



AL-INVEST IV INFORMS

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www.al-invest4.eu

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Special Issue on Information and Communication Technologies (ICTs)

LETTER FROM THE EDITOR

ICTs: The Silver Bullet Against the Crisis

According to the European Information Technology Observatory (EITO), the ICTs market worldwide will grow by 5.4% in 2012, provided that industrialized powers overcome the financial crisis. According to Bruno Lomborghini, Chairman of EITO, "neither Japan's tsunami nor political instability in several regions around the world have had a significant impact on global demand for technology, which makes for a positive outlook for the ICTs market worldwide". Emerging markets, such as Brazil, China, India and Russia stand out as those driving the growth expected from this industry globally. Double-digit growth rates have been registered in some cases.

The status quo of ICTs in Europe has improved since 2010, and the European Union software market started to experience its own 'industrial revolution'. Likewise, it has been proven that the effects of the international economic recession on this industry have been modest, compared to others.

According to experts, a new typology of services will be consolidated in 2012, which will define consumption for the next ten years. The digital leap of consumers comes hand in hand with growing mobility, better access to the Internet and greater use of it, all of which fosters a new generation of consumer services. According to the International Data Corporation (IDC), a provider of ICTs market intelligence, companies will operate in a "connected world" in 2012, bearing in mind not only competitors, providers, employees and clients, but also "objects" part of their business processes.

Likewise, the transition and interconnection of traditional corporate applications will accelerate in 2012, giving way to solutions in the cloud. Information Technology in the Net means technology uses applications and

services totally based on the Internet, such as the computing software Google Docs or Office 365. There are also more powerful corporate applications, such as data base or security management. Therefore, this field will continue to grow in 2012 and there will be more users transitioning from desktop-based to network-based applications.

It seems this will be a quiet year for the ICTs industry, since the market will report positive data once again, albeit slower paced. However, not all segments will see the same data. For some, such as the hardware segment, the negative trend will continue.

New players have entered the market, mainly supported by their ability to generate huge turnovers and operate at low margins. Most of them come from the e-business field and open-source companies and communities and telecommunication operators. The software market in the Twenty-Seven member countries of the EU will hit €383.5 billion in 2020, which amounts to an annual growth rate of 4.4% from 2008 to 2020. It is slightly below the 5.4% rate experienced by the market globally.

You may read the full analysis on the industry and the subsectors 'e-Health', 'System Management', 'Software as a Service (SaaS)' and 'Open Source' here:

<http://www.al-invest4.eu/estudios-de-prospeccion-comercial/fichas-subsectoriales/fichas-subsectoriales-de-ferias-en-espanol/953-tic>

Stefan Unseld,
Project Manager for GIZ

Capacity Building International



Facilitating the internationalization of Latin America SMEs
The AL-INVEST IV programme is co-financed by the European Union

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AL-INVEST IV Carve Out a Place in BITS and CeBIT 2012

According to the European Information Technology Observatory (EITO), worldwide information technology investment grew by 4.3% in 2011, and it will surpass the €1 billion record sales for the first time in 2012. ICTs is a strong industry and fairs such as BITS and CeBIT offer endless possibilities to foster its growth.

Technical Assistance and Bilateral Meetings Will Shine in CeBIT 2012

CeBIT is considered to be the most important fair worldwide in computing, information technologies, telecommunications, software and services. It is held every year in Hannover, Germany. This

year's edition will take place from March 6 to 10. The business mission undertaken by the AL-INVEST IV program is outstanding. Thanks to it, some 90 companies from Mexico, Brazil, Paraguay, Uruguay, Argentina and Honduras will participate in the fair.

This year, Brazil will be the guest of honor. The South American country with the strongest economy has been appointed partner country in CeBIT 2012. Brazilian companies and state-owned institutions will showcase the advantages of its appealing economy in several pavilions.

