

# CHILE CALIFORNIA COUNCIL



2012  
2013  
ANNUAL  
REPORT

## To the Board of Councillors

This report will inform you of our Council's many activities in the past year.

While it has been a busy year with many firsts, numerous activities, and new connections, the year's most important themes have been consolidation and definition. We seamlessly made the transition from Cristobal Barros to Juan Ibanez as our Council's Executive Director. Our committees redoubled their efforts, broadening the scope of their outreach with much success.

As an innovation in the field of international relations, our Council has gained recognition in official circles by complementing traditional diplomacy.

The power and effectiveness of the Council lays heavily on the participation and activity of our Councillors. In the past year, we have seen remarkable achievements due to the hard work and support of some, for which we are grateful and proud. We hope that, in time, more activity will flow from the Committees, which serve as a the Council's crucial arm of action.

Cast in the long term, we have an ambitious mission statement. However, we have begun the journey with satisfactory progress, and, in striving to maintain those elements that have made us successful, we can maintain our impetus.

**Agustin Huneeus**  
Chairman

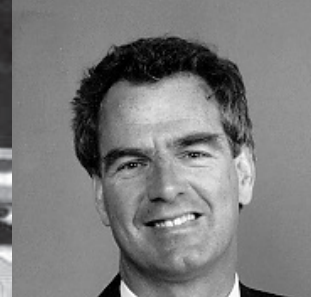
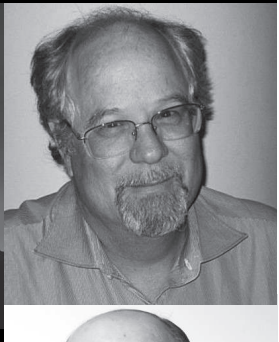
## Letter from Ambassador Rodriguez, Director of Energy Science, Technology and Innovation

It has been fifty years since the inception of the joint-development plan between Chile and California. Today, continuing in the tradition of this original plan, we celebrate the newest expression of the collaboration between Chile and California, a memorandum signed in 2008, and the four years of collaboration that have followed it. The fruits of this second phase began to mature in the fields of education, scientific collaboration and entrepreneurship. This present report drafted by the Chile-California Council is a brief summary of the many activities realized in the past year.

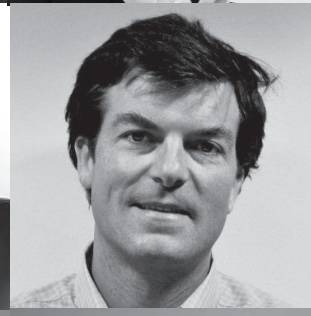
The successful experience of the Chile-California agreement has become a source of inspiration for the creation of new collaborative models between other regions of the planet. With the Chile-Massachusetts Plan and the forthcoming British Columbia development strategy, one can see a shift in development models towards collaboration defined increasingly by similarities in geographical location, a shift the Chile-California plan pioneered.

Chile has found a powerful tool in the Chile-California plan to attain its goal of becoming a developed country by the end of this decade. We believe that Chile's active participation in the global networks of I+I+D will ensure the development of the country. This vision is the direction the government of Chile is promoting for this plan via the Chile-California Council.

**Ambassador Gabriel Rodriguez García - Huidobro**  
**Director of Energy Science, Technology and Innovation.**  
**Responsible of the Chile-California Plan**  
**Ministry of Foreign Affairs.**



# OUR COUNCILLORS



<b>Agustin Huneeus</b>	Entrepreneur, Chile California Council President
<b>Isabel Allende</b>	Writer
<b>Rodrigo Ballivián</b>	AMCHAM Executive Director
<b>Felipe Bulnes</b>	Chilean Ambassador to the U.S.
<b>Francisco Correa</b>	Trade Commissioner of Chile to L.A.
<b>Victor Cubillos</b>	Rector of Austral University, CRUCH Representative
<b>Sebastian Edwards</b>	Economist, UCLA Professor
<b>Oz Erickson</b>	President of Emerald Fund
<b>Fernando Flores</b>	President of CNIC
<b>Daniel Green</b>	Lawyer, CCC's Secretary
<b>Charles Holloway</b>	Stanford University Professor
<b>Tu Jarvis</b>	UC Davis Professor
<b>Helen Lopez</b>	California Government Representative
<b>Gonzalo Mendoza</b>	North American Director, MINREL
<b>Claudia Mitchell-Kernan</b>	Professor and Dean of the Graduate Division, UCLA
<b>José Luis Nazar</b>	Entrepreneur
<b>Rolando Ortega</b>	Consul General of Chile in San Francisco
<b>Gabriel Rodriguez</b>	Energy, Science and Technology, and Innovation Director, MINREL
<b>Alberto Ruiz</b>	General Consul of Chile in Los Angeles
<b>Carolyn Schuetz</b>	Rotary International and COANIQUEM
<b>Harley Shaiken</b>	CLAS Director at UC Berkeley
<b>Nicolás Shea</b>	Entrepreneur, Founder of Start-Up Chile
<b>Susanne Stirling</b>	VP of International Affairs, CalChamber
<b>Carlos Valderrama</b>	Senior VP for Global Initiatives, LA Area Chamber of Commerce
<b>Isabel Valdes</b>	Marketing Expert, CCC's Marine Program Director
<b>Pablo Valenzuela</b>	Scientist, National Science Award
<b>Alejandro Wolff</b>	U.S. Ambassador in Chile
<b>Juan Ibanez</b>	CCC Executive Secretary

