

2010年上海世博会：拉美的机遇

Expo 2010 Shanghai: Latin America's Opportunity



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五月一日，作为2010年中国上海世博会的东道主，中国喜迎八方来客。世博会起源于1851年。当时，维多利亚女王为了彰显其统治下的大英帝国的繁荣富强举办了第一届世博会，从此拉开了世博会的序幕。如今，世博会已成为各国在全球经济角逐中确立重要地位的成熟舞台。本次世博会的举办地是上海，这从侧面体现了亚洲，尤其是中国日益增强的重要性。

作为全球重要的经济力量，中国的地位不容置疑。但世博会作为一场国际盛会，那些努力与世界市场接轨的国家更能从中受益。也正是由于这个原因，许多拉美国家早早准备了这次上海世博之旅，它们不仅要吸引中国这位亚洲巨人的目光，还要向全世界宣传自己，吸引他们前来投资，发展旅游业。

两年前北京奥运会还余温未尽，中国又迎来了新一轮全球盛事。中国深知，打开国门，开放边境，邀请世界各国前来进行贸易、投资和文化交流有多么重要。正如我们在过去的十年里所看到的，拉美为中国某些无止境的需求提供了支持。显然，在今后的十年里，这条路他们还会继续走下去。

中拉贸易

拉美有能力生产并供应许多亚洲稀缺物资，中国对此表示热烈欢迎。中拉贸易可满足中国对大豆、锂和原油的巨大需求。最近，中拉双方签署了许多长期协议，为的就是满足中国的需求。例如仅在上个月，近海石油生产商中国海洋石油总公司为了今后能在阿根廷、玻利维亚和智

利等国家开发并生产石油和天然气，同意出资31亿美元与阿根廷能源公司 Bridas Energy Holdings 成立合资企业。另外，国企中石油与委内瑞拉也签署了几项新协议，预计中国每天进口的石油量将超过50万桶。协议还规定，中国将向委内瑞拉贷款十亿多美元，以支援委内瑞拉的采矿项目。

中国与厄瓜多尔也签署了文件，同意提供10亿美元以上的贷款兴建水力发电厂。与巴西国家石油公司签署的文件则约定，中国将提供贷款1000万美元用以石油勘探。在玻利维亚，中国投资者准备了近80亿美元，投资修建塔克纳和萨尔瓦多穆通之间新的公路系统和铁路连线，这些交通线路将专门用于矿产勘察。不仅如此，中国的银行（包括中国银行和中国建设银行）还大力推行国际银行业战略，积极对拉丁美洲贷款。中国对拉大大豆生产（主要产自阿根廷和巴西）的投资也颇引人注目，单去年一年就突破了100亿美元，如今仍保持着增长势头。

拉美国家乐意在抓住机会满足中国某些需求的同时，吸引中国的巨额投资，潜在推动拉丁美洲的基础设施发展。今年年底，中国和拉美地区的双边贸易额有望达到1000亿美元。这种全新的依存关系不仅表明二者之间的联系日益深厚，同时还为寻求新市场的投资者创造了令人激动且有利可图的商务机会。

拉丁美洲在上海世博会上的身影

为了加强中拉之间的业务联系，来自拉美地区的国家和投资者纷纷在上海世博会上亮相。这些拉美国家也衷心希望

能与参展的其他188个国家开展合作。目前拉美地区已有5个国家在世博园区内建成了独立展馆，分别是：墨西哥、委内瑞拉、巴西、古巴和智利。不过，相对在各展馆参展的中美洲、南美洲和加勒比地区的其他许多国家，这只是极小的一部分。这些国家将继续吸引、招徕世界巨头的海外投资和资本，从而推动本国的文化宣传、规划开发、能源买卖、能源消费等事业的发展。

墨西哥展馆将近有半个足球场那么大，平均每天接待游客1.2万人，这说明在中国对拉美的兴趣正在兴起。不仅如此，中国正试图进入墨西哥市场，以发掘利用其丰富的锂和贵金属矿产资源。另一方面，墨西哥也欢迎新的资本投资，以进一步发展其基础设施。

同样，在巴西展馆内，巨大的商业机会正在蓬勃兴起。作为中国农业原材料主要出口国，巴西将继续欢迎资金雄厚的中国投资者前来投资。就在本月，中国国有能源公司中化集团还签署了一项协议，协议允许中国继续钻探巴西海岸的近海石油。随着上海世博会的继续进行，各拉美国家将纷纷拿出看家本领，表明自己能满足中国难以满足的渴求。它们深知，必须与中国合作，否则就会在全球经济浪潮中落后。

上海世博会闭幕前将发表一份联合声明。这项声明将集中概括此次世博会全球与会者的真知灼见，并包含这项国际盛事产生的各项构想和创新。对于真正想发挥潜能的国家，该声明将进一步证明中国作为商业贸易合作伙伴的重要性。拉美国家深谙这一点——上海世博会上有三十个拉美国家参展就是最好的证明。■

On 1 May China welcomed the world as the host of the World Exposition (Expo) – officially named Expo 2010 Shanghai, China.