B2B FUTURE MATCH meetings (www.futurematch.cebit.de), in collaboration with the Enterprise Europe Network (EEN) will be the focus of attention thanks to the opportunities offered to ICTs companies to learn about the latest trends in the industry, promote their products, find new partners and discuss new projects.

In addition, two very important technical visits are scheduled. The first of them, on March 7, will take us to the Fraunhofer MEVIS Institute, the leading research and development center in computer assistance for image-based medicine. The second of them will take place in the international organization Sennheiser Electronic, an expert in hearing aids, microphones, monitoring and information systems and aviation and audiology products. The secret of this company resides in innovation techniques applied to its products, for which it has been awarded many prizes and patents.



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For more information: http://www.al-invest4.eu/al-invest/empresas/index.php?option=com_empresas&view=empresas&eid=141&Itemid=230&lan=es&fid=522

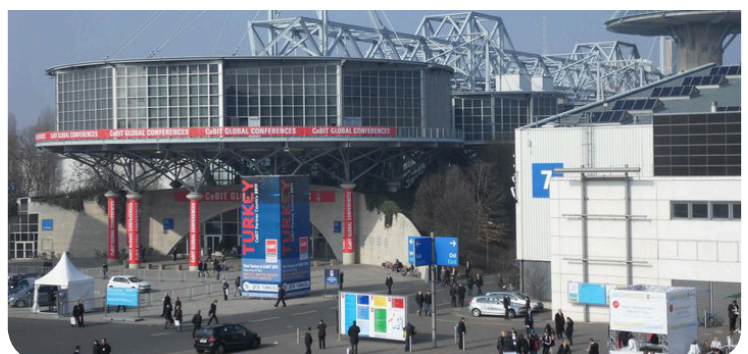
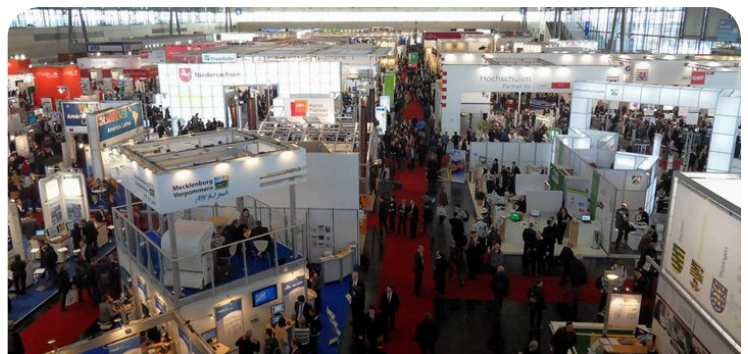
Important Technology Meeting in BITS 2012

BITS (Business IT South America) is CeBIT's spin off targeted at Brazil and Latin America's growing market. The priorities at this event, which will take place this year from May 15 to 17 in Porto Alegre, Brazil, will be ICTs infrastructures for companies, communication services based on B2B meetings, money matters and the public sector.

The Business Meeting AL-INVEST BITS 2012 is an initiative by the National Confederation of Industry (CNI by its Spanish acronym), supported by the Industrial Federation of Rio Grande do Sul (FIERGS by its Portuguese acronym), channeled through its International Business Center (CIN-RS by its Portuguese acronym), in the framework of the AL-INVEST IV program.

The Coordination and Services Consortium of AL-INVEST IV will be present at this symposium offering the ideal framework to organize a Technology Meeting BITS 2012, in collaboration with FIERGS and SOFTSUL.

This meeting will provide Latin American companies with knowledge on the latest technological trends, as shared by European experts with broad experience in the field.



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For more information: http://issuu.com/sheilarmeyer/docs/cat_logo_bits_2011/1?¬eYe

CeBIT 2011

Central America, Mexico and Cuba

Honduras' FIDE Institution and the Mexican Government know this for sure: strengthening the ICTs sector and taking bold steps to continue growing in international markets is a safe bet. For this, a lot of work, effort and cooperation are necessary.

