



NAVIGATING THE GLOBAL INFORMATION MARKETPLACE

Global Information Industry Summit

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Finding New Opportunities: Latin America

Moderator:

Bruce Antelman, President, Reviews.com

Panelists:

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Marcus Strenger, Tax Corporate Markets, Deloitte Belastingadviseurs

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Objectives

- Understand the basic Latin American markets
- Gain familiarity regional with trade agreements
- Introduction to tax considerations
- Review key factors for success in Latin America

Agenda

- Overview of the opportunity in Latin America
- Some practical considerations
- A few success, and “not so success”, stories

Discussion Questions

- Which markets are most interesting for the information industry?
- How should a company assess the opportunities to enter these markets and what is the process?
- How is the sales process in Latin America different than in other regions?
- Describe the changing fluid tax environment in Brazil as an example of some of the tax considerations in the region
- What are some of the economic, political and practical issues that need to be considered?
- What is Mercosur?

Takeaways

- Brazil is a good place to start - a gateway to Latin America
- You have to be patient - if you are investing in Latin America you only should do so with a long-term view
- It is changing fluid environment
- Mercosur is a key trade agreement in the region

Additional Resources

- www.aaccla.org - Association of American Chambers of Commerce in Latin America
- www.zonalatina.com - Prime website for media & marketing in Latin America
- www.ibge.com.br - Brazilian Institute of Geography & Statistics
- www.ibope.com.br - Media, market and opinion research
- www.cia.gov/cia/publications/factbook/index.html - CIA Factbook
- www.latintrade.com - Reports in-depth on the Latin American markets
- www.americaeconomia.com - AmericaEconomia a leading business news magazine
- www.latinceo.com - LatinCEO is a business news/marketing publication
- www.iadb.or - Inter-American Development Bank
- www.ricyt.edu.ar - Network on Science & Technology Indicators

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