Initially used as a way to showcase the powerful British Empire under Queen Victoria in 1851, the Expo now serves as a coming-of-age party for nations seeking to establish themselves as power players in the global economy. This year's venue in Shanghai reflects the ever-increasing importance of Asia, and of China in particular.

A global event

China's role as a global economic power is not in doubt. Yet, the benefits of this international event may be greater for nations still pushing to be labelled relevant in the world market. For this reason, many Latin American nations have prepared themselves for the Shanghai Expo, not only to seduce the Asian giant, but also to promote their respective nations to the rest of the world in an effort to attract capital and tourism.

Just two years after the Beijing Olympics, China is again playing host to a global event. China understands the importance of keeping its borders open and inviting the rest of the world – by trade, investment, and culture – to flow in and out of its borders. As the past decade has illustrated, Latin America has provided support for some of China's insatiable needs. It appears likely that the next decade will follow this same path.

Sino-LatAm trade

China has embraced Latin America's ability to produce and supply goods that are scarce in Asia. With the ability to fulfill China's immense need for soya beans, lithium and crude oil, Sino-LatAm trade continues to increase – with many long-term deals recently signed in an effort to satiate China's demands.

For example, last month, the off-shore-oil producer China National Offshore Oil Corporation agreed to pay US\$3.1 billion to form a joint venture with the Argentine energy firm Bidas Energy Holdings. The venture was formed with a view to future exploration and production of oil and gas in Argentina, Bolivia and Chile.

As well, the state-owned petroleum group PetroChina signed several new accords with Venezuela, anticipating China's importation of over 500,000 barrels of oil per day and containing another provision offering over US\$1 billion in Chinese credit for Venezuelan mining projects.

China has also signed on the dotted line with Ecuador, agreeing to lend more than US\$1 billion to build a hydro-electric power plant, and with Brazil's national oil company, Petrobras, for US\$10 million to be used for oil exploration. In Bolivia, Chinese investors have arranged for the payment of nearly US\$8 billion to fund a new highway system and rail links connecting Tacna to El Mutun for the sole purpose of mineral exploration.

Even Chinese banks, including the Bank of China and the China Construction Bank, are looking to pursue an international banking strategy that involves lending to Latin America. China's investment in Latin America's soya bean production – primarily out of Argentina and Brazil – is also worth mentioning since it topped US\$10 billion in value last year and continues to grow.

Latin American nations welcome the opportunity to fulfil some of China's needs, and potentially to boost Latin America's infrastructure by means of China's deep pockets. With bilateral trade between the two regions predicted to reach US\$100 billion by the end of this year, this new interdependence between China and Latin America not only illustrates the growing bond between them, but also creates new, exciting and profitable business endeavours for investors seeking new markets.

Latin America at Expo 2010

Latin American nations and investors now enter the Expo seeking to strengthen Sino-LatAm business relations.

As well, these Latin American nations look to open their arms to the other 188 nations in attendance. Five Latin American nations have assembled independent pavilions within the Expo: Mexico, Venezuela, Brazil, Cuba and Chile. However, these nations represent only a small number of the Central American, South American and Caribbean nations that have marked

their spot within the various pavilions.

In promoting their cultures, planned development, trading power, and consumer power, these nations continue to search for foreign investment and capital from the world's leading players.

The Mexican pavilion, measuring half the size of a football field, has received an average of 12,000 visitors daily, demonstrating the interest Latin America is generating in China. Certainly, China seeks to tap into Mexico's abundant lithium and precious metal deposits. Mexico, on the other hand, would welcome new capital investment to further develop its infrastructure.

Similarly, big business is flourishing within the Brazil pavilion. Brazil, now a major exporter of agricultural and raw materials to China, continues to welcome China's deep-pocketed investors. Just this month, Chinese state-owned energy company Sinochem signed another deal allowing continued off-shore oil drilling off the coast of Brazil.

Declaration expected

As the Expo moves forward, each Latin American nation will display its potential to help fulfil China's seemingly unquenchable desires. They do so with the understanding that their respective nation must engage with China, or risk being left behind in the global economy.

Before the conclusion of the Expo in Shanghai, a joint declaration will be issued. This declaration will epitomize the insights offered by global participants in the Expo, and embody the ideas and innovation gained from this international event. This declaration will also serve as further evidence of the importance of China as a trade and business partner for any nation seeking to reach its full potential. Latin American nations understand this – as demonstrated by the thirty Latin American nations present at the Exposition. ■

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