Program for Innovation and Regional Business Integration in MERCOSUR

1. Objectives

1.1. General: to improve regional development in MERCOSUR through technology, innovation, business and productive integration mechanisms.

1.2. Specific: (i) to promote business between cooperatives in and outside MERCOSUR; (ii) to foster MERCOSUR cooperatives participation in regional and international markets.

2. Operation:

The program has two branches: one for deliberation and policymaking; and the executive branch. The first one is responsible for political and strategic decisions and comprises the four RECM\(^1\) national coordinators.

The executive branch consists of a Business Office, located at the Cooperatives and Rural Associations Department (DENACOOP) from the Ministry of Agriculture, Livestock and Food Supply in Brasilia, Brazil, besides three National Assistants, based in Argentina, Paraguay and Uruguay.

---

\(^1\) RECM in Spanish stands for **MERCOSUR Specialized Board for Cooperatives** (Reunión Especializada de Cooperativas de MERCOSUR), which is officially responsible for dealing with subjects regarding cooperatives within MERCOSUR.
2.1. Business Office:

2.1.1. Objective:
The Business Office is the Program executive branch. Its main objective is the provision of services to:

- Promote Contractual Integration among MERCOSUR cooperatives and other companies (industry, distribution and retail).
- Foster business opportunities for MERCOSUR cooperatives in and outside the region.
- Foster alternate mechanisms of trade and business integration.

2.1.2. Operation:
The Business Office structure has two levels. The first one is located inside DENACOOP, consisting of an Executive Coordinator, a Technical Assistant and a Student in probation.

The second level consists of National Assistants, one from each RECM National Coordination: INAES (National Institute for Association and Social Economy) in Argentina; INCOOP (National Institute for Cooperatives) in Paraguay; and CHC (Ad hoc Commission for Cooperatives) in Uruguay. The National Assistants work under the Executive Coordinator supervision. They represent the Business Office in their countries, performing as its national branches. Their main role is to assist the Business Office with matters and information related to their countries.

2.1.3. Work lines:
The Business Office services are centered in three work lines:

- **Intelligence**: formulation of studies and technical analysis to support regional and international participation of MERCOSUR cooperatives, contractual integration and other relevant issues.
- **Technical consultancy**: technical support to carry out contractual integration, to fulfill business agreements among cooperatives and other companies and other relevant issues.
- **Events**: planning of business events in the region, like trade fairs, workshops and seminars.

**Student on probation – responsibilities and profile needed**
The Executive Coordinator and/or the DENACOOP International Affairs Coordinator will be responsible for probation supervision, along with an appointed University supervisor. The probation will last at least 6 months, full or part time, subject to prior arrangement between DENACOOP and the University.

**Responsibilities:**

- To collect, process and analyze market and economic data and information.

---

2 Contractual Integration is understood as the integration (vertical or horizontal) between companies by means of a contractual agreement.
To assist the Executive Coordinator and the Technical Assistant in the organization and carrying out of events.

To provide general administrative support to the Business Office.

Depending on the student interest and commitment, and available University supervision, he/she can perform a specific study on a matter of interest for the Business Office.

Profile:

- Student of marketing, business, agribusiness, economy or related courses.
- Working knowledge of Spanish. Portuguese would be an asset.
- Ability to plan and organize own work and meet deadlines.
- Willingness to work in a multidisciplinary team.