

Access Latin America

When looking for a gateway to Latin America, getting accurate information and finding the right people can be a challenging and time consuming process. A professional and reliable local business partner will be essential for a successful introduction of your product or service.

Access Latin America offers customized support to develop and execute your business activities in several countries in Latin America. We form a group of experienced Dutch entrepreneurs, who live and work throughout the continent, dominate the local language and know the culture.

We have a broad network with the right contacts at Public Institutions like Embassies, Chambers of Commerce and Branch Associations and also a large commercial network with experienced consultants and business owners in different branches that enable to provide services in numerous business areas.

We can help your company in the different stages of your business cycle and offer a variety of services, like:

- Market Scans & Feasibility Studies
- Business networking & Partner selection
- Trade Missions
- Project & Event Management
- Starting up your local business
- Real Estate Orientation
- Trade Fair Participation
- Marketing Activities & Media Publishing
- Trading activities, both sourcing and commercializing
- Company Representation

What does it take to become successful when entering the Latin American market?

Based on our experience, your success starts with a methodological approach that includes a sequence of steps, that we call our “**Steps to Success**”:

1. Company intake
2. Market scan per country
3. Market analysis per country
4. Partner selection
5. Local presence
 - a. Representation
 - b. A local subsidiary

We can assist you with these steps, to ensure a successful market entrance. If parts of these steps have already been executed, we can perform a selection of them. Below you will find a more extensive description of these steps that, based on our experience with numerous clients in different branches, we have defined as successful.

Steps to Success

Step 1: Company intake

After an initial contact by e-mail, phone, Skype or a personal meeting, we will send you a “Company Intake Form”, including various questions about your expectations of the Latin American Markets for your company’s products or services. This will be followed by an extensive personal interview, during which we will fully comprehend your expectations and ideas of your business in Latin America. Based on this we will provide you with a customized proposal.

Step 2: Market scan per country

During a feasibility study, we provide the client with a report, generally describing the following chapters:

1. General country information
2. Competition scan to better comprehend client’s opportunities
3. Search for specific regulations:
 - a. Import regulations and tariffs
 - b. Regulation on packaging
4. Cultural habits related to the product

Step 3: Market analysis per country

In our Market Analysis we provide our client with a more extensive report dealing with issues, like:

- Target group analysis
- Distribution analysis
- Competition analysis
- Price analysis
- Report on results, including recommendations

Step 4: Partner selection

A strong local network is essential on the way to success; Know Whom is of equal importance as Know How. Depending on the business model of your choice, we provide you with the right local party for the introduction and commercialization of your products or services, whether it is a distributor, reseller, importer, final client, marketing agency, etc.

Steps to Success

Step 5: Local presence

Based on your preferences Access Latin America is able to help you find the adequate form of local presence.

a. representation

After the completion of a market analysis and having you introduced in the local market, we have become your eyes and ears on the Latin American market and can therefore act as your local representative. We can provide your company with local presence, including an office facility and the required staff. Different business models, depending on your requirements can be applied. Access Latin America provides services, like:

- A (virtual) office with a phone number and multilingual staff.
- Trained sales personnel to visit clients.
- Assistance with import/export.

b. a local subsidiary

Once a company starts having success in the Latin American region, it can be a logical step to set up a local subsidiary in Latin America. We have broad experience together with our partner companies in helping your company, with:

1. Setting up the most convenient legal structure of your choice and dealing with other legal issues such as brand and trademark registration, Labour Law and Customs Regulation, among others.
2. Setting up your local infrastructure like an office, a production facility or a distribution centre.

If you have any questions about how Access Latin America can introduce or improve your business in Latin-America, please do not hesitate to contact us at:

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