# 2012 ACTIVITIES

## FIRST SEMESTER

### 1 | Marine workshop in Las Cruces, Valparaíso, January

In January 2012, a group of marine biologists led by Dr. Juan Carlos Castilla gathered at the PUC's Coastal Marine Research Station (IMTS) located in Las Cruces to participate in a workshop of reflection on "Education for Marine Conservation". As a result of this meeting, a national program of marine education in Chile was initiated by the CCC. This project, based on scientific investigation, will use the collaboration of both the public and the private sector, and the expertise of California in the field to create a project of global impact.

### 2 | Teresa Marshall visits California, California

The Council of Rectors of Chilean Universities' (CRUCH) Executive Director, M. Teresa Marshall, held a series of meetings with several universities in CA. Organized by the CCC, Marshall's visit sought to promote collaboration between universities from both territories.

### 3 | Sabbatical Program for University Teachers, UC Davis

In 2012, the CCC implemented a pilot program for a sabbatical exchange of university professors between Chile and California. Pr. Juan Pablo Montero, a Chilean economist, who was the first participant of this initiative, took his sabbatical at UC Davis.

# 2012 ACTIVITIES

## FIRST SEMESTER

### 4 | CCC Annual Board Meeting, San Francisco, April

CCC held its second Annual Board Meeting, in April 2012. Attended by 25 members of the Board, the meeting set the roadmap for the year 2012 and created five specialized committees in the areas of education, innovation & entrepreneurship, science and technology, art & culture, and business.

### 5 | Panel for Latino entrepreneurs, Stanford

The CCC and Stanford University's Rock Center organized an event, at Stanford University School of Law, for Latin American entrepreneurs to provide information about the legal barriers one may face upon entering the US market. Matías Zegers, Chilean lawyer and professor at PUC's Faculty of Law, and Daniel Green, lawyer and shareholder at Greenberg Traurig also participated to this event.

### 6 | UC Davis Provost visits to Chile

The UC Davis Provost Hexter visited Chile to strengthen the partnership between UC Davis and Chilean universities.

### 7 | UC Berkeley Webcast, Berkeley

The Director of UC Berkeley graduate students, Sam Castañeda, produced a video with the aide of other Chilean graduates to provide guidance to Chilean universities with respect to research at a graduate level.

# 2012 ACTIVITIES

## SECOND SEMESTER

### 1 | Mapuche entrepreneurs, Stanford GSB, 17 September

Chile-California Council organized a working session between Mapuche entrepreneurs and Stanford University MBA Students at the Graduate School of Business (GSB), Stanford University. The Chilean Ministry of Economy and CONADI sponsored the Mapuche entrepreneurs' visit to California.

### 2 | Workshop between Becas Chile and Becarios en CA

CCC organized two workshops—one at Stanford University and the other at UC Berkeley—between Becas Chile and Chilean students studying in California through the financial assistance of Becas Chile. The workshops were led by the Executive Secretary of Becas Chile, Isabel Munita Jordan. This gathering generated ideas that would improve the contribution these students could make to Chile from their respective disciplines and also it allowed Becas Chile to become informed of the aspiration of the becarios in California.

### 3 | Chile-California Conference, UC Davis, 13 October

Hosted by UC Davis, the Chile-California Conference (C3) gathered 150 participants together with keynote speakers to participate in meaningful discussions about the current issues that affect both Chile and California. C3 focused mainly on sustainable development, education, innovation, and entrepreneurship. The Chile-California Council, the Chilean Consulate in SF, the Chilean Associations at UC Davis, UC Berkeley, and Stanford, and Chile Global organized this conference.



# 2012 ACTIVITIES

## SECOND SEMESTER

### 4 | “Dreaming Chile From California” 2012, UC Davis, 13 October

CCC organized a proposal-based competition where 64 participants presented a range of innovative ideas. The diversity and quality of ideas assured that students, academics, professionals, and entrepreneurs from Chile and elsewhere were successfully engaged in the larger goal of the contest.

### 5 | Ambassador Felipe Bulnes visits UCLA, Los Angeles, 2 November

The Ambassador and CCC Councilor, Felipe Bulnes, visited UCLA to review Chile’s development strategy. The discussion focused on the relevance of the Chile-California Plan to Chile’s development plans, the importance of building a network of exchange in academia and technology, and the role of programs such as START-UP Chile and CONTACT.

### 6 | Ambassador Wolff visits UC Davis School of Law, UC Davis, 15 November

The U.S. Ambassador to Chile and CCC Councilor, Mr. Alejandro Wolff, spoke about the goals that Chile and the United States share on a variety of issues of global significance, ranging from nuclear nonproliferation to climate change. The event was organized within the framework of the UC Davis-Chile Partnership Program.

