

By Dr. Benjamin P. Gochman

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Left to right, Fernando Barrutia Franco, Christopher Tose, Dr. Rutilio Martinez and Dr. Benjamin Gochman

THE GATEWAY to BUSINESS SUCCESS in LATIN AMERICA & the U.S. HISPANIC MARKET

CONSIDER THE FOLLOWING FACTS:

★ THERE ARE 460 MILLION CONSUMERS IN LATIN AMERICA WITH 60% OF THE POPULATION UNDER AGE 30? (*Adweek, November 1999*)

★ AMERICA'S FASTEST GROWING ETHNIC MARKET IS THE U.S. HISPANIC MARKET WITH 34 MILLION CONSUMERS REPRESENTING 12% OF THE TOTAL U.S. POPULATION WITH A PURCHASING POWER OF \$480 BILLION? (*Terra, January 2000; Strategy Research Corporation, December 1999*)

★ THE PERCENTAGE OF U.S. HISPANICS ONLINE MORE THAN DOUBLED FROM 20% IN 1999 TO 43% IN 2000? (*Forrester Research, January 2000*)

★ LATIN AMERICA IS EXPERIENCING AN E-COMMERCE EXPLOSION WITH 500% GROWTH EXPECTED FROM \$194 MILLION IN 2000 TO \$8.3 BILLION IN 2005? (*Jupiter Communications, February 2000*)

★ LATIN AMERICA HAS THE WORLD'S FASTEST GROWING ONLINE POPULATION WITH 600% GROWTH EXPECTED FROM 10.6 MILLION IN 2000 TO 66.6 MILLION IN 2005? (*Jupiter Communications, February 2000*)

HAS YOUR COMPANY EVER CONSIDERED DOING BUSINESS IN LATIN AMERICA, MEXICO, OR THE U.S. HISPANIC MARKET BUT DIDN'T KNOW HOW?

By not considering the business opportunities available in these new emerging markets, your company is missing out on a potentially lucrative new way of increasing sales, finding new distributors, and expanding your market share in the United States and south of the border. The growing Latin American, Mexican, and U.S. Hispanic markets with approximately 500 million consumers can no longer be overlooked by companies who want to go global.

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Latin America Trade and Technology Group, LLC (LATGO.com) was created for the sole purpose of helping companies gain the knowledge and expertise to successfully tap into the growing Latin American and U.S. Hispanic emerging markets. The corporation works with a wide range of business clients from Fortune 500 companies to small, newly incorporated technology start-up firms. LATGO has offices in both Denver, Colorado and Mexico City, Mexico with strategic partnerships throughout Central and South America to better serve its corporate clients.

"As Chief Representative to the United States and Canada for Mexico's business community (based in Washington, D.C.), I addressed hundreds of regional and local chambers of commerce and met with companies who wanted to venture into Latin America but didn't have a clue on how to proceed. I saw the need for a consulting firm that would provide superior knowledge and help companies succeed in this growing emerging market," explains Fernando Barutia Franco, Director of LATGO's Global Marketing Services and U.S. Hispanic Marketing Groups.

"LATGO is unique because it offers mid-size and small companies unprecedented access to top Latin American and U.S. Hispanic executives for the purpose of expediting business transactions, solving problems, and getting results in Latin America and the U.S. Hispanic market" adds Dr. Ben Gochman, Director of LATGO's E-Commerce and Information Technology Business Group.

CONSULTING SERVICES

LATGO is jointly owned by two Mexican and two American entrepreneurs with over 40 years of international business experience. The mission of the company is to serve as a facilitator of trade and technology business transactions between companies in North and Latin America.

"If we concentrated only on the Colorado market, we would go out of business. The market for LATGO's consulting services is the Western Hemisphere. Our goal is to help U.S., Canadian, and Latin American firms reach out to each other regionally and be successful in their business dealings in the Western Hemisphere. Locally, we can assist companies who want to tap into the U.S. Hispanic market—America's fastest growing—expected to reach 96 million people by 2050," explains Dr. Rutilio Martinez, Co-Director of LATGO's Trade Consulting Group.