HONDURAS

Goal: Exports

The Honduran Foundation for Investment and Exports Development (FIDE by its Spanish acronym), works closely with the Honduran Association of Information Technologies (AHTI by its Spanish acronym) seeking to position and promote the Honduran ICTs industry in international markets. The Central American country has 150 companies in this industry, creating more than 7,500 jobs, according to data by Jorge Ghiarelli, President of the AHTI. However, with the local market accounting for 95% of the sales; only 5% of sales are exported.

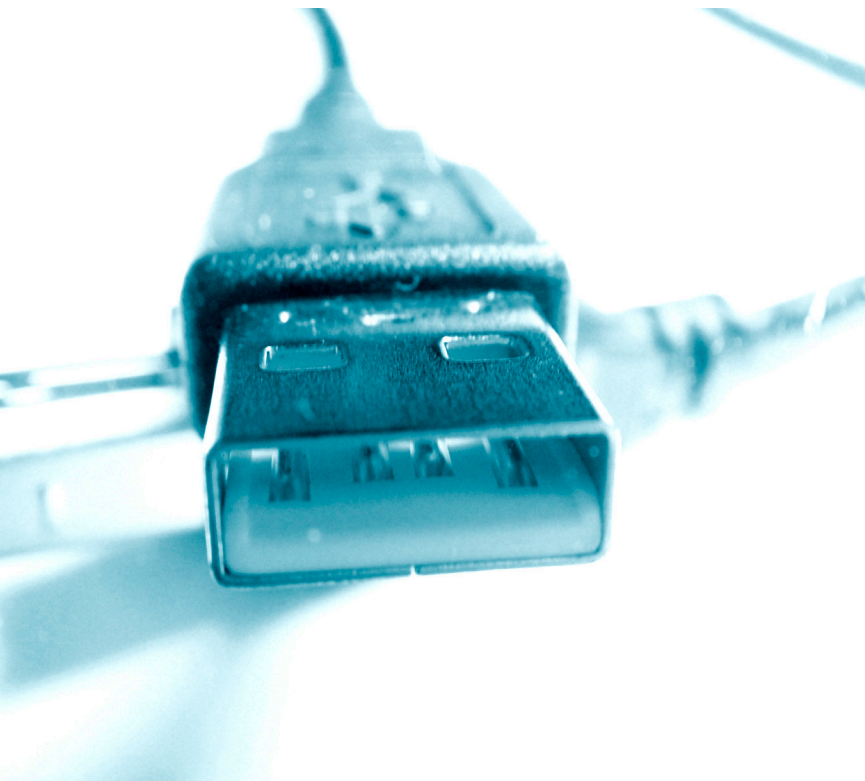
Vilma Sierra de Fonseca, Executive President of FIDE, said it is "necessary to promote the supply of exportable services and technological and software solutions among international buyers". To do this, FIDE coordinated in 2011 the participation of five Honduran companies in the event Outsource2LAC, which took place in Uruguay. Likewise, the institution will manage, in the framework of the AL-INVEST IV program, the participation of a team of business people to the CeBIT fair, which will take place in Germany next March.



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MEXICO

Technological Parks, Clusters and Programs to Promote a Booming Industry



The ICTs sector is one of Mexico's strengths. It has all is necessary to become a key provider in this market worldwide. The North American country has many favorable points, among others, the labor. There are almost 600,000 ICTs professionals in Mexico, and the number is growing, since 65,000 professionals graduate every year.

In the world of Academics, the private and public sectors work closely, coordinating efforts to develop a total of 24 technological parks throughout the country. In addition, there are no less than 23 Information and Communication Technologies Clusters throughout 20 Mexican States.

The Mexican Government acknowledges the economic potential of this industry. Therefore, it is investing all of its energy to make it thrive through programs such as ProSoft, offering financial support for project development and investment. In addition, TechBA was created in 2005, offering several types of financial support, assessment and operational support to Mexican companies. Finally, MexicoIT promotes the Latin American country as the ideal center to establish ICTs companies.