# 2012 ACTIVITIES

## SECOND SEMESTER

### 7 | L.A. Mayor Villaraigosa visits Chile, 25-27 November

Los Angeles Mayor, Antonio Villaraigosa, led a delegation of local and national business leaders on a three days trade mission to Chile. Executives from the Port of Los Angeles, LAX, and the Los Angeles Tourism and Convention Board were also part of this delegation. The objective of this visit was to reinforce the existing partnership between Chile and California. Mayor Villaraigosa expressed great satisfaction with the new agreements reached and the general results of this visit, a visit that the Chile-California Council actively contributed to.

### 8 | Lunch in Veramonte with L.A. Mayor, Chile, 25 November

The Chile-California Council welcomed Mayor Villaraigosa with a wonderful meal at Viña Veramonte, during his visit in Chile. Along with being an instance to talk about Chile-California partnership opportunities, this lunch was a great opportunity to create a solid friendship.

### 9 | IPMEN 2012, Chile, 26 November

Marine educators from around the Pacific met in Santiago, Chile as part of the International Pacific Marine Educators Network (IPMEN) conference to share knowledge about how ocean related environmental issues could be solved through education. CCC actively supported this initiative, which it believes will further education in Chile.

# 2012 ACTIVITIES

## SECOND SEMESTER

### 10 | The Council signs an agreement to allow the exchange of students, Chile

The new phase of Prácticas para Chile in California began on Thursday 22 November with the signing of an agreement between the General Director of Prácticas para Chile, Jorge Sahd, and the Executive Director of Chile-California Council (CCC), Juan Eduardo Ibañez. This agreement will promote the exchange of talents between Chilean and Californian universities.

### 11 | Booklet “Dreaming Chile from California”

CCC designed a booklet that gathers the ideas that were presented at the Chile-California Conference on 13 October, 2012. While some of the ideas presented in the booklet are new and original projects that are open to further support, others have been inspired by successful implementations in California and serve as inspiration to new generations of entrepreneurs and change-makers.

# 2012 GALLERY

Mapuche Entrepreneurs at Stanford



Chile California Conference 2012



Ambassador Felipe Bulnes visits UCLA

Ambassador Wolff visits UC Davis School of Law





# 2012 GALLERY

L.A. Mayor Villaraigosa visits Chile



IPMEN 2012, Chile



Launching Practicas para Chile in California



# 2013 ACTIVITIES

## FIRST SEMESTER

### 1 | The CCC launches the Chilean year of innovation in Silicon Valley, 15 January

To begin the year, the Chile-California Council organized “Innovation in Silicon Valley Chile”, an event that gathered together over sixty people from diverse backgrounds ranging from entrepreneurial to academic.

The event aimed to create a space where participants could network with others to discuss the creation and development of innovative projects in 2013. The event was sponsored by GreenbergTaurig Capital LLP and Austral.

### 2 | The CCC receives its first interns under the program *Prácticas Para Chile*, January

At the beginning of January, the Chile-California Council received its first intern in cooperation with the internship program “Practice for Chile”: Cristián Farfán. The Council launched the program in California, aiming to invite and encourage students from California’s leading universities to partake in a summer internship with the Chilean government.

### 3 | Chile’s Under Secretary of Economy visits the San Francisco Bay Area, 29-31 January

Chile’s Under Secretary of Economy, Tomás Flores, and a group of Universidad del Desarrollo MBA students visited Stanford University, UC Berkeley and UCSF to observe pedagogical methods related to the innovative approach to biotechnology in some of California’s leading universities.

# 2013 ACTIVITIES

## FIRST SEMESTER

### 4 | Screening of Larraín's 'NO' in San Francisco, March 1st

The Chilean-Californian community turned out to fill the theatre for Pablo Larraín's "No" on its opening day in San Francisco. After the screening, people took up conversation in the corridors, sharing their impressions and critiques of the film. Supported by the CCC, this friendly event was initiated and coordinated by the Consul General of Chile in San Francisco, Rolando Ortega, who also introduced the film.

### 5 | CH-CA Innovation & Technology gathering, Palo Alto, 15 March

At a meeting in Silicon Valley, young Chilean entrepreneurs presented innovative projects in the fields of renewable energy, sustainable agriculture and biotechnology, projects that involve a reciprocal transfer of technology and knowledge between Chile and California.  
Speakers: Valhalla Energy Team, Levita Magnetics, MINA-GRI (Jorge Andrés Morandé)  
Councilors present: Isabel Valdés and Daniel Green.

### 6 | Video recording of Jane Lubchenco, Stanford, 21 March

Jane Lubchenco, a marine ecologist and environmental scientist nominated by President Obama in December 2008 as part of his "Science Dream Team," recorded a powerful message to support the CCC's National Marine Education initiative in Chile. This video recording will be made public at our first Marine Education and Conservation conference in Chile which will take place on April 8th in Santiago, Chile.

# 2013 ACTIVITIES

## FIRST SEMESTER

### 7 | Video production of Chilean interns at Google, Mountain View, 22 March

The CCC produced a short documentary on three Chilean students currently interning at Google's Mountain View location. By promoting the success stories of these three Chileans, the video aims to inspire Chilean students as they consider their career paths. This video was made possible thanks to the collaboration between Chile's Ministry of Economy, Google, and Barefoot Production.

