

BBG Bio Business Group

e-Andes
marketing online



Program

BBG-e-Andes Invest Chile



The program aims to help global services, IT and digital marketing companies to set up and expand commercialization into the emerging Latin American markets using Chile as a springboard.

Through our local capabilities and programs foreign companies catalyze the market penetration process, decreasing costs of entry and strategic mistakes.

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Agency
iabchile



ABOUT US

A multidisciplinary consultancy firm based in Chile in the areas of strategic planning, backoffices services, business model design and innovation management.

BBG Bio Business Group

A digital marketing agency based in Chile with strong technical and commercial expertise in digital marketing strategies for latin american and global markets.

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Global Services opportunities in Chile and latin america

DID YOU know?

Latin america with 600 million people and 18 million companies is the third GDP worldwide, just behind USA and Japan.



Latin america is the fastest growing region in the world in internet users (ref: Comscore 2010), with a population of 600 million and 18 million companies demanding increasingly IT and digital marketing services. The region offers an interesting market potential for global services and digital marketing services providers.

Chile because its high qualified, medium-low cost laborforce, excellent IT infrastructure, connectivity and macroeconomic conditions is ranked the 8th worldwide country and the 1st one in latin america to set up operations for global outsourcing and digital marketing services. (Ref. the 2009 AT Kearney Global Services Location Index)

With exciting results, the offshore industry has exported over three billion USD since 2008, making this one of the fastest growing industries in the country. By late 2010, over 30.000 workers were employed, in a valuable mixture of cultures, origins and languages. Of the 430 companies exporting services, 129 are foreign and in 2008 these companies had exported over USD 500 million.

Ten reasons to invest in CHILE...

- 1** Average Economic growth 5,43 % annually
- 2** COUNTRY RISK CLASSIFICATION A+
- 3** Open economy: 20 trade agreements with 57 countries representing 90 % of the global GDP.
- 4** A friendly taxation system: Company tax in Chile is only 17% and has double taxation agreement with over 28 countries.
- 5** Chile is the 30th most competitive economy worldwide and the 1st one in latin america.

OUR CAPABILITIES

Through the BBG-e-Andes Invest Chile program your company get access to:

- Strategic advice from the director's board.
- Offices in the business center of Santiago de Chile.
- Accountability, financial and taxation services.
- Legal services.
- Businesses model design and innovation management units.
- Technical experts and engineers of different specialties.
- Technical and executive teams in the areas of Web 2.0 development, IT, digital marketing, email marketing, publicists, multimedia designers and programmers.
- Marketing and digital marketing units.
- Local networks and database with key contacts from Chile and Latinamerica.
- Telemarketing, commercial and sales units.

...and expand commercialization.

6 Transparency: Chile ranks 21 among 178 countries .

7 Economic freedom: Chile ranks 10th among 179 countries.

8 Investment environment: 15th worldwide and 1st in Latinamerica.

9 Qualified professionals and good level of management schools .

10 Government incentives up to US\$ 2 million to set up and/or expands operations in Chile.

OUR METHODOLOGY AND PROGRAMS

Integrating OUR CAPABILITIES, we HELP YOU to set up operations and/or expand commercialization in Chile through the following programs:

A MARKET EXPLORATION

2-6 MONTHS

- Market research studies .
- Business model analysis, adaptations and improvements to operate in the Chilean and/or latin american market.
- Business plan , commercialization plan, marketing and sales plan design
- Technical-economical project evaluation and feasibility analysis .

Market potential is determined, a business plan is defined containing resources and timing required to expand operations/commercialization in the region.

B MARKET ENTRY

3-12 MONTHS

The studies carried out in the program A, determines the optimal organization structure, working capital, investments, human resources profiles required, marketing and commercialization plan. In the Market Entry program we start the execution of the business and commercialization plan. Normally, a management, operational and a full time sales team is assigned, supported by our permanent capabilities and networks.

Equilibrium point is achieved

C MARKET CONQUEST

1-5 YEARS

An analysis of the Market Entry program (B) is done and the results are reviewed. This information is used to develop a Market Conquest business plan oriented to generate the company's exponential growth for the next five years.

Exponential grow is achieved

MILESTONES

OTHER SERVICES

Government grant raising

For high tech foreign companies entering into the country with major Investments, we define a 5 year business plan (4-6 months) and we can raise the Invest Chile non-refundable grants, co-financing up to US\$ 2 million to set up and expand operations in latin america using Chile as a springboard.

Figure 1: Invest Chile grants



Pre-investment Study	Project launch assistance	On-the-job-training for human resources	Equipment and infrastructure	Long term property leasing	Specialized training and recruitment
Up to 60% of the pre-investment study cost. Max. US\$30.000	Up to US\$ 30.000 for start up activities	Up to 50% of annual salaries. Max US\$25.000 per employee hired	Up to 40% of the investment on selected equipment infrastructure. Max. US\$2.000.000	Up to 40% of the long term property leasing costs (5 years) Max. US\$500.000	Up to 50% of the specialized training or recruitment. Max. US\$100.000

Partner matching

We seek best in class local partners to establish operations in Chile and latin america to generate fast access into the local markets.

Through our programs, the foreign companies get access to local networks, local management experience, cultural knowledge and local capabilities. Our business model operates through a cost-effective flat fee and a percentage of the revenues or profits generated for the company. This cost structure allow to the company enter in the chilean market decreasing risks and costs in 2-5 times and catalyzing the market penetration process.

OUR PHILOSOPHY is to generate a fast and effective approach with the company's clients profile in the country as soon as possible. Having achieved the equilibrium point for your company, then we implement an innovation management approach for exponential growth in latin america.

EXAMPLES

Companies that have set up its regional headquarters in Chile for expansion into the latin american or global markets.

“In Chile we’ve found the talent to conduct R&D activities (independent thinking and creativity)”.

VP, R&D, Enabling Technologies, EQUIFAX

“It is a high growth industry and we are one of the largest players. Our plan is to grow to about 2,500 or 3,000 people”.

Chile Country Manager, EVAL-UESERVE

“We chose Santiago due to its advantages in terms of security, economic and legal stability, better tech

President Unilever Bestfoods Lati-america.

WHY DO BUSINESS IN CHILE?



CONTACT

For further details on our services, please arrange a meeting with our professionals:



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