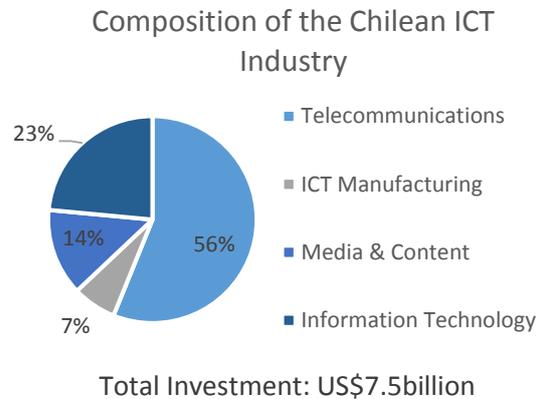




## Facts & Figures



- Approximately 220,000 people are employed by around 16,000 companies (1.6% of companies in the country).
- Chile is currently 38<sup>th</sup> of 143 countries on the Networked Readiness Index, reported by the World Economic Forum, scoring highest in the Latin American and Caribbean region.
- The ICT economic sector value represents 3% of the Chilean GDP as of January 2015.
- Chile ranks first within Latin America and the Caribbean in terms of broadband penetration according to the Inter-American Development Bank.
- Between 2013-2014, the amount of internet connections increased by 32.5% with 72.8% of these connections being made on mobile devices.
- The current average internet speed for fixed connections is 9.31 mbps and for mobile connections it is 1.04 mbps.

## Business Opportunities

Mining is the backbone of the Chilean economy and is incorporating ICT into its processes. There is a lot of scope to modernise mining processes with data analytics to aid decision making.

The Chilean government is investing US\$100million in a fibre optic project which will improve connectivity in remote areas in the country.

Another government run project is the creation of free WiFi areas throughout 12 regions in the country to improve broadband penetration which requires investment into 2016.

The Ministry of Health is looking to increase its use of ICT by creating a nationwide database and infrastructure for patient data.

Municipalities within Chile are looking to improve traffic management systems and require software for analytics of daily traffic and hardware such as radio equipment and speed cameras.

Chile's Smart City Strategy requires ICT investment in areas such as energy, security, health and transport.

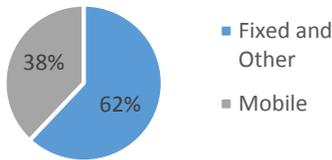
The Chilean Economic Development Agency is currently offering to work with companies that have an idea or project that involves Near Field Communications to help launch it into the Chilean market.

Ongoing investment in telephone number portability that is scheduled for implementation in September 2016.



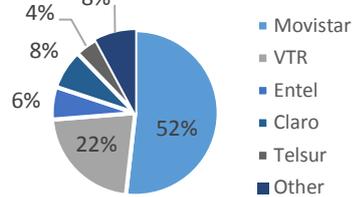
## Telecommunications Spotlight

Total Investment in  
Telecommunications 2014

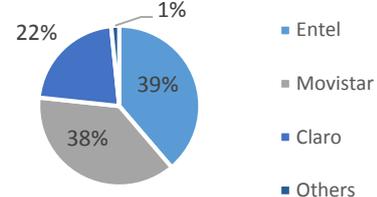


Total Investment: US\$1.7billion

Landline Market  
Participation



Mobile Phone Network Market  
Participation



Others include: Virgin, VTR  
Mobile, WOM

## Challenges

Labour costs are high compared to other countries in the region. For example, contact centres in the region are typically outsourced to Colombia and Bolivia due to cheaper labour.

Chile has a workforce deficit of 6,000 in ICT restricting the implementation of growth strategies and the capitalisation of sophisticated technologies. This could limit productivity and innovation that could arise from technological advances in the short term.

Whilst broadband penetration in Chile is the highest in the region (42.9 subscribers per 100 inhabitants), it is still below the OECD average of 72.8.

## Key Events

May 2016 – E-Commerce Day – Santiago, Chile - [www.ecommerceday.cl](http://www.ecommerceday.cl)

July 2016 – Chile Digital Latin American Congress – Santiago, Chile – [www.congreso.chile-digital.com](http://www.congreso.chile-digital.com)

August 2016 – ICT Congress – Valparaíso, Chile - [www.congresotic.cl](http://www.congresotic.cl)

## How Britcham Chile Services can help you

We offer entry, contact, professional, and growth and development services to facilitate your success in one of the leading developing economies in the world.

These include:

- Market overview & analysis
- Identification and assessment of potential business partners
- Introductions & appointments
- Commercial representation
- Marketing support
- Networking
- Back office and legal support

For more information and further discussion on how we can help, feel free to contact us on:

**Telephone:** +562 23704175 **Email:** [business@britcham.cl](mailto:business@britcham.cl)