



*Sunny Sky Solutions*

WELCOME TO LATIN AMERICA



# WELCOME TO LATIN AMERICA

From experience, I find that when companies and organisations want to explore and make the most of opportunities in Latin America, they get stuck, advance slowly, or decide not to try for the following reasons:

- lack of adequate resources,
- lack of knowledge and understanding of the region, and
- lack of contacts.

What we do at Sunny Sky Solutions is not rocket science, it's making it easier for you to do business in Latin America by equipping you with the resources, the understanding and the contacts you need in this region of 20 countries and 600 million people.

As a native Latin American who lived in the UK for over 13 years, I know it's not easy to tackle a region that seems so distant, unknown and detached. However, the opportunities are here and that's why in 2011 I established Sunny Sky Solutions to breach the gap between the UK and Latin America. An economist by trade, I understand the big picture, but as a Latin American myself, now based in Uruguay, I understand what it really takes to succeed in this region.

Whatever stage you're at in your international expansion, I believe we can work together. This brochure summarises our services and expertise, and I also encourage you to visit our website at [www.sunnyskysolutions.co.uk](http://www.sunnyskysolutions.co.uk), where you will find client testimonials, case studies, our blog and other resources on Latin America.

I very much look forward to discussing Latin America with you.

Gabriela Castro-Fontoura  
Director  
Sunny Sky Solutions





# EXPERTISE

Since 2011 we have worked with UK and international companies in the following sectors:

- |                |                        |                              |
|----------------|------------------------|------------------------------|
| Energy         | Railways               | Laboratory Equipment         |
| Mining         | Agritech               | Consumer Goods               |
| Oil and Gas    | Automotive             | Food and Drink               |
| Marine         | Electrical Engineering | Software, Edtech and Fintech |
| Infrastructure | Mechanical Engineering |                              |

Our clients have come from countries including:

- |                |           |
|----------------|-----------|
| United Kingdom | Australia |
| Ireland        | Spain     |
| Holland        | Uruguay   |
| Canada         |           |

Our strength resides in our knowledge and understanding of Latin America and in our network of regional contacts. We apply clear methodologies to our work, and use systematic and clear processes to ensure we deliver what you need, in a no-nonsense manner.

**We are passionate about Latin America and have the resourcefulness and perseverance this region demands.**

**But it's not about us, it's about you:** we want to ensure that every client we work with feels that we've solved a problem for them and added something they couldn't have added themselves. That's why we get repeat business and referrals - because we deliver and we exceed expectations.



# WHAT WE OFFER

## TRAINING AND CAPACITY BUILDING

Our training is tailored to your needs: it's hands-on, practical and entertaining. Our passion for Latin America and our experience working every day in this region come across in all the training we deliver, which can benefit:

- company directors focusing on strategic matters
- export teams and sales managers new to dealing with Latin America
- very large companies with large teams but not necessarily recent regional experience
- importers
- organisations that deal with Latin America regularly (such as research bodies and charities)
- organisations that have Latin America in their remit and want to understand the region better (such as chambers of commerce, sector/industry groups and the media)

We can also equip your company and your team with in-house capacity to deal with Latin America. Instead of always relying on an external consultant or support, why not develop your team to be able to handle the region themselves? More thorough than training, capacity building is about becoming confident and knowledgeable in working with this vast region in the long term.





## WHAT WE OFFER

### MARKET RESEARCH

There are 20 countries in Latin America and it's important to understand not only the uniqueness of each market, but also how these countries operate for your particular sector, the synergies between them, and the opportunities beyond the maps and statistics.

We don't want to produce extensive reports that you will never even read. Our market research exists to answer your questions and give you ideas and solutions.

Every market research report we produce includes a "so what?" section: a one-page summary to enable managers and directors to make decisions based on solid information.



# WHAT WE OFFER

## DISTRIBUTOR/PARTNER RECRUITMENT

You know that the success of your business in any region depends on the people on the ground who are responsible for making things happen.

Our distributor recruitment service starts by understanding what your business is about and what exactly you look for in a distributor. We specialise in working with manufacturers of very niche products so we take a lot of time to understand exactly what you need. It's this degree of attention to detail, mixed with an open mind and a strategic view, that sets us apart and guides the identification of possible partners through the trusted sources we have access to.

Once we identify potential partners and agree on the ones that look promising, we contact each and every one of them, and we persist until we get through to the decision maker and introduce them to your company/products/services. If they are interested in working with you, we then filter them through an additional interview so that at the end of this very thorough process you only get the best potential distributors.

Our clients then usually come over to the region to interview these potential partners, and in many cases we accompany them to these first meetings not just because of language issues but because our clients trust our opinion; they know that culturally we can obtain a lot of information and clues that they could be missing.





