

I'M A US COMPANY SEEKING TO ENTER THE LATIN AMERICA & CARIBBEAN MARKET

There are plenty of opportunities in the South American, Central American and Caribbean nations. The wide range of opportunities includes infrastructure projects, tourism development, and importing and exporting goods and services.

Natural commercial trade partners due to the geographic proximity of the countries.

LATIN AMERICAN MARKET:

Disposition The Latin American (LATAM) and Caribbean markets tends to prefer products and services from the USA for it's reputation for quality.

Language. In Latin American and Caribbean various languages are spoken which include Spanish, French, Portuguese, English and various dialects. Be prepared to engage in different language.

Culture- Along with varying language there are vastly differently cultures in the region, including between neighboring countries.

Political stability- certain countries in the region experience more political instability than others and their economies are often impacted. Understand the political landscape which can have an adverse or beneficial impact on the commercial interest in the market.

Trade agreements: between the U.S. and LATAM countries fosters trade by reducing duties, tariffs, and regulations to ease trading products. They also provide access to government procurement, protections for U.S. investments, and protection intellectual property.

CARIBBEAN MARKET:

The above also applies the to Caribbean market.

Market. As a region, the Caribbean is a sizeable export market with 23.5 million people and imports \$20 billion of US products and services annually.

Funding. There are multiple international banks designed to advance development globally and other designed specifically for the Caribbean and LATAM by providing loans for infrastructure, energy, and other critical initiatives in the region.

Exports. The Caribbean market collectively represents is the 3rd largest export market for U.S. manufactured goods in Latin America behind Mexico and Brazil.

For more guidance on entering the international market to minimize risks and increase opportunities for more revenues

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