

# Business in Latin America

**SOUTH OSTROBOTHNIA  
FINNCHAM**

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# Why going international and why to Latin America?

- Companies are looking for growth
- Latin America offers a huge potential for growth



# When Going Abroad...

- Companies must be devoted and invest to it
- Networks should be utilised
- Co-operation is recommended
  
- **But the hard work must be done by the companies themselves**



# Chamber of Commerce

- Global presence and networks
- Connections
- **Incoterms**
- **Certificate of Origins** and **ATA Carnet** documents
- Joint projects
- Finncham, International Chamber of Commerce ICC, Eurochambres, Team Finland

SOUTH OSTROBOTHNIA  
**FINNCHAM**



International Chamber of Commerce  
*The world business organization*



FINLAND  
*team*



## Story about Latin America

- In 2009 a group of companies became interested in Latin American markets, and this led into co-operation
- They did market studies which led the focus towards Argentina and Chile
- In 2010 companies made partner/customer search project
- In the end of 2010 companies did a trade mission to meet potential partners in Buenos Aires and in Santiago de Chile
- Result: Some companies started business with Latin American customers