

## Did You Know?

- Since 1993, the value of two-way U.S. trade with Mexico has almost tripled, from \$81 billion to \$232 billion
- Mexico has become the number two U.S. trading partner
- Hispanics are the largest minority group in the U.S.
- U.S. Hispanic buying power is over \$500 billion annually



To help your company enter the U.S. Hispanic, Mexican, and Latin American markets, contact:

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Hispanic  
Market  
Development

Growing Your  
Business in the  
U.S. Hispanic, Mexican,  
and Latin American  
Markets



Dear Clients and Business Partners:

Welcome to the fastest-growing emerging market opportunity!

Grupo Avance, LLC is a company with a passion to advance commerce with the U.S. Hispanic, Mexican, and Latin American markets.

Our objective is to help you expand your sales in the largest and fastest-growing U.S. ethnic market—Hispanics—and in the United States' second largest global market: Mexico.

How do we do it?—Our team of business professionals will provide you with a wide variety of expertise in Market Development, the ability to understand and operate in both U.S. and Hispanic business cultures and market dynamics, and a successful track record in implementing complex projects.

If your goal is to maximize your opportunities in these exciting and fast-growing markets, contact us today.

We will be delighted to speak with you about your Hispanic and Mexican market goals.

Saludos,

Juan Ramirez  
President

## Why Focus on Emerging Markets?

### **Greater potential for economic growth.**

US Exports have grown at more than 10% annually versus domestic growth of 2 to 3%

*Minnesota Trade Office*

**The growth of U.S.-Mexico trade**, an average of 17% per year, outperforming domestic growth of only 3% per year.

*Nafta Works 2003*

**Growing Hispanic population.** Hispanics comprise 13% (over 35 million) of the nation's population growing at a faster rate than the general population—more than 60 percent in the last decade.

*U.S. Census 2000*

**U.S. Hispanic buying power** is over \$500 billion per year, and it is projected to outpace the national growth rate through 2020.

*South Florida Sun Sentinel 2003*

## Grupo Avance Will Help You:

**Size the potential** for your products and services in the U.S. Hispanic and Mexican markets

**Conduct market analysis** of economic trends, financial & logistical feasibility, and political environment

**Build a business plan** to include legal and cultural requirements

**Recommend market entry** & marketing strategies for Mexican and U.S. Hispanic markets

**Conduct competitive analysis** for the targeted products, markets, and industries

**Customize your products and services** to meet the specific needs and preferences of Hispanic markets

**Communicate your message clearly** through translation and market localization

**Develop and execute implementation plans** for sales, distribution, after sale service and support requirements

**Build your internal export expertise** through our collaborative methods of knowledge transfer