



Los Angeles Area
Chamber of Commerce

LATIN AMERICA

Carlos J. Valderrama
July 2009

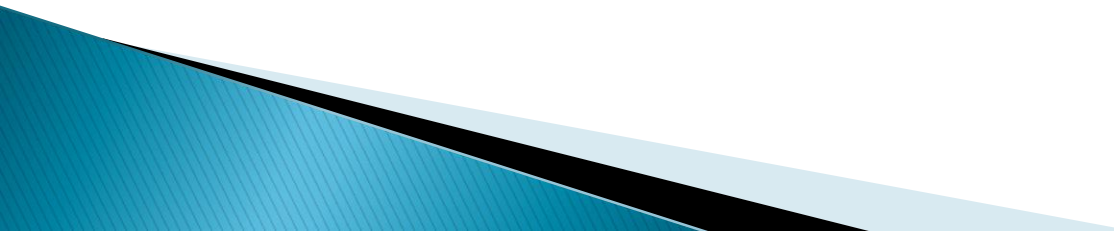
Impact of Free Trade Agreements

- ▶ Expanded Trade and Investments
 - ▶ Greater Industry Integration
 - ▶ More Competition
 - ▶ International Document
 - ▶ Geographical Advantages
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Trade Agreements

- ▶ Chile
 - ▶ Central America
 - Costa Rica
 - Dominican Republic
 - El Salvador
 - Guatemala
 - Honduras
 - Nicaragua
 - ▶ Mexico/Canada
 - ▶ Peru
 - ▶ Colombia – pending
 - ▶ Panama – pending
 - ▶ Uruguay – agreement
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Other

- ▶ Free Trade Agreement of the Americas (FTAA)
 - ▶ MERCOSUR: Common Market of the South
 - Brazil, Argentina, Paraguay Uruguay
 - Venezuela
 - Bolivia, Peru, Chile, Colombia, Ecuador
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Prior to...Doing Business

- ▶ 100% Commitment
- ▶ Senior Executive
- ▶ Human and Financial Resources

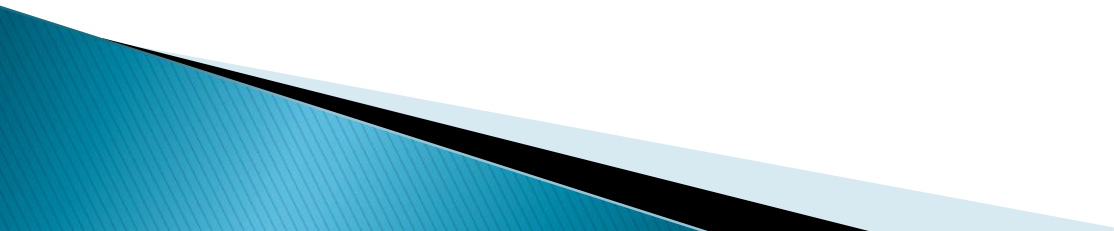
If Not...



Prior to...Doing Business

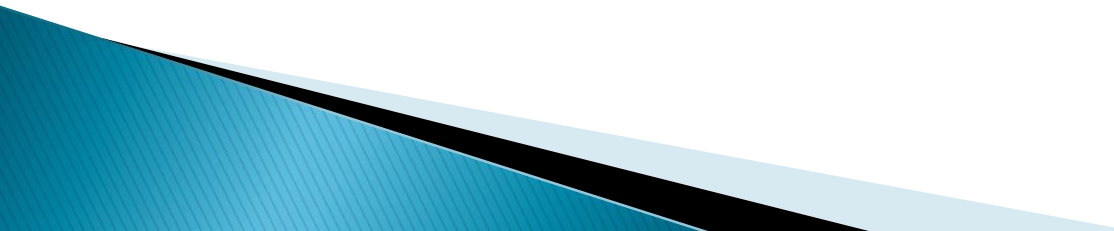
Delay Your Decision to Enter the Market Place...
Otherwise You Will Have an International
Headache

Marketing Strategies

- ▶ Senior Executive–Business Plan
 - ▶ Visit Your Market– Do Not Visit Clients
 - ▶ Return to the U.S.– Adjust Your Plan
 - ▶ Select Prospects / Clients–Carefully
 - ▶ Living Document
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Best Prospects

General Rules

- ▶ Do Not Underestimate
 - ▶ Do Not Bribe
 - ▶ Do Not Take Shortcuts
 - ▶ Learn the Culture/Language
 - ▶ American Rules Do Not Apply
 - ▶ Have a Clear Marketing Strategy
 - ▶ Señor Murphy
 - ▶ Networking is Key
 - ▶ Friends Do Business With Friends
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