

# the spice



Monday, Oct 08, 2007

## Goff opens office of New Zealand business promotion company in Santiago, Chile.

Press Release: New Zealand Government ([Read full release here](#))

Trade Minister Phil Goff officially opened the offices of an entrepreneurial New Zealand company, P4, based in Santiago, Chile.

P4 began operating just under two years ago and assists New Zealand companies wanting to enter the Chilean market with business consulting services. It has also helped Chilean companies identify business partners in New Zealand.

Mr Goff said the company now has a staff of nine and works with the Chilean Economic Development Agency, Canadian Foreign Affairs and International Trade, the Dutch Ministry of Economy and New Zealand Trade and Enterprise.

"I am pleased to officially open the P4 offices today in Santiago and support a young New Zealand company that has successfully found and developed a business niche in Chile, based around professional expertise and know-how. P4 saw an opportunity to assist New Zealand businesses wanting to enter the Chile market."

"The goal in Chile of the trade mission I am leading is to identify opportunities for increased export of goods and services. In particular, mission members are looking for potential synergies between New Zealand and Chile that will enable New Zealand agritech companies to take advantage of Chile's rapidly expanding agricultural sector and its preferential access through a large network of free trade agreements."

"P4 is symbolic of the relationship between Chile and New Zealand, which is seeking out new opportunities in the bilateral trade environment following the entry into force of the TPSEPA and the double tax agreement between Chile and New Zealand in 2006," Mr Goff said. See the full story in our [blog](#).



Winifred Oehninger G. (NZTE Regional Manager - Americas), Hamish Wood (P4), Hon Phil Goff (NZ Minister of Trade), Justin Mitchell (P4), Nigel Fyfe (NZ Ambassador in Chile).



Justin Mitchell (P4), Hon Phil Goff (NZ Min. of Trade), Hamish Wood (P4).

### DID YOU KNOW?

The title of the U2 song "One Tree Hill" clearly refers to the sacred One Tree Hill site in Auckland, New Zealand. But did you know that the lyrics of that same song make reference to Chilean folk singer Victor Jara?