



THE AMBASSADOR

EMBASSY OF THE
UNITED STATES OF AMERICA
Santiago Chile

January 2012

Dear Business Executive:

I am writing to invite and encourage you to become part of the high-growth energy industry in one of the world's most dynamic economic regions. The venue is Santiago's "International Fair of Technologies," IFT ENERGY 2012, to be held from May 9-11, 2012.

Chile, with its ongoing search for sustainable, reliable and affordable energy solutions, is the ideal meeting place for the exchange of energy-related ideas, strategies and technologies. This event, certified by the U.S. Department of Commerce and endorsed by Chile's Ministry of Energy among other government agencies and trade associations, will give you the opportunity to meet face-to-face with key industry officials from the most relevant Latin American economies working on a wide range of programs to expand power capacity in the region.

Because Chile has amongst the highest energy costs in the region, energy generation, transmission and distribution are top priorities of the government and the country. To keep its economy growing at the rate achieved over the past several years, Chile must double its power supply within the next ten years and is willing to invest the financial resources needed to make this happen.

Beyond Chile, IFT ENERGY 2012 aims to bring energy executives and key decision-makers from throughout the region to Santiago in May and to produce long lasting results. Latin America has proven itself to be an excellent long-term trading partner with the United States and has negotiated Free Trade Agreements with Chile, Peru, Colombia, and Panama, arrangements which provide preferential access to U.S. products and services in these vibrant developing markets.

With this backdrop, the Commercial Service at the U.S. Embassy Santiago is working in cooperation with global trade event organizer Kallman Worldwide to mount this professional trade exhibition and conference.

You can learn more about IFT ENERGY 2012 at www.ift-energy.com or by contacting Kallman Worldwide in the U.S. at (201) 251-2600.

I look forward to meeting you in Santiago in May.

Sincerely,



Alejandro Wolff