

# Business Opportunities in the Pacific Alliance

“This book presents an analysis of the main factors to promote economic growth and development in selected Latin American countries.”

—Arcadio A. Cerda, Dean, College of Economics & Business, Universidad de Talca, Chile

“This book is an excellent contribution to the Latin American literature on International Business, especially in times when protectionism seems to arise as a challenge to globalization.”

—Carlos E. Ruiz, Associate Professor of Management, Georgia Gwinnett College, USA

“This book offers a timely and compelling view of the region’s economic past, present, and future.”

—John A. Parnell, Belk Chair of Management, School of Business, University of North Carolina at Pembroke, USA

“As the authors convey, the Pacific Alliance opens up many opportunities for its member countries to continue to achieve growth and reduce poverty through freer trade, in a world that is increasingly more complicated and uncertain.”

—Aldo Defilippi, Executive Director, American Chamber of Commerce, Peru

“This book is an indispensable asset to the foreign investor who seeks to do business not just in the pioneering countries of the Pacific Alliance, but Latin America as a whole.”

—Juan Pablo Carrasco, President, American Chamber of Commerce, Guatemala

John E. Spillan • Nicholas Virzi

# Business Opportunities in the Pacific Alliance

The Economic Rise of Chile, Peru, Colombia,  
and Mexico

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## PREFACE

Globalization of Industry and commerce has brought many benefits and many changes in how goods and services are exchanged across borders in the Global economy. As such we are delighted to bring you *The Pacific Alliance: How Chile, Peru, Colombia, Mexico, and Costa Rica Offer Unique Business Opportunities for Both Insiders and Outsiders*.

Trade integration is not new. In fact, many countries in Latin America are ambitiously involved in a global network of trade arrangements and international business activity. The existence of the MERCOSUR, the Andean Pact, and other Free Trade Agreements (FTAs) have been active for a long period of time. The Pacific Alliance, or PA for short, is unique in that it brings together 4 countries which have demonstrated significant economic progress and offers major benefits to the 4 inside countries. The PA also offers significant opportunities for outsiders to participate in trade and global business with the PA members.

The PA is different than the other FTAs in the region because it includes other areas such as free circulation of labor, capital along with cooperation in other areas of business activity.

Because the PA includes the most stable and prosperous economies in the region, it can offer business and trade situations that are not available in other parts of the global economy. Since the members of the PA have substantial trade agreements with other countries outside the Alliance they can provide a strong connection with the globalization process, trade, foreign direct investment (FDI), and economic development.

The PA is a mechanism for deepening economic connections among the members while also recognizing the changing world dynamics that will

inevitably affect all countries that participate in world trade. Latin America needs modernization and dynamic players who are strong enough and flexible enough to pivot quickly to meet the needs of their own country and those of the PA membership.

The PA members have consistently demonstrated economic and political stability while at the same time growing and developing new approaches that are benefitting their own populations and the Alliance itself.

Several attributes describe the essence of the PA. They are as follows:

- Innovative approach to trade
- Result-oriented approaches to cross-border activities
- An agreement among peers
- Shared commercial outlook
- Inherently open
- A dynamic model for regional integration
- Bridging agreements to Asia from which significant benefits can result
- Leveraging present agreements

So we are seeing five countries that are really the new stars in Latin America joining forces in order to produce more opportunities for its members and to enhance the business and quality of life for the populations that comprise each member state.

With the foregoing ideas in mind, this book is the first book on the topic. It provides a comprehensive discussion of what the PA is, what it does, and how it can be a strong trading entity that promotes the economic development, employment opportunities, and quality of life for all Latin Americans. The PA and Latin American environment is ever-changing and therefore needs new data analysis and a new perspective.

# CONTENTS

<b>1</b>	<b>Introduction</b>	<b>1</b>
<b>2</b>	<b>Theoretical Framework</b>	<b>29</b>
<b>3</b>	<b>The Modern Economic History of Trade</b>	<b>41</b>
<b>4</b>	<b>Chile</b>	<b>73</b>
<b>5</b>	<b>Peru</b>	<b>89</b>
<b>6</b>	<b>Colombia</b>	<b>103</b>
<b>7</b>	<b>Mexico</b>	<b>117</b>
<b>8</b>	<b>Central America: The Logical Next Step</b>	<b>129</b>
<b>9</b>	<b>Looking to the Future</b>	<b>159</b>
<b>10</b>	<b>Some Final Words: Our Conclusions</b>	<b>195</b>

<b>Appendix A</b>	219
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<b>Appendix B</b>	237
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<b>Index</b>	247
--------------	-----