"We help U.S. and Canadian firms with export-financing strategies to lower country and credit risk, joint venture/partner search and advisory services, tariff classification and duty rates, and NAFTA Certificate of Origin and Duty Drawback for their products and services," adds Chris Tone, Co-Director of LATGO's Trade Consulting Group.

"LATGO offers a variety of consulting services to North American firms including matchmaking, referral network of top Latin lawyers and accountants, cross-cultural training, trade show support, language translation services, franchising, market and product analysis, and corporate representation packages tailored to large, mid-size, and small companies," explains LATGO Director Dr. Ben Gochman.

LATGO's consulting services are divided into five primary practice groups:

- Export Financing, Venture Capital, and Trade Consulting
- E-Commerce and Information Technology
- Global Marketing Services
- Corporate Training
- U.S. Hispanic Marketing

CORPORATE DIRECTORS

The knowledge, expertise, and diversity of LATGO's Mexican and American corporate directors are the company's strength.

"Unlike the large consulting firms that charge top dollar and go after only Fortune 500 companies, LATGO focuses on mid-size and small companies offering personalized service at reasonable prices tailored to their business needs. At LATGO, you are dealing directly with our corporate directors who can use their superior knowledge, business expertise, and network of contacts to get results for your company," says LATGO Director Fernando Barutia Franco.

A native of Mexico City, Mexico, FERNANDO BARRUTIA FRANCO is Director of LATGO's Global Marketing Services and U.S. Hispanic Marketing Groups. Prior to joining LATGO, Mr. Barutia served as Chief Representative to the United States and Canada/Director of International Affairs for the Chamber of Commerce of Mexico (CONCANACO SERVYTUR) and Mexico's Private Sector Coordinating Council (CCE) in Washington, D.C. He also served as an Advisor for International Affairs/Trade to the National Board of the U.S. Hispanic Chamber of Commerce. As chief lobbyist for Mexico's business community in Washington, D.C., Barutia met on a regular basis with leaders from the U.S. Chamber of Commerce, International Franchise Association, National Association of Manufacturers, National Federation of Independent Businesses, U.S. Business Roundtable, and with members of the U.S. Congress. He also served as a facilitator for numerous corporate joint ventures, strategic alliances, and franchise investor searches.

DR. BENJAMIN P. GOCHMAN, a native of Croton-on-Hudson, New York, is Director of LATGO's E-Commerce/Information Technology and Inter-American Corporate Training Groups. After completing the prestigious Presidential Management Intern (PMI) program, Dr. Gochman served as Special Assistant for the Director of Communications for the Federal Government's 401(K) savings and investment plan in Washington, D.C. with assets totaling \$66.6 billion. He returned to Denver to complete his Ph.D. in International Relations from the University of Denver's Graduate School of International Studies. He is a specialist on Mexico, NAFTA, global business, trade, technology, the Internet, and E-Commerce in Latin America. Dr. Gochman serves as an Adjunct Professor at the University of Denver teaching courses in Electronic Commerce, Global Business, and Latin America in the Masters of Technology Management program at University College and at Daniels College of Business for The Women's College. He is founder of the International Technology Business Forum, Co-Chair of the U.S.-Mexico Chamber of Commerce's International Task Force on Telecommunications, and Steering Committee of the Latino-Jewish Coalition.


DR. RUTILIO MARTINEZ, an international economist and Mexico City native, is Co-Director of LATGO's Trade Consulting Group. Prior to joining LATGO, he served as a microeconomic consultant for the Mexican Subsidiary of the Swiss Corporation Ciba-Geigy as well as a consultant to the Dominican Republic, El Salvador, Guatemalan, Honduras, and Nicaraguan Central Banks. Dr. Martinez is an Assistant Professor of Finance and International Business at the Kenneth W. Monfort College of Business at the University of Northern Colorado. As Director of the University's NAFTA Business Center, he has served as primary cultural and economic consultant for Hewlett Packard executives relocating to Mexico and Colorado State University's auto emission reduction program in Northern Mexico.

