

E-BUSINESS MISSION TO LATIN AMERICA

22 FEB – 19 MAR

(2 DAYS A WEEK OVER 4 WEEKS)



With an internet penetration rate of 102% and more than 644 million internet users, Latin America is a highly digital region. The many countries in Latin America are diverse yet bear cultural similarities, making it an ideal market for product testing. The increased connectivity, growing middle-class consumer base, and existing market gaps present immense opportunities for developing new services and finding new customers.

Join us in this e-business mission to explore the Latin America region and identify potential business partners!

What you will get:

- Exclusive access to Webinars covering Brazil, Mexico, Chile, Colombia!
- Conversations with Experts in Fintech, Agritech, Edutech and more!
- Minimum of 5 Business Matching Leads with Latin America companies!

Duration: 22 Feb – 19 Mar (2 days a week over 4 weeks)



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Member: \$1000 only!

~~(Usual \$1500)~~



Non-member: \$2500 only!

~~(Usual \$3000)~~

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E-BUSINESS MISSION TO BRAZIL

23 Feb 2021 | Tue | 8:00am to 10:00am



Brazil's current population accounts for up to 200 million and almost the same amount of smartphones in use (198 million). In fact, Brazilians are the second largest users of social networks and are the testbed of new products for companies like Facebook and Instagram; Facebook opened its first innovation center in Brazil. There is no doubt that Brazilians are tech consumers!

Every large tech company is present in Brazil and more small players are arriving to provide technology solutions. Local companies and the government are embracing technology and taking advantage of the connectivity infrastructure available to grow their business and services.

There are many opportunities in Brazil for tech companies.

Brazil has several **Fintech** unicorns and represents 33% of the regional fintech ecosystem with 380 companies. About 71%-78% of the adult population has access to bank accounts.

In **EdTech** Brazil constitutes the largest market for eLearning, especially in the higher education sector. With approximately 40% of the population under the age of 24. (Statista, 2019)

Brazilian **HealthTech** will grow by nearly 28% between 2015 and 2024 (Global Market Insights). The emergence of the digital healthcare market has been driven by the growing demand for advanced healthcare services and, as a result, about 68% of the Brazilian population has access to digital healthcare services.

Would like to know more about Brazil and opportunities? Join us!



E-BUSINESS MISSION TO COLOMBIA

2 Mar 2021 | Tue | 8:00am to 10:00am



Despite a turbulent past (screened in Netflix), the country is today a vibrant startup ecosystem and one of the fastest-growing in Latin America, spurred by a high entrepreneurial generation,

government support (regulations changes, accelerators, and grants offer), and the entrance of foreign capital.

Colombia has a population of 50 million with internet penetration of 65% and mobile penetration of 64%, and the 4th largest number of internet users in Latin America. The country has become a testbed for start-ups and scale-ups doing their inroads in the Latin American market.

The country's lack of banking, education, and health services to all its population becomes the opportunity for many tech companies enabling access to these services.

In Fintech Colombia represents 13% of the Latin American ecosystem with 148 companies and less than half of the population has access to bank accounts.

The lack of infrastructure and inability to keep educational courses to high demands are opening more opportunities in the e-learning space, from early childhood education to career development and also language studies.

Digital adoption in health is riding the wave, several companies are providing services in telemedicine (for example a rise of 423% appointments in Doc-Doc during quarantine), and an increase in the use of online pharmacy.

Medellin was awarded as one of the most innovative cities by the World Economic Forum and is welcoming tech companies to grow and enter the market. Know more about it, and Join Us!



E-BUSINESS MISSION TO CHILE

9 Mar 2021 | Tue | 8:00am to 10:00am



Chile is one of the most open economies in Latin America, it recently signed the Digital Economic Partnership Agreement with Singapore and New Zealand to support the growth of the digital economy.

While its population only accounts for 19 million, the country is host to many of the "multilatinas" companies' consumer of tech solutions.

Chile has made it easy for international tech companies to enter the market, with the provision of visas that attracts foreign tech talents, hosting start-ups in "Start-Up" Chile, the global leading incubator/accelerator, and offering equity-free grants.

There are many opportunities to connect and build strong partnerships from Chile to the rest of Latin America.

Join Us to learn more and meet your next business partner!

E-BUSINESS MISSION TO MEXICO

16 Mar 2021 | Tue | 8:00am to 10:00am



Mexico is the world's 15th largest economy and the 2nd largest in Latin America. Mexico ranks the 8th largest manufacturing economy. Companies around the world consider Mexico as a prime manufacturing location and a hub to the Americas due to its geographical position, robust FTAs, in particular, the US-Mexico - Canada Agreement (USMCA), skilled workforce, and low labor-cost.

In the tech sector, we see opportunities for: **Software development** companies providing solutions for manufacturing, distribution, and business process

Mexico's **Fintech** ecosystem is growing fast and there is ample space for opportunities. The country represents 23% of the regional fintech ecosystem with 273 companies. Still, 59% of the population doesn't have access to bank accounts.

EdTech, Mexico has the 12th largest population in the world, with approximately 126 million inhabitants (Statista, 2019). About 45% of its population is people under 25 years of age, which generates a great demand for educational services in general, which, historically and with population growth, has not been covered.

HealthTech, There is a wide range of innovative activity in the healthcare sector in Mexico, primarily in the private sector and a number of healthcare innovators in Mexico are using technology to increase reach to patients in a more efficient manner via telemedicine and enhance access to provider information.

Would like to know more about Mexico and opportunities? Join us!

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