### 8 | E-Ship, the Floating University, Chilean Patagonia, 25 March

E-Ship, a cruise ship devoted not to relaxation and buffets but to the challenges of our era and innovative solutions, plotted a five day course through the Chilean Patagonia. Among the participants onboard were 80 Chilean and international students along with academics from the Universidad Católica de Chile, Universidad del Desarrollo and Stanford University. Ways to leverage and deepen the relationship between Chile and California was a central topic of discussion, a topic proposed by the CCC.

### 9 | The launching of CCC's first book "Dreaming Chile from California", Santiago, 4 April

CCC launched the booklet of "Dreaming Chile From California" in Santiago, Chile on the 4th of April. This booklet is a compilation of innovative and successful projects from California that our participants want to see implemented in Chile. This booklet was co-funded by Becas Chile and Chile's Ministry of Foreign Affairs.



# 2013 ACTIVITIES

## FIRST SEMESTER

### 10 | The CCC's Third Annual Board Meeting, San Francisco, 19 April

CCC's Third Annual Board Meeting will be held at the San Francisco Fairmont Hotel on 19 April. The main topics of discussion will include: CCC in an international context; the Council's mission and strategy for 2013; the role of the committees; governance issues. Governor Lieutenant Newsome will attend the meeting as its keynote speaker.

### 11 | The Chile-California Energy's Business Committee on a trade mission

CCC will help organize a trade mission in California for the energy organization, CH-CA Energy.

### 12 | A potential new agreement between Chile's Ministry of Economy and Stanford

The visit of Chile's Under Secretary of Economy in California opened the possibility to create an agreement between Chile's Ministry of Economy and Stanford University, building on the precedent established with UC Berkeley.

### 13 | A new Business Committee in Los Angeles

CCC is planning to create a Business Committee in Los Angeles to strengthen its partnership with L.A., a partnership that was initiated by the L.A. Mayor's visit to Chile.

# 2013 GALLERY

Chilean Year of Innovation launched in SV



CH-CA Innovation & Technology Gathering

Screening of Larrain's "NO"



# 2013 GALLERY

Video of Chilean interns at Google



Video recording of Jane Lubchenco



Book launch of "Dreaming Chile From California"





# NATIONAL MARINE EDUCATION PROJECT IN CHILE

## 1 | Grant approval for Marine Education project

The David and Lucile Packard Foundation has approved a grant to Chile-California Council to facilitate the development of a National Marine Education Program in Chile. This is the first Grant that CCC has received in the US! Thank you, Councilwoman Valdes, for supporting CCC in this great achievement.

## 2 | The CCC's Marine Education Conference, Chile, Santiago, 8 April

CCC is organizing the first Marine Education and Conservation workshop in Chile to take place in Santiago on the 8th and 9th of April. Mrs. Julie Packard and Juan Carlos Castilla will participate in this conference as keynote speakers.



# NATIONAL MARINE EDUCATION PROJECT IN CHILE



# 2013 FUTURE ACTIVITIES

## SECOND SEMESTER

### 1 | The CCC will support CORFO in the promotion of Centers of Excellence

CCC and CORFO will work together for the promotion of Centers of Excellence in California.

### 2 | Workshop between PUC, Oracle and Google

A workshop supported by the CCC and AMCHAM will bring together PUC professor, Constanza Miranda, Californian companies (e.g. Oracle and Google), and a group of engineer students from the PUC.

### 3 | Dreaming Chile from California” Ideas Contest 2013, August

The second annual “Dreaming Chile From California” will center on the theme of innovation.

### 4 | Chagual Park Symposium, Santiago

The CCC is supporting the realization of a symposium led by the Botanical Garden Chagual (JBCH) in Chile. The event will focus mainly on issues related to urban parks in Chile, a national topic that presents great potential in improving social, environmental and economic development in the country.

# 2013

## FUTURE ACTIVITIES

### SECOND SEMESTER

#### 5 | Launching of the “Edible Schoolyard” Project

The “Edible Schoolyard” project consists in the creation of edible gardens in Chilean schools. “Edible Schoolyard” is part of the many successful initiatives seen in California that inspired Chilean entrepreneurs. The objectives of this project are, among others, to raise awareness and familiarize students with sustainable practices from an early age, and to improve nutrition in schools.

#### 6 | Chile-California Conference 2013, Stanford, October

The second edition of the Chile-California Conference will be centered on the theme of innovation. This event will be held at Stanford University and expects more than 200 student and entrepreneur participants. This event will be organized by the CCC, the General Consulate of Chile in SF, and the student associations at UC Berkeley, UC Davis and Stanford University.

#### 7 | Historical research of Chilean migrants in California

The historical investigation of Chilean migrants in California is supported by Chile’s National Historical Museum, the History Faculty of the PUC, the archives of the MINREL and the General Consulate of Chile in San Francisco.

#### 8 | Research project on bullying issues in Chilean schools

The CCC is supporting a research project on bullying in Chilean schools to be conducted in collaboration between the USC and the PUC in Valparaíso.



# COMMUNICATION

## 1 | Launching of Facebook page

CCC launched a Facebook page as a way to empower the council in communicating its mission. Embracing the social media wave also allowed CCC to stay up-to-date to what is happening within the community and with other nonprofits. This free tool of communication allowed CCC to expand its reach beyond the local borders, demonstrate that it creates results, learn from other nonprofits, and stay competitive within the industry.

