A Study of the Internet Services Offered by Latin American and Caribbean Trade Promotion Organizations

María Amador-Dumois, Ph.D.
Associate Professor, Associate Director R&D Center, and Export Control Officer
University of Puerto Rico, Mayagüez Campus
Mariaa.Amador@upr.edu
What are the main internet services offered by Latin American and Caribbean TPOs?
### Sample: 25 Latin American & Caribbean TPOs Websites

<p>| 2. Cuba     | 2. El Salvador | 2. Bolivia   |
| 7. Trinidad &amp; Tobago | 7. Panamá   | 7. Paraguay  |
| 8. US Virgin Islands |             | 8. Perú      |
|             |              | 9. Uruguay   |
|             |              | 10. Venezuela|</p>
<table>
<thead>
<tr>
<th>Latin American and the Caribbean TPOs websites…</th>
<th>Percentage (#)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus on Trade Promotion</td>
<td>36% (9)</td>
</tr>
<tr>
<td>Include Investment Promotion</td>
<td>60% (15)</td>
</tr>
<tr>
<td>Include other economic development programs</td>
<td>24% (6)</td>
</tr>
</tbody>
</table>
Evolution of TPOs Internet Presence

Basic Online Window
- Informational

Services to Exporters
- Product Market Identification
- Promotion Activities
- Specialized Support Services

Services to Buyers
- Commercial Activities
- How to buy…

Integrated services
- Intermediary between exporters and buyers
Latin American and Caribbean TPOs

Basic
• Bahamas, US Virgin Islands
• Guatemala

Exporter
• Bolivia, Dominica, Panamá, Paraguay, Puerto Rico, República Dominicana, Venezuela
• Argentina, Costa Rica, México, Nicaragua, Perú, Trinidad and Tobago, Uruguay

Buyer
• Cuba, El Salvador
• Brasil, Ecuador, Honduras

Integrated
• Chile, Colombia, Jamaica
Internet Services for Exporters

Export Development (48%)

• Most include information about programs
  – Export Max I & II and FINPYME Export Plus Programme - Jamaica

• Online Consulting
  – Argentina

• Online Training
  – Argentina & Chile
Internet Services for Exporters

Export Promotion

• **Online tools for product adaptation and market selection (24%)**
  – Costa Rica & Caja de Herramientas (Box of tools) Honduras

• **Information on Incentives (60%)**
  – Although just four TPOs had online process.

• **Online commercial promotion (40%)**
  – Procurement opportunities – CompraNet Mexico

• **Online Training (16% versus 64% info on regular training)**
  – Argentina / Systems - Costa Rica / To consultants – El Salvador

• **Online Consulting (40%)**
  – Argentina, Chile, Colombia

• **Specialized support**
  – Trade Documentation Integration: example VUCE - Costa Rica & Perú
  – Webpage creation for SME (8%) – Ecuador & Uruguay
  – Co-financing: Trinidad and Tobago
  – Plan C - Chile
Internet Services for International Buyers

Ten TPOs (40%) had some kind of services that indicated were for buyers

- Exporters Directories (68%)
  - Services - Cuba
- Business Matching (20%)
  - Chile, Colombia
- Domestic and foreign promotion activities (24% & 8%, respectively)
  - Macroruedas – Colombia
  - Expo Jamaica’s Buyer Hosting Programme
- Not found:
  - Online Training to buyers
## Use of Social Media

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Percentage (#)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>72% (18)</td>
</tr>
<tr>
<td>Twitter</td>
<td>72% (18)</td>
</tr>
<tr>
<td>YouTube</td>
<td>68% (17)</td>
</tr>
<tr>
<td>Linkedin</td>
<td>40% (10)</td>
</tr>
<tr>
<td>Flickr</td>
<td>12% (3)</td>
</tr>
<tr>
<td>G+</td>
<td>4% (1)</td>
</tr>
</tbody>
</table>
Case: ProExport Colombia
Case ProExport Colombia – Home Page

- Business opportunities in real time
- Move between exporter/buyer pages
- 24/7 Online Contact
Case ProExport Colombia – Business Opportunities

Information about business opportunity

Search for opportunities

24/7 Online Contact
Case ProExport Colombia – Site for Exporters

Move between exporter’s / buyer’s pages

24/7 Online Contact
Case ProExport Colombia – Matching Exporters and Buyers

www.macrorruedasproexport.com
Challenges

• Focus or not to focus on…
  • Industry sectors / Programs / Specific services
• Overinvestment
• Measurement of interactions and service performance
• Use of external support
  • Latin America and the Caribbean – IDB
    http://connectamericas.com/
• Other services
  • Export development – supply chain (example: imported inputs)
  • Outward FDI (example: follow your client)
감사합니다