

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
 - 5. Physics, Chemistry, Math and Biology.

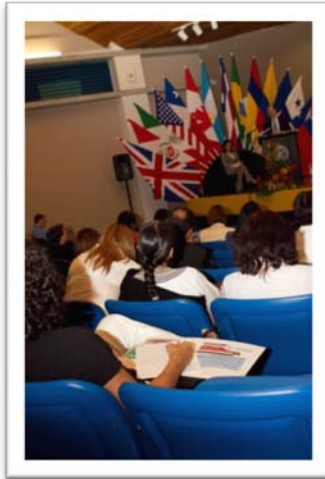
Our Differential

- 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

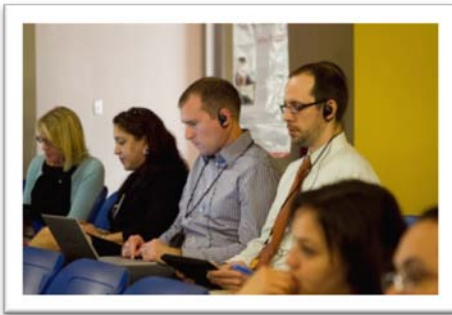
Pictures from meeting



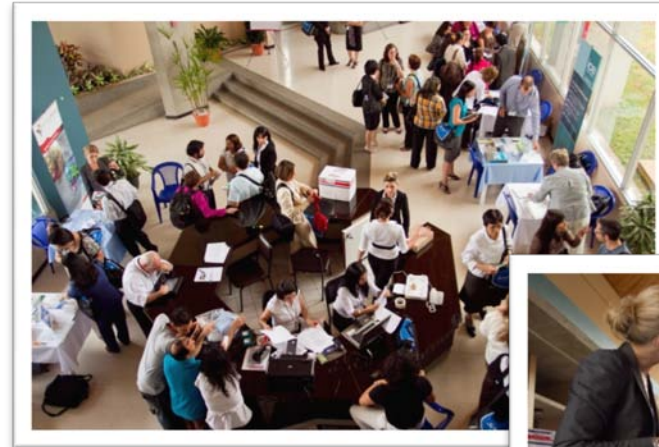
Publishers
Presentations



Private
Meetings



Simultaneous
Translations



Mini Expo