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Mercosur, Chile and Venezuela

In Uruguay, both the Uruguayan Chamber of Information Technologies and the Chamber of Industries have collaborated with the AL-INVEST IV program to favour the participation of their ICTs companies in suitable training sessions.

URUGUAY

Business Rounds and Development Programs to Promote ICTs

The Uruguayan Chamber of Information Technologies (CUTI by its Spanish acronym) and the Chamber of Industry of Uruguay (CIU by its Spanish acronym), supported by the AL-INVEST IV program, put together the mvdBIZIT Business Round in Montevideo, a meeting of the highest representatives and businesspeople of the ICTs industry in Latin America. More than 80 companies participated in the event, where more than 200 business meetings were scheduled.

Likewise, the AL-INVEST IV program, in collaboration with the Chamber of Industry of Uruguay, organizes the Development Program for New Exporters in the ICTs industry. It offers assessment to interested companies on the internationalization process.

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Business Round organized by the Uruguayan Chamber of Industries. Source: MCV

Success Story

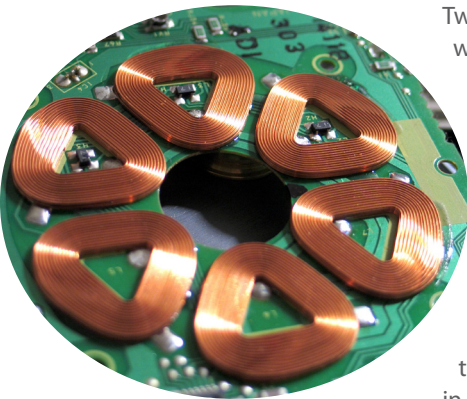
ICTs in the Health and Tourism Industries

Two Uruguayan companies in the ICTs industry have closed business deals. On the one hand, EviMed SRL, which offers training for health-care providers, has closed several business deals. The Latin American country has re-shaped the pattern of sponsored courses for health-care providers, and six activities more have been scheduled for 2012.

On the other hand, the company CDEV SRL, divided its operations into two businesses, as a result of the strategic and internationalization process. The spin offs are SEGUROS and Booking Force, an online application to book hotels.

The success of Booking Force caught the attention of other companies in the industry, and a strategic agreement was concluded with another business association supplying complementary software to the hotel industry. Thanks to this new software business unit, new business deals have been closed in Argentina and Uruguay.

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Andean Region

The Andean Region Consortium (RA by its Spanish acronym) has six business areas in the ICTs industry. In Bolivia, CAINCO, The Chamber of Industries of Cochabamba, the Chamber of Commerce and Services of Cochabamba and the Chamber of Industries of La Paz are in charge of supporting this industry. In Colombia, the Chambers of Commerce of Bucaramanga and Cartagena de Indias take the lead in this task.

BOLIVIA

CAINCO Backs Twelve Companies in the ICTs Industry

The group of Software and Smartphone Application Developers of the Chamber of Industry, Commerce, Services and Tourism of Santa Cruz (CAINCO by its Spanish acronym), in Bolivia, is made up of twelve companies. It was put together in 2011 to join forces in a continuously-growing sector, the ICTs.

Many business meetings took place last year with strategic sectors, such as the incoming tourism industry and the radio-taxi system. There were also meetings with Universities, regarding what a busi-

ness person really needs from an information systems and technology professional. Besides, the business association CAINCO met with the expert Juan Pablo Villegas, Manager at the National Service of Intellectual Property and Copyright (SENAPI by its Spanish acronym).

This business cluster is working towards its potential participation in the BITS Fair 2012, taking place in Porto Alegre, Brazil.

