

the spice

Friday, Feb 01 2008



Welcome to the first issue of "the Spice" for 2008.

Chile. All Ways Surprising.

P4 has started 2008 completely Spiced Up and ready to go.

Our latest works include a Chilean IT report for the Canadian foreign office, a market study on infrastructure opportunities for concrete additives in Latin America for BarChip Plc Australia, and a partner search in Chile for a well known New Zealand tourism operator.

Our most recent contract has been secured under the P4/TRC Agreement; TRC is Tourism Resource Consultants from Wellington, NZ.

This exciting new contract will deliver the Chilean Ministry of Economy a program and a 10 year strategic plan for the Chilean tourism industry.

The program will include analysis and in depth assessments of national capabilities, provide recommendations for forward planning, implementation, monitoring and evaluation.

P4 will ensure the quality of the final product by drawing on the expertise from our partnership with TRC.



Tourism expert and director of TRC, Dave Bamford will make 2 visits to Chile during the project providing important insight and experience in situ.

P4 and TRC, aware of the importance of the work to be carried out and the future responsibilities that this program entails, see this as another step in a long term commitment to develop the Chilean tourism industry.

DID YOU KNOW?

Chile could join the OECD in 2 years time.

According to Chilean Finance Minister Andres Velasco, Chile could join the Organization of Economic Cooperation and Development in as little as two years after having carried out a large portion of the reforms required.

Read more .