

KEYS TO LATAM

UNLOCKING THE POTENTIAL OF THE LATIN AMERICAN MARKET

September 7, 2023 | Spanish Court Hotel/Zoom | 10:00 AM - 1:30 PM

KEY SPEAKERS

KEYS TO LATAM SEP 7 2023

UNLOCKING THE POTENTIAL OF THE LATIN AMERICAN MARKET

Speakers:

- Stefan Richards
- Nicholas Sutherland
- Juan Alonso Checa Cores
- Craig Powe
- Alejandro Agois
- Jeffrey Hall
- Julian Mair
- Metry Seaga
- Our Host** Rochelle Cameron

Logos: dtelligent, partn&rs, Copa Airlines, FLOW

Get tickets at www.KeysToLATAM.com

Price (in-person) \$250 USD

Price (online) \$49.99 USD

(prices will go up soon)

KEYS TO LATAM

UNLOCKING THE POTENTIAL OF THE LATIN AMERICAN MARKET

September 7, 2023 | Spanish Court Hotel/Zoom | 10:00 AM - 1:30 PM

EXPANDING POSSIBILITIES



FACT: There are 4 CARICOM trade agreements facilitating LATAM exports. Dominican Republic, Costa Rica, Cuba, and Colombia

INSIGHT: These agreements simplify exporting to the Latin American region. You just need a document certified by Beauru of Standards, Jamaica Trade Board, or the Ministry of Agriculture which can certify the country of origin, and that it meets Jamaica's standard and then it can ship tax-free.

DOMINICAN REPUBLIC'S SUCCESS STORY



FACT: Dominican Republic exports US\$115.66 Million to Jamaica while we export only \$2.7 million to them.

INSIGHT: By appointing a Great ambassador and thinking about jamaica seriously they were able to achieve a 39% export increase in just one year. It is our time to do the same.

SHIPPING LOGISTICS



FACT: COPA Airlines has a cargo flight every Thursday to LATAM as well as 8 commercial flights that can take you to 80+ destinations.

INSIGHT: There are already existing avenues to easily get products to the region, as well as attend in-person business meetings.

There are ships that leave weekly going to Costa Rica, Colombia, DR, and Panama. It takes only 3 days to ship to Colombia from Jamaica. And they offer lesser than container load shipping.

KEYS TO LATAM

UNLOCKING THE POTENTIAL OF THE LATIN AMERICAN MARKET

September 7, 2023 | Spanish Court Hotel/Zoom| 10:00 AM - 1:30 PM

WHAT YOU'LL LEARN



- **Successful market entry strategies; understanding LATAM consumers and their nuances**
 - Don't be surprised if the business is a combination of going to someone's house and engaging with their family.
 - For example, in Peru be prepared to drink piscos and wear comfortable clothes on certain business occasions.
 - Colombians and Dominicans don't like extremely spicy foods so you have to adjust for their taste profile.
 - The countries that are price-sensitive, or more brand loyal - all this and more!
- **How to access funding grants for LATAM business expansion**
 - There is so much free money and training, not just from our government but globally. Most grant funds go unallocated because entrepreneurs and management aren't aware and therefore don't apply.
 - Adtelligent started exporting because of a grant from Carib Export Agency. They hired an Argentinian consultant who set up 20 meetings and wrote a Spanish company profile. This was all free.
- **Marketing and communication strategies for the LATAM market**
 - Hear from the former president of the Peruvian Advertising agency what works and what doesn't. He will also discuss how to package and rebrand products and services for the region.
 - CASE STUDY: Appleton first went into Mexico and didn't do well, but then changed their ads and marketing and they are now the number 2 rum in Mexico.
 - Hear from Jeffery Hall on his success selling banana chips in Panama, and Julian Mair on JMMB's growth in D.R.
- **Navigating shipping infrastructure and logistics**
 - Many say shipping cost is expensive to Latin America, but have you ever called any of our speakers such as Jeffery's Halls JP conglomerates shipping services, and asked for the price?
 - Numerous ships go to the LATAM region weekly.