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BOLIVIA

Cochabamba' Dual Support to ICTs

The Bolivian city of Cochabamba has two groups supporting ICTs. On the one hand, the Industrial Chamber of Cochabamba, made up of 25 companies and pursuing the clear objective of participating in international fairs, approaching suppliers and being up-to-date with the latest information technology trends. In 2011 this cluster organized the first Software and Hardware Fair, showcasing to companies the best information technologies possibilities.

On the other hand, the cluster of the Chamber of Commerce and Services of Cochabamba, through which twelve companies pursue the

goal of increasing sales, clients and business. Several companies in the cluster are already in contact with potential partners in Europe, but the road ahead is still long. Therefore, throughout its history, the group has participated in business rounds such as FEICOBOL and EXPOCRUZ, training courses on marketing, information sessions and technical assistances, among others. For 2012 the group seeks to organize as well new training courses on technical actions, as well as seminars and fairs for companies to gain a commercial position.

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COLOMBIA

Frantic Pace in Bucaramanga's ICTs Cluster



Members of the cluster of the Chamber of Bucaramanga in one of their activities Source: RA

The ICTs Business Cluster of the Chamber of Commerce of Bucaramanga was put together in September 2009. There are 17 companies in it. Its first activity was participating in the Great International

Business Round (GRIN by its Spanish acronym). In 2010 it was sponsored by the University of the Andes to develop a strategic planning process geared at companies. Thanks to this, it obtained important recognition in the region, which brought new financial resources for 16 business people to train in Silicon Valley, California (USA).

The activities undertaken by the cluster in 2011 resulted in five very successful and productive alliances. After undertaking the technical assistance, the companies put together the best-practices manual of the association and a portfolio of joint services targeted at the European market. During the last month of January, three companies in this association took part in the BETT Fair in London (UK) which is considered the most important fair in the education sector worldwide.

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Activities

The Cherry on Top for the 9th Edition of the 'International Trade Academy'

January 31 – February 3, Annecy, France

Approximately 40 experts in international trade from 26 countries met in Annecy (France) with the Menthon St Bernard Palace as background. The reason to meet was the 9th Edition of the 'International Trade Academy', which took place between January 31 and February 3.

Representatives from European and international business organizations participated. They received dynamic training on international trade and globalization. In addition, they enjoyed an exclusive visit to the headquarters of the World Trade Organization (WTO) in Geneva, Switzerland.

Delegates from the Chamber of Commerce of Argentina, the Federation of Industries of the State of Ceará (Brazil), the Chamber of Commerce of Cartagena de Indias (Colombia), the Federation of Exporters of Ecuador, the Corporation of Exporters of El Salvador (COEXPORT, by its Spanish acronym) and the Eurocenter NAFIN (Mexico) represented Latin America.

Those delegates wishing to do so may register on the Academy's web-



Delegates at the 'International Trade Academy'
Source: CS

site (<http://academy.eurochambres.eu/>) to obtain information on future Academies, courses presented in past editions and find potential partners and collaborators.

For more information: <http://academy.eurochambres.eu/8f04.pdf>

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'Exporting to Europe', Third Round

April-June 2012

After two indisputably successful editions of the course on exporting to Europe, organized by the Services Consortium of the AL-INVEST IV program, a third round to participate in the online course has been opened.

The candidates may register for the training until March 15. The main goal of the course is to train foreign trade professionals in the institutions of the AL-INVEST IV Consortia. The participants will learn about techniques to provide advanced, competitive intelligence services in European markets and delve into methodologies about searching for market intelligence and trade opportunities. In addition, they will

discover the best techniques, step by step, for a Latin American SME to access the European markets, for which they will receive support tools.

The training is divided in two modules. The first one will take place online from April 16 to June 8, 2012. Good-performing students may access the onsite course, which will take place for four days in a Latin American country.

