

# **Facilitating doing business in Latam**



### What we do

We work with foreign companies looking to enter the Colombian and Latin American markets. Our services include:



#### **Market prospection**

- Market trends: We identify current market, medium- and long-term trends for products and services
- Competitive environment. We identify market players, their strategies, client segment and their key financial results
- Price positioning: Based on your pricing analysis we recommend the most cost-effective way to penetrate the market
- Prospection for M&A: Identification of potential acquisition targets and in-dept analysis of identified prospects



#### Landing

- We work together with legal and tax advisors to recommend you how to channel your investment
- We help you to find the best talent to meet your human resources requirements, working alongside small headhunting firms
- We work alongside your local legal firms to ensure the best outcome on your contractual negotiations
- We can bring along our expertise working with multilateral organizations to deploy funding for your projects
- We can structure solutions for requirements such as local performance bonds and rental guarantees



#### Other services

We can offer tailor-made services according to your needs. By doing this we can support your local or international teams executing specific projects. We bring along timely and professional execution, presence in Latam and Europe and a network of experts to solve your specific needs without the need to increase your headcount





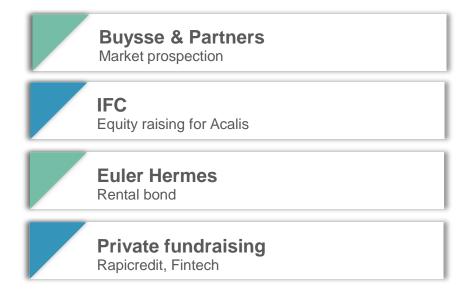
## About us

European + Latam experience

#### Lina Usuga

- Colombian, 13 years in Europe
- Industrial Engineer, Universidad Nacional de Colombia, Master in Finance, Vlerick School
- Investment banking in London for 6 years, ABN AMRO-RBS and Standard Bank
- Consulting / Management assignments for Latam operations last 7 years
- Expertise in emerging markets, green field developments, project finance and M&A
- · Passionate about fintech and elderly care

## **Case studies**





# Market prospection – Smart Equity

Company: Buysee & Partners

Sector: Different sectors

• **Scope:** Market size, trends in industry, competitive environment, financial performance of target and selected competitors, interviews with key players For other M&A opportunities, market sizing, trends at country level, interviews with key stakeholders in Brazil, Ecuador, Colombia and Mexico

Buysee & Partners



# **Equity for growth - Chile + Colombia**

Do you have a business up and running in Latam?

Are you looking for growth capital? Can show a positive social impact?

Company: Acalis

Sector: Elderly care, the first elderly care investment of IFC in the world

• Investment: Equity

Amount: USD 10mln

 Time to close: 9 months since initial presentation of business (fastest ever track for IFC because of project management) **IFC** 



### **Rental bond - Chile**

Euler Hermes

Do you have stable business in Belgium?

Do you need to provide guarantees to your partners in Latam but local banks are not prepared to take a risk on your business?

Company: Euler Hermes – BBVA - Acalis

Form: Rental Bonds

Amount: + USD 3mln

• **Time to close:** 1 year to get the first bond done!

• Feedback: European insurers can provide bespoke solutions



### Private investors – Fixed Yields in Latam

In Latam – banking very conservative
An important part of the population is not covered by traditional banking.
Fintech's are disrupting the market and growth potential is tremendous

· Company: Rapicredit

• Form: Equity from European Investors

• Amount: USD 1.2mln

• Time to close: 6 months

Currency: Colombian peso

Rapi credit



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