20 countries + Puerto Rico in which Romance/Latin derived languages are spoken

Shared historical experience, language and culture derived from the Spanish/Portuguese colonization of the Americas
<table>
<thead>
<tr>
<th>Country</th>
<th>Capital</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>Buenos Aires</td>
<td>Spanish</td>
</tr>
<tr>
<td>Bolivia</td>
<td>La Paz or Sucre</td>
<td>Spanish</td>
</tr>
<tr>
<td>Brazil</td>
<td>Brasilia</td>
<td>Portuguese</td>
</tr>
<tr>
<td>Chile</td>
<td>Santiago</td>
<td>Spanish</td>
</tr>
<tr>
<td>Colombia</td>
<td>Bogota</td>
<td>Spanish</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>San Jose</td>
<td>Spanish</td>
</tr>
<tr>
<td>Cuba</td>
<td>Havana</td>
<td>Spanish</td>
</tr>
<tr>
<td>Dominican Republic</td>
<td>Santo Domingo</td>
<td>Spanish</td>
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<tr>
<td>Ecuador</td>
<td>Quito</td>
<td>Spanish</td>
</tr>
<tr>
<td>El Salvador</td>
<td>San Salvador</td>
<td>Spanish</td>
</tr>
<tr>
<td>Guatemala</td>
<td>Guatemala City</td>
<td>Spanish</td>
</tr>
<tr>
<td>French Guyana</td>
<td>Cayenne</td>
<td>French</td>
</tr>
<tr>
<td>Haiti</td>
<td>Port-au-Prince</td>
<td>French</td>
</tr>
<tr>
<td>Honduras</td>
<td>Tegucigalpa</td>
<td>Spanish</td>
</tr>
<tr>
<td>Mexico</td>
<td>Mexico City</td>
<td>Spanish</td>
</tr>
<tr>
<td>Nicaragua</td>
<td>Managua</td>
<td>Spanish</td>
</tr>
<tr>
<td>Paraguay</td>
<td>Asuncion</td>
<td>Spanish</td>
</tr>
</tbody>
</table>
DIVERSITY of Latin America
Significant differences in Ethnic Backgrounds  *Mexico vs Cuba vs Chile*

Significant differences in colonial history, domestic politics and U.S. relations  *Mexico vs Cuba vs Brazil*

Significant cultural differences  *Mexico vs Brazil vs Chile*

Significant legal/business differences
WHY DO BUSINESS WITH LATIN AMERICA?
TRADE

in Latin America
The new Latin America

• Political changes in many key markets are opening up Latin America for Business

• The Latin American market is half a Billion people. There are attractive export opportunities in sectors such as Oil & Gas, Mining, Healthcare, Education, Financial Services & more.

• Positive progress in, ‘ease of doing business’. Key countries are evolving their business environment
Free trade and/or tax agreements with **12** of **20** Latin American countries

- **Reduce tariffs on U.S. imports**
- **Remove barriers to U.S. services**
- **Reduce technical customs + investment barriers**
- **Increased IP protection**
- **Labor + environmental protection**
- **Tax treaties protect investors against double taxation - reduces domestic withholding rates on repatriated income**
Attractive Export Opportunities

- **Market of over 200 million people in BRAZIL, the world’s 7th largest economy**
- **Economic liberalization and sustained economic growth in COSTA RICA**
- **CHILE, the “Dubai of the Southern Hemisphere” with the largest number of Free Trade Agreements in the world and a vibrant mining sector**
- **PERU, one of the best performing economies in Latin America, generating opportunities in mining, education, healthcare and infrastructure**
- **New UK Double Taxation Agreement with URUGUAY boosting trade opportunities**
- **Highest GDP growth in Latin America and Caribbean in the DOMINICAN REPUBLIC. Trade with UK booming and at record high**
- **PANAMA a magnet for global business due to its strategic location, logistics hub and investment in infrastructure**
Pacific Alliance countries are in the top 30% in the ease of doing business index.

LA governments are improving business environment by implementation of regulatory reforms. Costa Rica is one of the most active countries worldwide:

- Costa Rica 13
- Mexico 12
- Colombia 9
- Panama 8

- Brazil, México, Chile, Colombia, Ecuador, Bolivia, Costa Rica, Dominican & Guatemala improved their safety index in 2015.

Corruption indexes steady and with improvement in some markets.
COUNTRIES INVESTING IN THE REGION:

USA
SPAIN
UNITED KINGDOM
GERMANY
CHINA
JAPAN
FRANCE
CHINA
CANADA

INDUSTRIES:

AUTOMOTIVE
ENERGY
MACHINERY
RETAIL
MINING & EXTRACTION
HEALTH CARE
HOTELS
ELECTRONIC
FOOD
CHEMICALS
WHAT CAN WE DO?
We provide

Business consulting applied to reputation and strategic communication

Extensive knowledge of the habits and customs of the main markets and target audiences in Latin America.

Vast network of contacts: journalists, opinion leaders, groups, Latin American personalities

Experience and expertise by sector and market
Iniciatives

- Regional meeting AMERICAS (North – South)
- Webinar 2 per year (Share business practices from members to members)
- Lead generation (Members – Potential clients)
- Participation in industry events (PRSA, Holmes, Reputation institute, Exma)
THANKS!