### STATISTICS:

(Oct. 12-April 13)

→ Likes: 347

→ Total Reach 23,097

The total reach represent the number of people who have seen the CCC's posts



## 2 | Website

The Council's website is now active. Visit:  
[www.chile-california.org](http://www.chile-california.org)





# COMMUNICATION

## 3 | Newsletter

**The Pacific Tribune**  
Newsletter February-March 2013

**HIGHLIGHTS**

- 1st US Grant Approval
- 1st Executive Committee Meeting
- 2nd US Grant Approval
- Successful Chilean Conference

**First Executive Committee Meeting**

The Chile-California Council (CCC) held its first meeting on October 17th in San Francisco, California. The meeting was held at the San Francisco Marriott Hotel. The meeting was attended by representatives from the CCC, the Chilean Consulate in San Francisco, the California State Office of Economic Development, and the California State Office of International Trade. The meeting was a success and set the stage for the future work of the CCC.

**The Chile-California Conference**

The Chile-California Conference (CCC) was held in San Francisco, California, on October 17th. The conference was attended by representatives from the CCC, the Chilean Consulate in San Francisco, the California State Office of Economic Development, and the California State Office of International Trade. The conference was a success and set the stage for the future work of the CCC.

**Successful Chilean Conference**

The Chile-California Council (CCC) held its first meeting on October 17th in San Francisco, California. The meeting was held at the San Francisco Marriott Hotel. The meeting was attended by representatives from the CCC, the Chilean Consulate in San Francisco, the California State Office of Economic Development, and the California State Office of International Trade. The meeting was a success and set the stage for the future work of the CCC.

**Future Events - Save the Date!**

- Mayor of L.A., Antonio Villaraigosa visit to Chile  
When: November 25, 2012  
Where: Villa Veramonte, Conchalina, Chile
- Next General Meeting of the CCC  
When: April 19, 2013  
Where: San Francisco, CA

## The Pacific Tribune

Newsletter February-March 2013

Chile-California Council



CH-CA Innovation & Technology Gathering

At a meeting in Silicon Valley, young Chilean entrepreneurs presented innovative projects in the fields of renewable energy, sustainable agriculture and biotechnology, projects that involve a reciprocal transfer of technology and knowledge between Chile and California.



The Valhalla Energy team—Francisco Torrealba, Juan Andres Camus, and Drew Dewalt—presented a project in the field of renewable energies



Alberto Rodriguez Navarro (CEO and Founder of Levita Magnetics) shared the progress and developments Levita Magnetics has made since it

## The PacificTribune

Newsletter Nov-Dec 2012



L.A. Mayor Villaraigosa visits Chile  
Chile, November 25-27, 2012

Los Angeles Mayor, Antonio Villaraigosa, led a delegation of local and national business leaders on a three days trade mission to Chile. Executives from the Port of Los Angeles, LAX, and the Los Angeles Tourism and Convention Board were also part of this delegation. The objective of this visit was to reinforce the existing partnership between Chile and California. Mayor Villaraigosa expressed great satisfaction with the new agreements reached and the general results of this visit, a visit that the Chile-California Council actively contributed to. (Read more at [Qué pasa](#))



Viña Veramonte: Friendship, the Foundation to Trade

The Chile-California Council welcomed Mayor Villaraigosa with a wonderful meal at Viña Veramonte during his visit in Chile. Along with being an instance to talk about Chile-California partnership opportunities, this lunch was a great opportunity to create a solid friendship. (Read more at [Capital](#))



New business opportunities for ASOEX in L.A.

In a meeting with representatives of ProChile, the Association of Chilean Fruit Exporters (ASOEX), and the Chile-California Council, L.A. Mayor Antonio Villaraigosa spoke about the business opportunities the L.A. Port and LAX can provide Chilean exporters. (Read more at [Estrategia](#))



New agreement between Los Angeles and Start-up Chile

In the field of innovation and entrepreneurship, L.A. Mayor Villaraigosa met with program officials from Start-Up Chile with



Searching for opportunities at Valparaíso Port

Under the 2004 sister port agreement, L.A. Mayor Villaraigosa visited the Port of

**VIDA • CIENCIA • TECNOLOGÍA**

**Premian bienas "importadas" que darían bienestar a los chilenos**

Investigadores en todo el mundo están buscando maneras de mejorar la vida de los chilenos. Un grupo de investigadores chilenos y estadounidenses han desarrollado una serie de productos que podrían mejorar la vida de los chilenos. Estos productos son importados de Estados Unidos y se están comercializando en Chile. Los productos incluyen una serie de alimentos saludables, una serie de productos de cuidado personal, y una serie de productos de cuidado del hogar. Los investigadores esperan que estos productos ayuden a mejorar la vida de los chilenos.

**John Rockwell** (Associate, Greenberg Traurig), **Isabel Valdés** (Councilwoman, CCC), **Fernando Zavala**, Stanford MBA Student, partook in the conversation.

**Jorge Andrés Morandé** (Agricultural Counsellor in California, Government of Chile) shared the latest developments in the Chile-UC Davis partnership.

