



BELCOLINVEST

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



Buyse & Partners

Market prospection



IFC

Equity raising for Acalis



Euler Hermes

Rental bond



Private fundraising

Rapicredit, Fintech

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



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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

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

Euler
Hermes

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:** Rapi credit
- **Form:** Equity from European Investors
- **Amount:** USD 1.2mln
- **Time to close:** 6 months
- **Currency:** Colombian peso

Rapi
credit



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