

What we do

We are a full-service marketing firm focused on Latin America.

We assist US companies developing and implementing successful market entry strategies across the region.

What we offer

We'll target a country, identify the most effective channel to market and we'll give your product brand emotional power to stimulate product purchase regardless of the country target in Latin America.

Latin American Trade Program



- International trade between US Midwestern and Latin American companies continues to grow each year.
- More small and medium-sized companies in the region want to get involved either in export or import business with Latin America.
- US companies recognize that the region is a growing marketplace.
- US companies realize that trade agreements such as NAFTA and CAFTA-DR can expedite market expansion.

Because the Midwest is now demanding for international assistance, IM International Marketing, LLC developed "Latin American Trade," a training program for small to medium-sized US companies targeting Mexico, Central and South America.

The program will be conducted by firms with expertise in each area of international business including, IM International Marketing, LLC for marketing and business development, Scarbrough International, Ltd for logistics and freight forwarding, Commerce Bank for international transactions and Euler Hermes for insurance.

IM International Marketing, LLC will create opportunities for program participants by identifying companies in the Mexican, Central and South American marketplace and will assist the executives in the development of a business relationship with a potential partner in a selected country.

The program will finish with a "matchmaker trade delegation" trip to Mexico, Central or South America to introduce program executives to local companies in their industry sector.

The program consists of nine (9) sessions and it meets once a month on the first Thursday of each month for four (4) hours in the evening and the attendants will get practical training and assistance on:

- Latin American Marketing
 - Product strategy
 - Pricing
 - Promotion
 - Distribution
- Business Development
- Logistics
- Freight forwarding
- International Payment Terms
- International insurance
- Benefits of NAFTA and CAFTA

What they say about

Claudio

"We were impressed with Claudio's expertise and in-depth analysis when researching opportunities for our expansion into new markets. With Claudio's assistance, we were able to obtain a substantial amount of competitive and industry specific knowledge that otherwise would have been difficult if not impossible to achieve."

-Maureen Newman, Vice President Diversified Markets

"I have worked with IM International Marketing, LLC for the last few years assisting companies to do business in Mexico and Central America. Claudio's knowledge and expertise is unmatched in the greater KC region."

-Chris Gutierrez, President

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Participant's Benefit

- Build a market entry strategy
- Greater knowledge of doing business in a Latin American country
- Greater knowledge of Latin American business including, marketing, business development, operations, market infrastructure, international transactions, insurance and logistics
- Immediate access to a Latin American market
- Network development
- Consulting and support by professional companies involved in Latin America

Claudio Perez-Korinko



Claudio Perez-Korinko is an accomplished international marketer with 20 years of experience in marketing in Latin America and the US Hispanic marketplace.

Claudio worked for several American companies as the Director of International Marketing prior to establishing IM International Marketing, LLC in 2001. Since then Claudio has been providing international and multicultural marketing services to companies in the manufacturing and service industry as well as non-for-profit organizations focused on the Latin American and US Hispanic market. His broad experience in different marketing disciplines includes research, strategic and creative.

Claudio is recognized for his cutting-edge approach to Latin American marketing and he is a public speaker and writer, making seminar presentations, speaking at local universities and publishing articles related to Latino marketing.

Fee: \$1,390 per person
The fee includes class material and training. The expenses associated with the matchmaker trade delegation will be additional expenditures.

Starting Date: July 9, 2009
Ending Date: March 4, 2010

Location

Scarbrough International Ltd
10841 Ambassador Drive
Kansas City, MO 64153

Registration

To register, please visit www.imintl.net and click on "Seminars and News," under "Seminars" click on Latin American Trade, complete form and pay through PayPal.

Program Presenters



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