**Lights, Camera, Action!**

The CCC produced a short documentary on three Chilean students currently interning at Google's Mountain View location. By promoting the success stories of these three Chileans, the video aims to inspire Chilean students as they consider their career paths. This video was made possible thanks to the collaboration between Chile

# PRESS RELEASE: CCC IN THE NEWS!

## Visit of L.A. Mayor in Chile

30/11/2012

PLAN CHILE-CALIFORNIA

### Visita de alcalde de L.A. abre nuevas opciones de negocios para exportadores

La posibilidad de potenciar el puerto y aeropuerto de Los Angeles, California, como puerta de entrada para la fruta chilena a EE.UU., y como punto para los servicios de carga en tránsito para las exportaciones chilenas a Asia, fue explorado en el marco de la visita que realizó al país el alcalde de L.A., Antonio Villaraigosa, encabezando una misión empresarial de esa ciudad.

Esta se enmarca dentro de la estrecha relación que ha establecido nuestro país con el Estado de California, a través del "Plan Chile- California". En reunión con representantes de Asoex y ProChile expuso acerca de las posibilidades de negocios entre el Puerto y Aeropuerto de la ciudad de Los Angeles y las posibilidades de negocios que abren a los exportadores chilenos. En el ámbito de la innovación y emprendimiento, el alcalde Villaraigosa se reunió con los encargados del programa Start-Up Chile y suscribió un acuerdo entre la ciudad de L.A. y Start-Up Chile, con la finalidad de promover la colaboración e intercambio de emprendedores.



## ECONOMÍA Y NEGOCIOS

Martes 27 de Noviembre de 2012

### Start-Up Chile y alcalde de Los Angeles firman acuerdo

El programa Start-Up Chile de Corfo y el alcalde de la ciudad de Los Angeles, Antonio Villaraigosa -de visita en Chile gracias a la coordinación del Consejo Chile California-, firmaron un acuerdo de colaboración en la Embajada de EE.UU. para facilitar el acceso de los emprendedores locales a la ciudad californiana. Previamente, el Mayor se reunió con un grupo de jóvenes que participan de la mencionada iniciativa donde manifestó sus ganas mejorar el sistema de inmigración para beneficiar a Los Angeles como polo de innovación.



#### EDIL DE LOS ANGELES PREPARA VISITA A CHILE

Se trata de uno de los latinos más prominentes de la política estadounidense: el alcalde de Los Angeles Antonio Villaraigosa llegará este domingo a Santiago, como parte del Plan Chile-California, que busca la cooperación entre los Estados Unidos y Chile. Villaraigosa, quien recientemente presidió la Convención Democrática en la que Obama fue nominado candidato, viajará en compañía a Viña del Mar, donde se reunirá con su familia y con autoridades del puerto y con miembros de la familia Vos Appen, ligados al rubro textil. El interés en esta área se debe al plan del alcalde de potenciar a su ciudad como puerto de conexión con Asia.

Luego de esta visita, la delegación irá a la Villa Veramonte, cuyo dueño, Agustín Henríquez, tiene viñas también en California. En los días siguientes tendrán reuniones con los exportadores: la Cámara Chileno Norteamericana y están en acciones para atraer encuentros con el presidente Piñera, Harald Meyer -quien está en Los Angeles- y Alfredo Moreno. El martes Villaraigosa partirá hacia Brasil, donde continuará su gira.



# PRESS RELEASE: CCC IN THE NEWS!

## Ideas Contest



## Premian ideas "importadas" que darían bienestar a los chilenos

Inspirados en lo que ven cotidianamente, más de 60 chilenos que estudian y trabajan en California participaron en un concurso de ideas que se podrán implementar en el país.

Por: [Name]

En: [Location]

¿Qué pasaría si Chile fuera un país más seguro, más saludable, más diverso y más sostenible? ¿Qué pasaría si Chile fuera un país más innovador y más emprendedor? Estas son algunas de las preguntas que se hicieron más de 60 chilenos que estudian y trabajan en California, quienes participaron en un concurso de ideas que se podrán implementar en el país.

El concurso, organizado por el Consejo Chile-California, recibió más de 60 propuestas de ideas que se podrán implementar en Chile. Las ideas fueron presentadas en categorías como salud, medio ambiente, diversidad y agricultura sustentable. Los ganadores recibirán premios y sus ideas serán consideradas para su implementación en Chile.

El concurso fue organizado por el Consejo Chile-California, una organización sin fines de lucro que promueve la cooperación entre Chile y California. El concurso fue el primer de una serie de actividades que se realizarán en el marco de la celebración del 50º aniversario del Consejo Chile-California.

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## Mapuche Entrepreneurs

### Emprendedores mapuches presentan ideas ante alumnos chilenos en Stanford

Tras dos semanas trabajando en Silicon Valley, la misión de emprendedores de origen mapuche "Yifca" (que significa rayo en mapudungun) visitó la Escuela de Negocios de la Universidad de Stanford con el ánimo de presentar sus proyectos ante los alumnos chilenos que allí estudian y conocer uno de los centros más prestigiosos del mundo.

