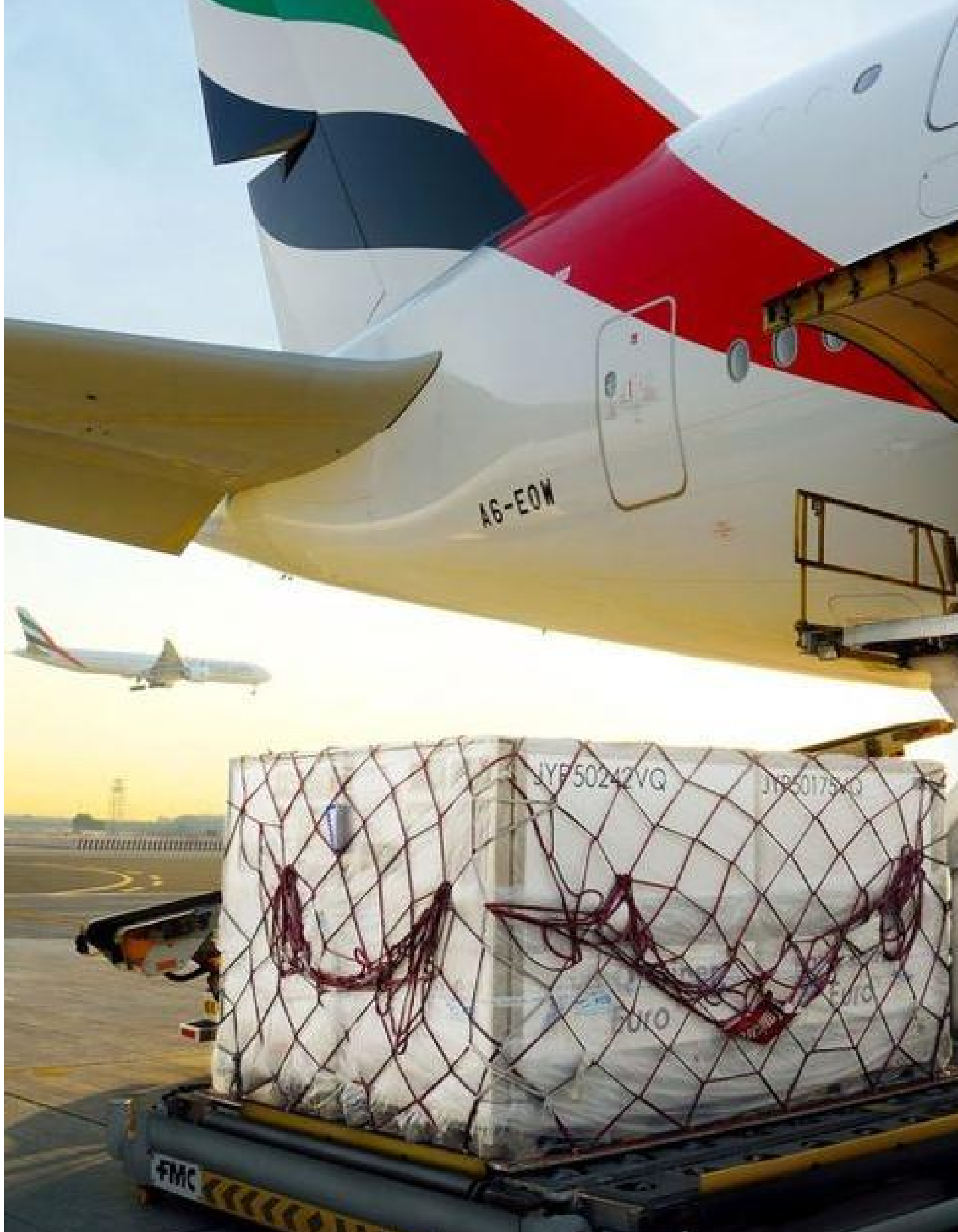
Core Principle:
Reliable supply from the center, fast delivery of fish to the customer.

Inbound (Farm Supply):

- **Equipment:** Pen frames and winches (from Central Chile) delivered to the port of Puerto Montt.
- **Feed:** Regular shipments from Santiago.
- **Delivery:** Coastal vessels from Puerto Montt directly to the pens in the fjords.

Outbound (Product Delivery):

- **Collection:** Wellboats transport salmon to processing plants (in Puerto Montt/Punta Arenas).
- **Fresh Exports:** Air freight to the USA and China (via LATAM).
- **Freezing:** Maritime export in refrigerated containers.



