



CHRIS WALL
BRAZIL AND MEXICO

HIGH GROWTH MARKETS SPECIALISTS

UK TRADE & INVESTMENT HIGH GROWTH MARKETS PROGRAMME

High Growth Markets Specialists support UK Trade & Investment in the provision of dedicated professional assistance to help UK companies enter or expand their engagement with 17 designated high growth markets. High Growth Markets Specialists are well placed to offer a variety of tailored strategic interventions to individual companies.

The UK Trade & Investment High Growth Markets Programme was established in February 2007 and is headed by Dr Sarada Tew. The Programme will consist of a team of up to 15 specialists providing intelligence-led strategic input to target primarily mid-corporate companies to further the UK's engagement with high growth markets. These include:

- Brazil
- China
- India
- Indonesia
- Malaysia
- Mexico
- Qatar
- Russia
- Saudi Arabia
- Singapore
- South Africa
- South Korea
- Taiwan
- Thailand
- Turkey
- United Arab Emirates
- Vietnam

UK Trade & Investment High Growth Markets Specialist Chris Wall brings substantial experience from a wide range of industrial and B2B sectors to help develop international trade opportunities for leading UK-based mid-corporate companies within the 17 designated high growth markets.

Chris is an experienced and respected international trade consultant on issues relating to market entry strategy and strategic market development for high growth markets. He has launched new companies and held senior positions in export sales development, international logistics and supply chain development in the UK, Brazil and Mexico since 1988.

Based in Brazil for five years, Chris was responsible for the development and implementation of export sales strategies, including the integration of production, port storage, chartering and loading operations in Brazil and Europe.

A fluent Brazilian Portuguese and Spanish speaker, Chris has supported UK-, European- and USA-based companies in the development of the high growth markets in Brazil and Mexico, mentoring owners and senior management, and facilitating high-level contacts with support organisations and target partners in the following sectors:

- Healthcare
- Biotechnology
- Professional services
- Automotive
- Precision engineering
- Environment
- Public utilities
- Manufacturing and industrial processing
- Printing and graphics

As a High Growth Markets Specialist, Chris will focus on Brazil and Mexico, the largest and most highly developed of the Latin American economies, and recognised hubs respectively for the Mercosur and NAFTA trading areas.

Chris is a Member of the Institute of Export, holds a degree in Latin American Studies from Essex University and a postgraduate diploma in Management Studies from the University of Teesside. He has held the position of Honorary Consul for Brazil in Manchester since 1997.

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