La iniciativa, impulsada por el Consejo Chile-California y la Cámara Hispanoamericana de Comercio de San José, se enmarca dentro de la estancia de tres meses —financiada en un 80% por Conadi— que la delegación de la Araucanía pasará en el famoso valle, que aglutina sedes de exitosas empresas como Facebook, Apple, eBay y Hewlett-Packard. Entre los alumnos chilenos de Stanford que recibieron a sus compatriotas, destacó la presencia del hijo del Presidente de la República, Sebastián Piñera Morel, quien se encuentra estudiando un MBA en la institución al igual que Hugo Mora, Juan Andrés Camus y Alvaro Alliende.

Eduardo Abeliuk, doctorado en el centro, también estuvo presente, ya que



ENCUENTRO.— La delegación de emprendedores mapuche "Yifca" y un grupo de chilenos que estudian en la Universidad de Stanford intercambiaron sus visiones sobre varios proyectos.

está desarrollando su portal web Classroom-iv. "Los emprendedores de la Araucanía han demostrado gran iniciativa y perseverancia para sacar adelante

sus ideas en un ambiente competitivo, por lo que el apoyo de los estudiantes que viven acá es muy valioso", comentó Juan E. Ibáñez, director ejecutivo del

Consejo Chile-California.

Además, agregó que "los estudiantes del MBA han interactuado y conocido aspectos muy positivos de la cultura

mapuche a través de estos jóvenes emprendedores".

Las ideas presentadas por la misión "Yifca" fueron cuatro: "Ayekan", una empresa creada por el diseñador gráfico Ariel Trapi de juegos de cartas con pertenencia cultural; "Napul", de los ingenieros civiles industriales Marcelo Catrileo y Ariel Saavedra y que consiste en una plataforma web que provee toda la oferta mundial del turismo étnico; "Rein System", una plataforma de monitoreo de sensores que analiza datos y otorga reportes técnicos de interés para los agricultores pensada por los estudiantes de ingeniería civil Cristián Torres y Francisco Salinas, y, finalmente, "Launch Card", una aplicación móvil que permite a personas desconocidas vincularse en entornos físicos mediante su smartphone, de los ingenieros Emerson Marín y Sergio Povea.

La reunión sirvió de entrenamiento a los jóvenes, ya que a mediados del mes de octubre presentarán sus iniciativas ante un grupo de inversionistas provenientes de Silicon Valley en las oficinas del despacho jurídico internacional Greenberg Traurig.

# PRESS RELEASE: CCC IN THE NEWS!

Mrs. Julie Packard in Chile

Ojos de la Llave | por:

jueves 28 de marzo de 2013

## Heredera de Hewlett-Packard visita Chile



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Es la hija de David Packard, difunto fundador de HP y uno de los emprendedores que promovieron Silicon Valley. Pero, más allá de eso, Julie Packard ha sabido brillar por su cuenta. En 1978, junto a su hermana Nancy convenció a sus padres de hacer una donación de 55 millones de dólares para crear el que sería uno de los acuarios más importantes del mundo: el Monterey Bay Aquarium. El trabajo en esta institución le ha valido numerosos honores, como la medalla Audubon, por sus esfuerzos en el campo medioambiental. Desde su fundación, Julie Packard ha liderado este centro y se ha transformado en una de las principales activistas pro conservación marina del mundo. Es esta última razón la que la traerá a Chile en dos semanas más.

Packard tendrá una agenda que incluirá un seminario sobre conservación marina el 8 de abril, ha realizarse en el GAM y en el que participará también el Premio Nacional de Ciencias y profesor de la UC Juan Carlos Castilla. En esa ocasión se lanzará un consorcio público-privado, que lidera Castilla, para fomentar la conservación de los recursos marinos y que tiene como uno de sus grandes objetivos la construcción del primer acuario marino en Chile. El proyecto cuenta con el apoyo del Chile California Council, entidad que busca la cooperación entre ese estado y nuestro país.

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## Proyecto se inspira en el existente en la Bahía de Monterrey, en California: Con acuario de clase mundial buscan despertar el interés de los chilenos por su mar

Científicos, autoridades y privados impulsan la creación de uno que dé a conocer la rica flora y fauna de nuestro océano.

PALLA LEIGHTON

Un bosque de huiras con marisacas que alcanzan los ocho metros de altura se mecen en un enorme acuario de tres pisos en la Bahía de Monterrey, California.

Como enormes edificios submarinos, en los pisos más bajos circulan cangrejos, erizos y pulpos. Metros más arriba, varias especies de peces de roca, cardinales de sardinas e incluso, algún tiburón leopardo sorprenden a los visitantes.

La muestra es un ejemplo de lo que Chile aspira a tener. "Un acuario como el de Monterrey, que maravilla, que le sube el ánimo y donde al mismo tiempo aprendas", describe Juan Carlos Castilla, biólogo marino, investigador de la U. Católica y Premio Nacional de Ciencias Aplicadas 2010.

Fundado en 1994 en una ex-fábrica de latas de sardinas, el Acua-

rio de la Bahía de Monterrey recibe al año casi dos millones de visitantes que, a través de estanques, galerías y actividades educativas, se sumergen en la vida marina de las aguas californianas.