CHRISTOPHER G. TONE, an international business consultant and practicing Certified Public Accountant with MSBA and MTAX degrees from the University of Denver, is Co-Director of LATGO's Trade Consulting Group. He is a specialist in market research, product representation, and the governmental, political, and legal risks of conducting business transactions in Latin America. Tone is an Adjunct Professor at the University of Denver teaching courses in Global Business and Electronic Commerce in the Masters of Technology Management program at University College and at Daniels College of Business for The Women's College. He is Co-Chair of the U.S.-Mexico Chamber of Commerce's Rocky Mountain Task Force on Information Technology and moderator for the World Trade Center's Western Hemisphere Roundtable Series.

STRATEGIC PARTNERSHIPS

LATGO was given the exclusive privilege of representing the Hispanic College Fund (www.hispanicfund.org) in the United States and internationally. This national Hispanic philanthropic organization based in Washington, D.C. has provided more than 300 college scholarships from \$500 to \$5000 to promising young Latinos. The Fund has more than 20 corporate sponsors including Bank of America; Eddie Bauer, Inc; Ernst and Young, LLP; Lockheed Martin Corporation; Marriott International, Inc.; MCI Worldcom, and Price WaterhouseCoopers, LLP.

Another LATGO strategic partner is Tucker International, LLC (www.tuckerintl.com) founded by Dr. Michael Tucker and dedicated to providing a select group of Fortune 500 client companies with customized intercultural training; international assessment, selection and development service for corporate personnel; language training; and intercultural research.

The bottom line, according to LATGO Director Dr. Ben Gochman, is that "In our highly competitive international economy, companies have to go global and aggressively pursue business opportunities in emerging markets or be left behind. LATGO can help those companies maximize their business success in Latin America and the U.S. Hispanic market." 

LATGO FAST FACTS

LATIN AMERICA MARKET FOCUS

- ☛ 460 Million People and Growing
- ☛ 60% of Population under Age 30
- ☛ World's Fastest Growing Online population with 600% growth expected from 10.6 million in 2000 to 66.6 million in 2005
- ☛ Latin e-Commerce Explosion with 500% growth expected from \$194 million in 2000 to \$8.3 billion in 2005
- ☛ Latin e-Commerce Spending by Country in 2000:
Brazil (\$121 million)
Mexico (\$25 million)
Argentina (\$15 million)
Chile (\$7 million)
Venezuela (\$4 million)
All other countries (\$20 million)
- ☛ Latin America Online Population by Country in 2000:
Brazil (5.8 million)
Mexico (1.3 million)
Argentina (0.8 million)
Chile (0.5 million)
Venezuela (300,000)
All other countries (1.9 million)
- ☛ Most Popular Latin e-Commerce Purchases in 2000 (Order of Popularity):
PCs
Travel
Groceries
Books
Clothes

U.S. HISPANIC MARKET FOCUS

- ☛ 34 Million People and Growing
- ☛ 33% of Population under Age 18
- ☛ America's Fastest Growing Ethnic Market representing 12% of total U.S. population with a purchasing power of \$480 billion
- ☛ Hispanic Internet use more than doubled from 20% in 1999 to 43% in 2000
- ☛ U.S. Hispanics Incredibly Diverse:
63% Mexican Heritage (21 million)
15% South/Central American (5 million)
11% Puerto Rican (3.6 million)
5% Cuban (1.5 million)
- ☛ Latino Market expected to reach 96 million people by 2050
- ☛ 1.4 million U.S. Hispanic-owned businesses with \$137.8 billion in revenue
- ☛ Top Five U.S. Hispanic Markets:
Los Angeles
New York
Miami
San Francisco
Chicago

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Sources: Forrester Research, February 2000; Terra, January 2000; Strategy Research Corporation, December 1999; "Latino Voters: The New Political Landscape" Points West Lecture Series, Center for the New West, December 1999; Adweek, November 1999; Boston Consulting Group, November 1999; Newsweek, February 1999; U.S. Census Bureau Population Report, February 1996.

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