# WHAT WE OFFER

## MARKET VISITS

We know that when overseas company staff make a commitment to travel to Latin America, they are not only spending money but also precious time, usually from very senior people. That's why we know that we have to deliver realistic but productive agendas so that every minute counts. Meetings with decision-makers, site visits, lobbying meetings, networking meetings, they all need to have a purpose and to deliver.

We don't believe in meetings for meetings' sake; we ask you what exactly you want to get out of your visit and we tailor each market visit to your objectives. We sometimes, but not always, accompany our clients and we make sure that everything's being taken care of, so that you can focus on your business and not how to get from A to B, how to pay for dinner or whether a certain part of town is safe or not. You leave it in our hands.

We have organised market visits not just for individual companies but for groups. If you're interested in visiting trade shows, we can organise that, too.



# WHAT WE OFFER

## LATIN AMERICAN OFFICE

When you start operations in Latin America (for example, when you appoint your first distributors) you might not yet have an in-house resource to deal with the region. We become that resource you need, your Latin American office *in* Latin America.

We can, for example:

- generate leads
- recruit and manage distributors
- attend trade shows on your behalf
- provide you with logistics and customs advice and support
- provide you with a local address

If you are already established in the region and looking to grow, we can also help you with:

- establishing a business in the region (legal entity)
- recruiting regional and local staff
- regional marketing and PR

We work with trusted associates in the following fields:

Export financing  
Legal  
Tax

Customs  
Logistics  
Export documentation

Translation and interpreting  
Recruitment





# TESTIMONIALS

"Gabriela has a phenomenal work rate, great attention to detail and delivers results way ahead of expectations. She has great knowledge of her territory and provides clear and pragmatic advice. Outstanding value for money!"

**Richard Shaw, MD, Ellis Patents Ltd.**

"I cannot stress enough how impressed I am with Gabriela's work. Initially, what impressed us was the thoroughness of the distributor recruitment work, but then during our trip I really understood what Gabriela really means to our business: a critical partner who adds valuable insights and opinions, asking pertinent questions and always staying a step ahead to ensure that my trip was worth it. I really look forward to working with her again, and would recommend her services to any company serious about succeeding in Latin America."

**Mirjana Prokic, International Market Development Director, Farécla Products Ltd.**

"Gabriela at Sunny Sky Solutions has been instrumental to us identifying potential new partners in Latin America [...] We would highly recommend Gabriela at Sunny Sky Solutions to other companies looking to expand in the Latin American markets."

**Bruce Bultitude, Chairman/Owner, Power Jacks Ltd.**

"Gabriela understood my brief perfectly, and her initial shortlist was impressive; it showed they were really paying attention to our needs. Her team took the time to interview each potential distributor to filter out the ones that weren't right so that I could choose from the very best. Their involvement meant that I could hit the ground running and that I can now focus on developing the Bolivian market with our new partner. I was impressed with the quality and the thoroughness of the work, the constant communication and the real understanding of the region. I think Sunny Sky Solutions can be a very valuable consultancy for UK companies wanting to do business in Latin America".

**Richard Evans, International Sales Manager, Foster and Freeman**

"Having someone local who speaks the language, understands how business is done, has a strong network and the right tools to identify leads, and has the dedication to follow them up, has been of great value to us, and we look forward to working with Gabriela on the next stage of this project."

**Sarah Wade, Commercial Director, Royston Ltd.**

"Whether for manufacture or distribution, I recommend that any company interested in investigating opportunities in South America should get in contact with Gabriela in order to discover the range of financial incentives offered for foreign investors."

**Nick Graham, New Business Development Manager, Caltech**

"Gabriela's understanding of Latin America is second-to-none, from the generic macroeconomic country-wide perspective to the details of how people behave and how consumer preferences vary across this hugely varied continent. I would not hesitate to recommend her to any business looking to export products to Latin America."

**Archy Cunningham, former MD at UCB & Livwell and current Chairman of Pulsetta Foods**

"I would highly recommend if you are looking to expand your business into Latin America, your investment in a report by Sunny Sky Solutions. It will save you time and money, providing you with the tools to expand your business efficiently"

**Stewart Gordon-Smith, Export Sales Engineer, Meech International, Queen's Award for Enterprise (International Trade) winner, 2009 and 2012**

"We commissioned Sunny Sky Solutions to carry out a market research exercise for us and we were all impressed with the thoroughness of the report, which has given us a valuable survey of the market conditions in our target countries, and clear directions on how to proceed."

**Dr Walter King, MD, Dart Sensors Ltd., Queen's Award for Enterprise (International Trade) winner, 2010**

## GET IN TOUCH

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Blog: [www.sunnyskysolutions.co.uk/beyondbrazil](http://www.sunnyskysolutions.co.uk/beyondbrazil)

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