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About us

- ProAmérica, incorporated on February 2019, is a consulting firm whose objective is to support the internationalization strategies of Latin American companies, with an emphasis on small and medium-sized enterprises.
- We provide support by means of a range of services that are adapted to the needs of each client.
- The focus of ProAmérica is on companies that seek to expand their business from or toward Latin America and inside the region.
- These companies may include exporters or importers, as well as those with investment potential.



Mission and Vision

MISSION

Our mission is to assist Latin American entrepreneurs in their internationalization strategy by providing services adapted to their needs.

VISION

Our vision is to build a company that serves as a standard, validated by our clients, for Latin American entrepreneurs pursuing the internationalization process.

Our Team

- **Roberto Álvarez Espinoza**, Undergraduate degree in Business Engineering and Master's degree in Economics from la Universidad de Chile, and Doctorate in Economics from University of California at Los Angeles (UCLA).
- **Olga Barquero Alpizar**, Undergraduate degree in Economics and MSc. in Political Economy and International Trade from *la Universidad Nacional de Costa Rica*.
- **Camilo Navarro Ceardi**, Undergraduate degree in Business Engineering and Master's degree in Economics from la Universidad de Chile, MPH. In International Economics and Economic Development from la Universidad Complutense de Madrid.
- **Paulina Nazal Aranda**, Undergraduate degree in Business Engineering from la Universidad de Chile and a MA in Economics from New York University (NYU).
- **Óscar Páez Gamboa**, Undergraduate degree in Business Engineering from la Universidad de Tarapacá (Arica, Chile). Postgraduate degree in International Trade Negotiation from la Universidad Católica Santiago de Guayaquil (Ecuador).



Undergraduate degree in Business Engineering and Master's degree in Economics from la Universidad de Chile, and Doctorate in Economics from University of California at Los Angeles (UCLA). Currently, he is the Director of the School of Economics and Administration and Full professor at la Universidad de Chile where he also served as the Director of the Department of Economics (2013-2015). He has worked as consultant in the Division of Competitiveness and Innovation for the Inter-american Development Bank (IDB) and as Senior economist in the Management of Economic Research and in the Management of Financial Stability for Central Bank of Chile. His principal areas of research are related to economic development: productivity, international trade, and technological innovation, with an emphasis on the Chilean economy.

Roberto Álvarez Espinoza - Director



Undergraduate degree in Economics and MSc. In Political Economy and International Trade from la Universidad Nacional de Costa Rica. With more than 12 years of experience in economic and international relations, trade negotiations, implementation of trade agreements, business consulting, and management of statistical databases, she is currently Head of International Relations at INE and has worked in the Directorate General of International Economic Affairs of the Ministry of Foreign Affairs of Chile and in the Ministry of Foreign Trade of Costa Rica.

Olga Barquero Alpízar - Director



Undergraduate degree in Business Engineering from Universidad de Chile and M.A. in Economic from New York University (NYU). Academic at the Faculty of Economics and Business at Universidad de Chile. She has served as Director General of International Economic Affairs at the Ministry of Foreign Affairs of Chile (2016-2018). She has also served as Director of Multilateral Economic Affairs, Head of the Market Access Department, and Head of the North American Department in Directorate of International Affairs of the Chilean Chancellery and as well as a consultant for the Inter-American Development Bank and as analyst of Latin America for Lehman Brothers.

Paulina Nazal Aranda - Director



Undergraduate degree in Business Engineering and Master's Degree in Economics from Universidad de Chile, MPh. in International Economics and Economic Development from Universidad Complutense de Madrid. With more than 20 years of experience and knowledge in the areas of international economics and trade, he has served as Head of Latin America and the Caribbean for the Directorate General of International Economic Affairs of the Ministry of Foreign Affairs of Chile. He has also served as Alternate Representative of Chile to ALADI, Commercial Attaché of Chile in Peru and Uruguay, International Consultant, and Professor of undergraduate and graduate studies in International Finance, Foreign Trade, and International Negotiations in various universities.

Camilo Navarro Ceardi – Partner & Director



Undergraduate degree in Business Engineering from the Universidad de Tarapacá (Arica, Chile) and Postgraduate degree in International Trade Negotiations from Universidad Católica de Santiago de Guayaquil (Ecuador). He is a professional with more than 20 years of experience in internationalization, business development, market access, export promotion, and brand management. He has served as Commercial Attaché of Chile in Brazil and Ecuador and as Northern Territorial Head of Chile of the Directorate of Export Promotion - ProChile. On two occasions, he was the representative of Chile to the World Congress of Free Economic Zones. He is also an International Consultant and the author of Studies on Commercial Opportunities by Country and Comparative Analysis of Trade Units between countries.

Óscar Páez Gamboa – Partner & Director

Our Services

- i. **Business Agendas:** Design of meetings with appropriate counterparts: potential clients. Based on the need of each entrepreneur, involving approach and training of the country of interest, as well as associated market intelligence.

- ii. **Business plans:** Construction of an internationalization strategy, jointly with the Client. Identifying the products or services with potential, as well as the appropriate markets

Our services

- iii. **Market studies:** Design of profiles, which reflect the commercial reality of a market, eventually necessary to define an optimal Business Plan
- iv. **Investment Advisory:** Delivery of information: economic, political and social market, as well as operational elements, such as: constitution of society, search for companies, potential partners. The above, according to the each client.
- v. **Legal and Tax Advice:** Provision of background information, including steps for the design and establishment of a company in the target market

Our services

- vi. **Commercial and Logistics Consulting.** Through refined information, support in the process of construction of a positioning strategy in the market, with emphasis on the development of BRANDS. This process, together with advice from the logistics chain necessary for the efficient arrival of the exportable offer.
- vii. **Staff search.** Support in the search and selection of the necessary equipment required by the client.



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