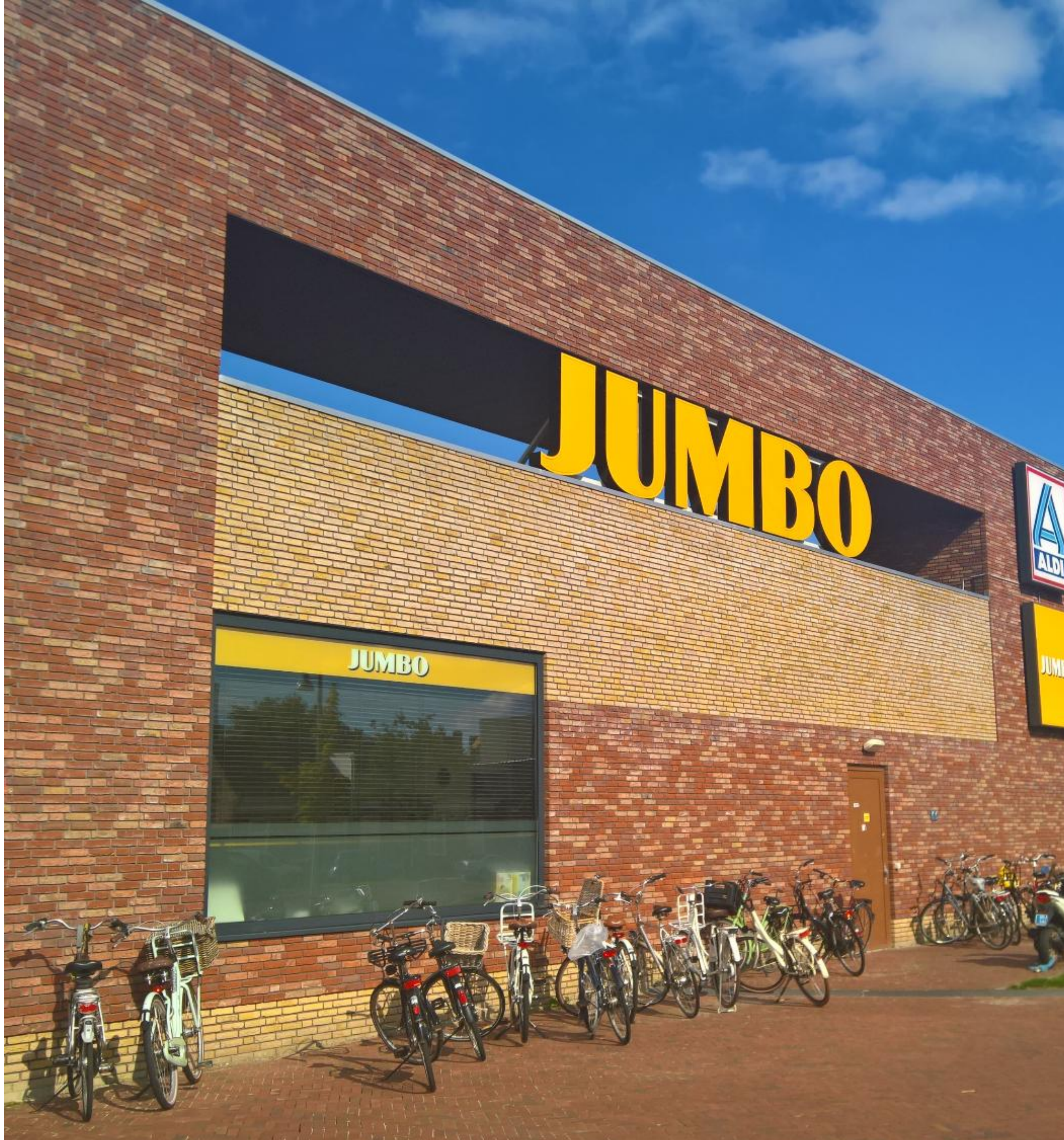
Marketing and Sales

Exports (75%):

- **China:** Growing middle class, demand for premium seafood (leveraging existing copper/lithium channels).
- **USA and Japan:** Traditional markets for Chilean salmon, with an emphasis on sustainability.

Domestic Market (25%):

- Direct contracts with retail giants Falabella and Cencosud (Jumbo and Santa Isabel supermarkets).



Conclusions and Sustainability

My project is not just about fish farming; it represents:

- **Synchronization:** Leveraging the industrial potential of the country's center and the logistics of the south.
- **Ecology:** Responsible use of the fjords and renewable energy sources.
- **Economics:** Job creation in the south and an increase in Chile's non-mining exports.
- **Sales:** Reliable partners both domestically (retail) and abroad (TNCs).

Thank you for your attention!