

FROM TIJUANA TO
USHUAIA

-

10 776 KM OF
OPPORTUNITIES AND
CHALLENGES

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Territory of Opportunities

The same lucrative opportunities as with the other developing markets but even much more.

- 1. Cultural and linguistic similarity of a very large area* – One good product can work as such from Mexico to Argentina and with two main languages you can attend the entire market
- 2. Democratic governments and functioning institutions* – Smaller political and legal risks for your business than in many other emerging areas

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What benefits do these special advantages of Latin America offer for businesses in practice?

Cost Savings – Save costs in your day-to-day operations taking benefits from economies of scale

Market Size – Mexico City area alone is a larger market than the Nordics and Baltics together

Rapid Expansion – Being successful in one Latin American country gives you high possibilities to succeed in another country of the region

Invest with Confidence – Democratic governments and functioning institutions make long term investments feasible

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What are the main challenges foreign business face in Latin America?

Though and different competition - Several Latin American countries have different quality regulations than Europe. For example some Chinese products that are not allowed to be sold in the EU due to the quality or manufacturing style might be allowed in Latin America

Type approval processes and bureaucracy – Most countries require type approvals and have different bureaucratic process for the imported products. Big part of these are not unified among the trade blocks such as Mercosur, but each country has it's own processes.

Language – Understand and speak Spanish and Portuguese to really understand the market

Corruption and Safety – Be aware, but don't keep these as show-stoppers to your Latin American venture.

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Conclusion

Go to the Latin American Markets and start your own success story there!

Thank you