



# LOOK | SOUTH

for your next customer

LOOK SOUTH is a coordinated Federal Government effort led by the U.S. Department of Commerce to help more American companies “Look South” to do business with and expand sales to dynamic markets including Mexico and our 10 other Free Trade Agreement (FTA) partners in Central and South America.



*“...Latin America represents an incredible opportunity for the United States, especially when it comes to my top priority as President: creating good, middle-class jobs... Right now, over 40 percent of our exports go to the Americas. And those exports are growing faster than our trade with the rest of the world.”*

*- President Barack Obama, May 4, 2013*

## Why Look South?

### TAP INTO STRONG CONSUMER DEMAND



Our trade agreement partners in Latin America all have a rapidly growing base of middle class consumers who are demanding high-value American goods and services. U.S. companies looking at Latin America may discover many sectors where U.S. products are under-represented but highly desired – such as construction and building products, medical and healthcare, safety and security equipment, and travel and tourism.

### EXPLORE NEW MARKETS



All markets in Latin America with which we share trade agreements offer a unique combination of similar language and business cultures. In addition to low or zero tariff rates on merchandise, Free Trade Agreements increase transparency, improve the business environment for services and government procurement, and reduce market access barriers in areas such as intellectual property rights, standards, and customs procedures. These countries also have made clear commitments to regional integration and market liberalization.

### TAKE ADVANTAGE OF FEDERAL EXPORT ASSISTANCE AND FINANCING



Federal trade experts in your area and our commercial specialists abroad provide a suite of trade assistance, including counseling and market research, getting your goods ready to ship, and dealing with market regulations. Certified trade events connect U.S. companies and foreign buyers, and financing agencies offer a range of trade assistance. Many programs cater to small and medium-sized companies.