# LIST OF FIGURES

Fig. 1.1	Pacific Alliance data as of 2016	5
Graph 1.1	Share of GDP of the countries in Pacific Alliance	6
Graph 1.2	Economic structure of the Pacific Alliance	8
Graph 1.3	% of GDP of exports and imports in the Pacific Alliance	9
Graph 1.4	Share of GDP of the countries in Central America	17
Fig. 1.2	Structural Economic Data for Central America	18
Graph 1.5	Economic structure of Central America	19
Graph 1.6	% of GDP of exports and imports in Central America	20
Graph 4.1	Summary of Chile's GDP performance 2000–2015	78
Graph 5.1	Gross Domestic Product (GDP) Per Capita Growth annual Rate of Change in Percentage	92
Graph 6.1	GDP Per Capita Growth Colombia (annual %)	105
Graph 7.1	GDP Per Capita Growth Mexico (annual %)	120
Graph 9.1	Growth in Trade and Real GDP in the World 1980–2021	163
Graph 9.2	Growth in Exports and Imports and Real GDP in the World 1980–2021	165
Graph 9.3	World Trade Volume and Exports and Imports of Latin America and the Caribbean 1980–2021	166
Graph 9.4	Evolution of the Terms of Trade Latin America and the Caribbean vs. Emerging and Developing Asia 1983–2021	167
Graph 9.5	Index of Globalization in the Pacific Alliance countries 1970–2013	175
Graph 9.6	Economic Globalization in the Pacific Alliance countries 1970–2013	175
Graph 9.7	Social Globalization in the Pacific Alliance countries 1970–2013	176



Graph 9.8	KOF Index of Globalization in key Asian countries 1970–2013	177
Graph 9.9	Economic Globalization in key Asian countries 1970–2013	178
Graph 9.10	Social Globalization in key Asian countries 1970–2013	179
Graph 9.11	Political Globalization in key Asian countries 1970–2013	180
Graph 9.12	Cultural proximity in key Asian countries and the United States 1970–2013	180
Graph 9.13	Cultural proximity in key Asian countries and the Pacific Alliance countries 1970–2013	181

# LIST OF TABLES

Table 1.1	Structural economic data for the Pacific Alliance	7
Table 1.2	Global Competitiveness of the Pacific Alliance	10
Table 1.3	Ease of Doing Business scores of the Pacific Alliance	12
Table 1.4	Index of Economic Freedom of the Pacific Alliance	13
Table 1.5	Scores of the Pacific Alliance on Various Indicators	13
Table 1.6	Central America data as of 2016	16
Table 3.1	The economies of Asia in numbers: Quantifying the economic potential of trade	55
Table 3.2	Gross Domestic Product (GDP) levels for Selected Asian Countries	56
Table 3.3	Population Growth for selected Asian Countries	58
Table 3.4	Per Capita Gross Domestic Product(GDP) for Selected Asian Countries	59
Table 3.5	Gross Domestic Product and Purchasing Power of Parity (PPP)	59
Table 3.6	Gross Domestic Product (GDP) Growth Rate for Selected Asian Countries	60
Table 3.7	Current Account Percent (%) of Gross Domestic Product (GDP)	62
Table 3.8	Average Level of Inflation (actual and projected) for selected Asian Countries	64
Table 3.9	Average Annual Growth of Export Goods for selected Asian Countries	65
Table 3.10	Average Annual Growth for Imported Goods and Services for selected Asian Countries	66
Table 3.11	Savings as a Percent (%) of Gross Domestic Product (GDP)	68

Table 3.12	Investment as a Percent (%) of Gross Domestic Product (GDP)	69
Table 8.1a	Level of Gross Domestic Product (GDP) for Central American Region	130
Table 8.1b	Global Competitiveness Rankings According to Specific Areas	131
Table 8.1c	Doing Business in Region Ranking	131
Table 8.1d	Index of Economic Freedom	132
Table 8.1e	Index of Globalization	132
Table 8.2a	Gross Domestic Product (GDP) for Guatemala	134
Table 8.2b	Global Competitiveness Index Rank for Guatemala	135
Table 8.2c	Doing Business rank for Guatemala	136
Table 8.2d	Index of Economic Freedom for Guatemala	136
Table 8.2e	Index of Globalization for Guatemala	137
Table 8.3a	Gross Domestic Product (GDP) for El Salvador	138
Table 8.3b	Global Competitiveness Index for El Salvador	139
Table 8.3c	Doing Business rank for El Salvador	139
Table 8.3d	Index of Economic Freedom for El Salvador	140
Table 8.3e	Index of Globalization for El Salvador	140
Table 8.4a	Gross Domestic Product (GDP) for Honduras	141
Table 8.4b	Global Competitiveness Index for Honduras	142
Table 8.4c	Doing Business As for Honduras	143
Table 8.4d	Index of Economic Freedom for Honduras	144
Table 8.4e	Index of Globalization for Honduras	144
Table 8.5a	Gross Domestic Product (GDP) for Nicaragua	145
Table 8.5b	Global Competitiveness Index for Nicaragua	146
Table 8.5c	Doing Business Rank for Nicaragua	146
Table 8.5d	Index of Economic Freedom for Nicaragua	147
Table 8.5e	Index of Globalization for Nicaragua	147
Table 8.6a	Gross Domestic Product (GDP) for Costa Rica	148
Table 8.6b	Global Competitive Index for Costa Rica	149
Table 8.6c	Doing Business Rank for Costa Rica	150
Table 8.6d	Index of Economic Freedom for Costa Rica	150
Table 8.6e	Index of Globalization for Costa Rica	151
Table 8.7a	Gross Domestic Product (GDP) for Panama	152
Table 8.7b	Global Competitive Index Rank for Panama	153
Table 8.7c	Doing Business Rank for Panama	153
Table 8.7d	Index of Economic Freedom for Panama	154
Table 8.7e	Index of Globalization for Panama	154