Construir algo similar en nuestro país es uno de los eslabones de un plan que apunta a "que Chile deje de ser un país ciego al mar", dice Castilla (ver recuadro). "Casi el 80% de nuestro territorio es mar. En términos de superficie, Chile es más mar que tierra. No es posible que no tengamos un acuario profesional para mostrar qué hay en nuestras aguas. Esto es una deuda para con los niños y la sociedad chilena".

Encargada de Proyectos de Conservación y Educa-

ción Marina del Consejo Chileno-California, desde San Francisco, Isabel Valdés, ex presidenta ejecutiva de la compañía de marketing internacional HMC, mueve aguas para tener el acuario en Chile. Una idea que la ronda desde hace 25 años, cuando hizo una asesoría al Acuario de Monterrey y su directora ejecutiva, Julie Packard, le preguntó al Chile tenía una. Su respuesta fue un trisete: "No. No hay nada parecido".

### Corales y krill

El próximo lunes, Packard —cuya familia es cofundadora de Hewlett-Packard y aportó los fondos para crear el acuario de Monterrey— relatará su experiencia en el seminario "Chile es mar", organizado por el Consorcio de Universidades y Centros Científicos de Educación para la Conservación Marina con el apoyo de la Cancillería, la Fundación Imagen de Chile y el Consejo Chile-California.

Este será el punto de partida para comenzar a levantar fondos. "Este es un esfuerzo que debe comprometer no solo al Gobierno, sino a filántropos chilenos, al sector privado, instituciones académicas y fundaciones



Chile y California no solo comparten climas similares, sino también especies marinas, como los huiras. Estos crecen 10 cm diarios, por eso buzos del Acuario de Monterrey deben desenredarlos y podarlos una vez por semana.

culturales", enumera Valdés.

Castilla imagina un acuario donde niños y adultos puedan ver las langostas y corales de las islas oceánicas chilenas, la flora y fauna de los fiordos y canales de Chiloé al sur; la riqueza de anchovetas, sardinas y jurel que genera la Corriente de Humboldt entre Puerto Montt y Arica y las particulares criaturas marinas de las aguas australes.

"Tener un acuario será como ponerle anteojos a la sociedad para ver el mar", dice entusiasta.

### Un impulso a la educación marina

"Más importante que un acuario es la educación marina, el crear una cultura marítima que no tenemos en Chile", aclara el biólogo marino Juan Carlos Castilla. Dice que está en una cruzada de largo plazo que debe partir por los más chicos. "Tenemos casi 3,5 millones de km² del mar más productivo del mundo, pero no lo vemos. El conocimiento del mar se debe incorporar al currículum escolar, enseñarles a los profesores, entrenar a profesionales universitarios para que transmitan estos conceptos. Este es, además, el momento de difundir lo que hemos aprendido los científicos sobre nuestro mar", destaca. El seminario "Chile es mar: educando para la conservación marina", que se realizará en el GAM, pondrá el tema en el tapete.

Actividades educativas son parte de la misión de un acuario





# THE COUNCIL'S VOLUNTEERS

**1 Teresa Covarrubias**, psychologist from the Pontificia Universidad Católica de Chile (PUC), investigated technical and professional study programs, in California, during her time at CCC.

**2 Matatea Changuy**, Oxford University Graduate student in "Latin American Studies" helped the CCC with administrative tasks and managed its communication plan.

**3 Colomba Alcalde**, journalist from the PUC, was responsible for the Council's media coverage in Chile.

**4 Cristian Farfán Heins** joined the Chile-California Council team as its first intern under the internship agreement with Prácticas para Chile. Cristian is a recent graduate student in Industrial Engineering from the University of Chile and is currently undertaking an independent thesis project on sustainable markets between Chile and California.

**5 Nicky Finkelstein**, lawyer from the PUC, assisted the CCC with administrative tasks and event coordination.

**6 Castaña Aguirre**, political scientist from the PUC, collaborated with a research project on the Chilean community in California.

Colomba Alcalde



Cristian Farfán



Matatea Changuy



Nicky Finkelstein



# FINANCIALS

## INCOME 2012\*

Chilean Government 2012	\$161,000.00
Chilean Government 2011	\$ 40,000.00
Marine Education Funds	\$30,000.00
Donations	\$ 5,000.00
<hr/>	
<b>Total</b>	<b>\$236,000.00</b>

## EXPENSES 2012\*

Operational Cost	\$7,635.51
Events	\$23,900.58
Personnel	\$110,600.00
<hr/>	
<b>Total</b>	<b>\$142,136.09</b>

<b>Balance [12/31/12]</b>	<b>\$93,863.91</b>
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\* 31 December 2012 in US\$

# FINANCIALS

## INCOME 2013

Balance 2012	\$93,863.91
Chilean Government 2013	\$200,000.00
<hr/>	
<b>Total</b>	<b>\$293,863.91</b>

## BUDGET 2013

Marine Education	\$45,000.00
Projects	\$25,000.00
Personnel	\$156,000.00
Operational Cost	\$15,000.00
Events	\$45,000.00
Incidentals	\$7,863.91
<hr/>	
<b>Total</b>	<b>\$293,863.91</b>

## SPONSORS



## COLLABORATORS



Fundación Chilena del Pacífico  
Chile Pacific Foundation





