Latin America Overview

Presented by Robert Wing
Market Size

- The size of the market divided into three tiers based on population and economic strength:
  - Tier One: Brazil, Mexico and Chile
  - Tier Two: Argentina, Columbia, Venezuela, Puerto Rico and the Caribbean countries i.e. Trinidad and Tobago.
  - Tier Three: Peru, Ecuador, Uruguay, Bolivia, Paraguay and Central America.
Target Market

• Focus should be targeting the national consortiums as a first step:
  – Brazil-CAPES;
  – Chile-CINCEL;
  – Argentina-MINCYT;
  – Mexico-Consorcio Nacional;
  – Ecuador-SENECYT;
  – Venezuela-ANABISAI
Target Audience

• Work locally with the primary universities dividing into five disciplines:
  – 1. Social Sciences and Humanities,
  – 2. Health Sciences,
  – 3. Technology,
  – 4. Engineering, and
Our Differential

- Product training before trials and after the purchase (more than 26 training sessions a year covering all our sales territories)
- Local help desk in each country.
- Tutorials in local languages, working closely with each publisher.
- Banners, literature, easy-to-use guide books, and newsletters.
Annual Sales Meetings

• Opportunities for our publishers to meet our customers
• Previous Meetings were: Brazil, Argentina/Chile, Colombia, Panama, Dominican Republic, Costa Rica and 2012 in Bolivia
• Simultaneous translation: English-Portuguese, English-Spanish and Spanish-Portuguese.
• Mini expos publishers showcase their products and hand out their giveaways.
• Private meetings for publishers to meet with “key” customer
Pictures from meeting

Publishers Presentations

Private Meetings

Simultaneous Translations

Mini Expo