

Elevate Your Success: Conquer Latin American Markets with Dynamic Export Strategies!

Unlock Opportunities: Explore Latin American markets with confidence and strategic insights.



Nevada's companies aiming to access the Latin American markets



Business Development managers in charge of international markets who want to be prepared for recovery and adjust sales strategies



Companies with operations in Latam that require information for better decision making and adjust sales strategies

Course Highlights:

- Engage in workshops, discussions, and real-world case studies.
- Create your export plan strategy advised by experts with a deep understanding of Latin American markets.
- Access toolkits and templates to enhance your export journey.
- Connect with industry leaders and potential partners.
- Get a list of up to 6 clients identified for your company.

Course Modules - Step by Step:

All sessions are virtual – 10 hours of training over 2 weeks

1. Export to LATAM introduction:

- Overview of the benefits of exporting.
- Understanding the global market and the potential of Latin America.
- Introduction to key export concepts and terminology.

2. Market Research and Selection:

- How to conduct market research for Latin American countries: Evaluating market potential, demand, and competition.
- Identifying target markets and segments.

3. Legal and Regulatory Framework

- Overview of export regulations and compliance.
- Understanding trade agreements and tariffs.
- Documentation requirements and customs procedures in Latin American countries.

4. Cultural and Business Etiquette:

- Cultural awareness and understanding in Latin American business.
- Building relationships and effective communication.
- Navigating business etiquette in different Latin American countries.

5. Logistics and Supply Chain:

- Understanding transportation and logistics options.
- Managing supply chain challenges in international trade.
- Customs clearance and distribution strategies.

6. Financial Considerations:

- Pricing strategies for international markets.
- Managing currency exchange and financial risks.
- Financing options and international payment terms.

7. Adapt your product to local demand:

- Adapting products/services to meet local preferences and regulations.
- Intellectual property considerations.
- Strategies for successful product localization.

8. E-commerce and Digital Marketing:

- Leveraging digital platforms for international sales.
- Online marketing and advertising strategies.
- E-commerce trends in Latin America.

9. After-Sales Support and Customer Service:

- Providing effective customer service in Latin America.
- Building and maintaining relationships post-sale.
- Handling returns, warranties, and customer inquiries.

10. Case Studies and Success Stories:

- Analyzing successful export stories to Latin America.
- Learning from real-world examples and best practices.
- Q&A sessions and discussions on participant experiences.

11. Government Resources and Support:

- Overview of government agencies supporting exports.
- Accessing grants, subsidies, and export assistance programs.

12. Networking and Partnership Building:

- Strategies for building partnerships in Latin America.
- Participating in trade shows, conferences, and business events.
- Utilizing local networks and chambers of commerce.

*List of 6 potential buyers' information shared according to the sector in a target country of interest.

Fees and Registration:

Small Business – \$1,800

Medium Business – \$2,000

Fees include:

- 2 participants per company
- Access toolkits and templates
- List of 6 potential clients identified
- Assistance to schedule a conference call with a potential client. Support during the virtual meeting.

Please register at
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Embark on the path to global success! Like countless U.S. businesses, boost your profits by exporting high-quality, MADE in the USA products. Your export journey awaits—initiate it today!