

América economía



Global Perspective, Regional Insight, Local Intelligence.

Entering the US Market

- Nils Strandberg
- President, AmericaEconomia

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Professional experience

- AmericaEconomia
 - Headquarters in Santiago Chile
 - Argentina & Latin America
 - Brazil
 - USA
- SSCB Lintas
 - Chile, Japan, Korea, Colombia

The US market

- The largest, most competitive in the world
- Not one, but many markets
- Over marketed, with complex channels
- Commit seriously long term and invest accordingly

Minimizing risk

- Do you have experience in other markets?
- Do you have US clients already?
- Ready to invest in one client?
- Evaluate the financial impact of success on failure in the US on your overall business
- Commission external market research

Adapting to the US market

- Cost of doing business is lower, so is ROI
- It is mostly about marketing and sales
- Adapt your product to different ways and niches
- The need for an “American Identity”

An American identity

- The objective is to become part of the US industry
 - US Address and phone number
 - US website
 - US subsidiary
 - American team
 - Locate CLOSE to Client/partner/market

Entering strategies

- Sales representatives
- Agents
- Subsidiary + sales representatives
- OEM
- Joint venture
- M&A

A different cost of doing business

- The American way
- Lawyer and accountants
- Investment bankers

The individual

- Key to your success in the USA
- Should be entrepreneurial
- Should concentrate on sales and marketing
- Should have international experience
- Should not be alone

Relationship with home office

- Prepare for trouble
- Clear reporting structure and responsibilities
- Back office must be involved in Business Plan
- Your own culture will change

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