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South America – new markets for small and medium IT businesses (SMB)

A scientific project of the Institute of Information Law and the Language Department of the University of Applied Sciences Darmstadt

South America – new markets for small and medium IT businesses (SMB)

You are a successful small or medium IT business in the German speaking market? You wish to expand and with your software products and IT services you are planning to enter promising foreign markets? You are looking to break into a foreign market with as little expense as possible but need existing distribution channels as well as comprehensive conceptual and individual consultancy? – The project of the University of Applied Sciences Darmstadt provides all the support you need.

Brazil – your launch pad for a continent

The project **South America – new markets for small and medium IT businesses** aims at helping such businesses get a foothold in emerging markets in South America. Brazil has a lot to offer and hence is the best country to choose when setting up your headquarters for the sales of your IT products:

- Brazil is one of the BRIC-states, i.e. the fastest growing nations of this century
- Its domestic IT-market is even larger than that of India
- there is a huge demand for SAP-Tools, SAP-Support, IT-Security, e-learning and Business Intelligence Software within the administrative and commercial sectors
- The largest IT-dealers use Brazil as their base for the distribution of their products throughout South America

Market access – A challenge for small and medium businesses

Using Brazil as a launch pad for the South American market holds many opportunities and at the same time poses major challenges for these businesses.

The Brazilian jurisdiction as well as the marketing landscape is not easy to understand for German businesses. As retail business structures are very fragmented distribution via major trade chains can be complicated. Furthermore, SMBs often lack the financial resources which would allow them access to influential distribution partners.

IT-sales and distribution concept – the key to the market

The project team **South America – New Markets for the small and medium IT businesses** has developed a distribution concept tailored to the needs of SMBs wanting to meet the challenges of entering the Brazilian market and thus, South America.

The sales and distribution concept includes:

- access to high ranking and influential distribution partners (e.g. officers) by bundling products and market potentials as part of a network of German IT-businesses with a high turnover.
- preparation for economic, intercultural, legal and fiscal particularities specific to the Brazilian market, e.g. with a Go-To-Market Plan as well as the instruction of communicative and language competencies.
- on site support with negotiations with potential distribution partners, governmental authorities, organizations as well as at reseller-trade-fairs in Brazil, Chile and Argentina
- brokering of contracts based on secured sample contracts with the participation of industry-experienced Brazilian attorneys.

The core organizational components of the project offer assistance and preparation of market entering strategies by a member of the project team as well as a comprehensive marketing and sales seminar at the University of Darmstadt. If desired on-site and individual support by one of the experienced industry experts can be organized.



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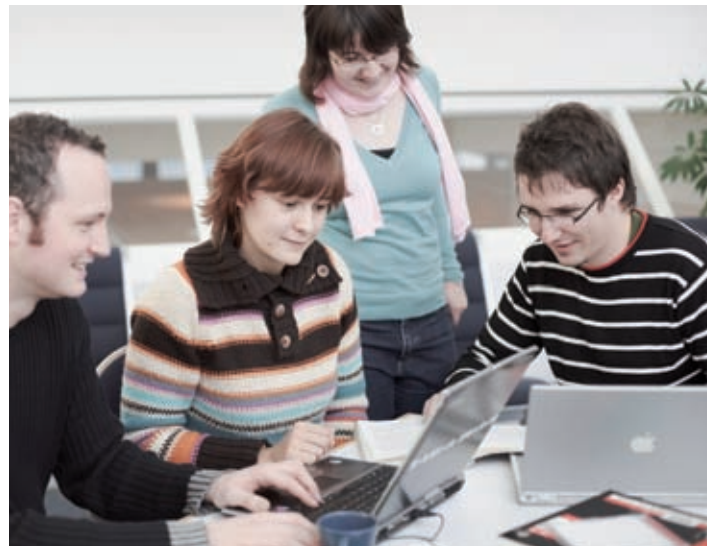
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Project team – science and business

The experts of the project team **South America – New Markets for the small and medium IT businesses** can rely on comprehensive knowledge of South American networks as well as legal, intercultural and economic structures of the region. They unite the scientific competence of the Institute for Information Law and the Language Center with international practical expertise in economy and culture.

A highly regarded model proposal which has already been presented at the international IT summit of the Federal Government is a relevant foundation of the project work. It contains aspects such as the

- internationalizing SMBs.
- cooperation between the different disciplines, such as law, economic and intercultural issues, which are tailored to the specific customer needs.
- close cooperation between universities and businesses orientated towards practical businesses.



The members of the project team:

Prof. Dr. Thomas Wilmer is a project manager and expert for IT sales legislation. He is in charge of the Information Law study course at the University of Applied Sciences, Darmstadt and is also the director of the Institute of Information Law.

Elizabeth Dambock is an IT specialist for South America. She is a native Brazilian and has been working as a senior vice president and general manager of Computer Associates for Germany, Europe and South America.

Prof. Dr. Edith Rost-Schaude is an expert for management and marketing, specializing in the market entrance of companies. She teaches and does research at the University of Applied Sciences, Darmstadt.

Dr. Ruth Tobias is expert for Brazilian culture and the Portuguese language as well as for intercultural issues. She is in charge of the Language Department of the University of Applied Sciences, Darmstadt.

Florian Ludwig is a student employee of the project and coordinates students. He is studies Information Law at the h_da.