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For more information:

http://gc21.inwent.org/ibt/GC21//es/modules/ibt/curso_.sxhtml

The European Commission Gathers Relevant Experience from the Andean Region

January 25-26, Santa Cruz, Bolivia



Representatives from the European Commission with the owner of Kirah Design, a Bolivian SME receiving support from AL-INVEST IV. Source: RA

Last January, several representatives of the Chamber of Industry, Commerce, Services and Tourism of Santa Cruz (CAINCO by its Spanish acronym), Bolivia, leader of the Andean Region Consortium for the AL-INVEST IV program, met with Elektra Tsigaridas, Program Manager of the European Commission. The expert arrived to the Bolivian city from Brussels. She studied the results and experiences resulting from three years of work in this phase of the program. There was an opportunity as well to hold personal meetings with beneficiary SMEs and business institutions part of AL-INVEST IV.

In addition, a tour of the Kirah Design factory was given. This company is in the wood-manufacturing business and receives support from the program. The delegate from the Commission saw first-hand the work process and listened to the experience of these initiative's promoters.

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For more information: <http://www.alinvest4can.org/?p=3075>

Success Stories

Prize to Innovation in Wood

Paranista, a Brazilian furniture company which participated in the AL-INVEST IV program, received last February 8 the Outstanding Project award in the industrial category of the Ozires Silva Award for Sustainable Entrepreneurship. These awards honor several business initiatives in categories such as industry, commerce, tourism, agro-business, civic-public, culture, transportation and logistics.

"This award inspires other companies to act in the same line", says Norman Arruda Filho, one of the organizers of the event.

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Aurelio Sant'Anna, Vice-president of Industries of the State of Paraná and Janet Pacheco, Manager of the International Business Center of the State of Paraná. Source: MCV

France's 'je t'aime' to Ecuadorian Crafts

The Ecuadorian Association of Exporters (FEDEXPOR, by its Spanish acronym), thanks to the support from the AL-INVEST IV program, held last November the III National Convention of Exporters in Guayaquil, Ecuador. Undoubtedly, the star event was the connection between hundreds of Ecuadorian crafts professionals and the French importer Michel Ferragu, with whom exports to the European country worth €300,000 were discussed in detail. Panamanian hats, wood-carved figures and tagua beads and accessories were the products demanded by Ferragu.

The French importer said there are many potential clients for Ecuadorian and Latin American crafts in Europe. He highlighted that it is necessary to improve the design and functionality to attract them, and adapt the products to European consumer trends.



Michel Ferragu in a business round
Source: CS

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Coming Up

Events

Business Mission CeBIT 2012, Germany.

March 5, 2012 - March 10, 2012 (CS)

Alimentaria Barcelona.

March 26, 2012 - March 29, 2012 (CAMC, CS)

Hannover Messe (industrial sector). Germany .

April 23, 2012 – April 27, 2012 (CS)

Latin American Academy Brazil.

April 23, 2012 – April 27, 2012 (CS)

BITS Porto Alegre. Brazil.

May 15, 2012 – May 17, 2012 (CS, FIERGS, CNI)

More events: <http://www.al-invest4.eu/calendario/656>

Contact

For more information visit our website

www.al-invest4.eu,

and find us on:



AL-INVEST IV Services Consortium



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Share your comments!

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"The AL-INVEST IV program is one of the most relevant regional economic cooperation programs of the European Commission in Latin America. The main goal of the IVth phase of the program is to promote social cohesion by supporting Latin American SMEs in their consolidation and internationalization, sharing innovation and knowledge and creating economic relations with their European counterparts".

Publications

Final Report on "Corporate Responsibility as a Factor in SME Competitiveness"

<http://www.al-invest4.eu/attachments/Informe%20Responsabilidad%20Social%20Empresarial.pdf>

"Exporting to Europe" Handbook

<http://www.al-invest4.eu/guia-como-exportar-a-europa/1001-guia-como-exportar-a-europa/521-guia-como-exportar-a-europa>

Industrial Analysis "Renewable Energies", now in Portuguese as well

http://www.al-invest4.eu/minisite/renovables_port/europa/europa1.html