



Selling Consumer Products to Hispanics in the U.S.

What Companies Need to Know to Succeed in this Market




AGENDA

All speakers are confirmed





Principal Sponsor

Thursday, November 3, 2005

7:30 – 8:45 a.m.	Registration	
	Continental breakfast sponsored by 	
8:45 – 9:00 a.m.	Ambassador Jeffrey Davidow President, Institute of the Americas Dr. Robert Sullivan Dean, Rady School of Management, University of California, San Diego	Welcome and objectives for the two-day roundtable
9:00 – 9:45 a.m.	Sergio Zyman Marketing guru and author of <i>Renovate Before You Innovate: Why Doing the New Thing Might Not Be the Right Thing</i> , <i>The End of Marketing As We Know It</i> , and <i>The End of Advertising As We Know It</i> .	Opening Keynote: Break the Mold <ul style="list-style-type: none"> Do's and do-not's of marketing in the U.S. Creating the best opportunity by building a relationship with retailers / resellers. Playing a role in growing your customer base.
9:45 – 10:00 a.m.	Q&A	
10:00 – 10:30 a.m.	Francisco J. Valle Author of <i>The Hispanic Gold Rush™</i>	Who is and How Big is the Hispanic Market: The Hispanic Gold Rush™ <ul style="list-style-type: none"> Key Hispanic demographic indicators such as population growth and aging and what they mean for your business. Purchasing power growth. Key cultural and emotional traits. Examples of successful marketing strategies and campaigns.
10:30 – 10:45 a.m.	Q&A	
10:45 – 11:10 a.m.	Break	
11:10 – 11:40 a.m.	Jim Loretta President Loretta Marketing Group	Selling through retailers <ul style="list-style-type: none"> How to sell via a major retailer. Do's and do-not's of doing business with retailers. Criteria the company uses in selecting suppliers and products for Hispanic consumers. What the company expects from suppliers and what constitutes a good supplier-retailer relationship.
11:40 a.m. – 12:10 p.m.	Philip S. Smith Executive Vice President and Chief Marketing / Procurement Officer Unified Western Grocers, Inc.	<ul style="list-style-type: none"> How to sell via independent retailers. Criteria UWG uses for selecting products for Hispanic consumers. UWG's experience with the U.S. Hispanic market.
12:10 – 12:30 p.m.	Q&A	
12:30 – 2:15 p.m.	Lunch / Networking	
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2:15 – 2:45 p.m.	Héctor Orcí Co-Chairman, La Agencia de Orcí y Asociados	Advertising and Media <ul style="list-style-type: none"> • What media offers to marketers of products to the U.S. Hispanic consumer goods market. • Type of media that should be used to reach Hispanics in the U.S. • What to expect at different states of product introduction in the U.S.
2:45 – 3:00 p.m.	Q&A	
3:00 – 3:45 p.m.	Dan Cueto Business Banking Manager Wells Fargo International Business Banking Daniel Ayala Head of Global Remittance Services and Senior Vice President, Wells Fargo	Working Capital and Trade Finance <ul style="list-style-type: none"> • Financial requirements for an international exporter. • Trade financing available to importers to the U.S. • Understanding working capital requirements to keep up with demand.
3:00 – 4:00 p.m.	Q&A	
4:00 – 4:20 p.m.	Break	
4:20 – 5:00 p.m.	Román E. Longoria, Jr. Roman E. Longoria International Consulting	Regulatory and Legal Requirements Associated with Selling Consumer Products in the U.S. <ul style="list-style-type: none"> • Food and Drug Administrations guidelines. • Tariffs, non-tariff barriers and quotas. • Importing mechanisms most effective for consumer products.
5:00 – 5:30 p.m.	John B. McNeece, III Partner, Luce, Forward, Hamilton & Scripps LLP	<ul style="list-style-type: none"> • Legal requirements and steps foreign companies must follow for establishing operations in the U.S.
5:00 – 5:45 p.m.	Q&A	
6:00 – 7:30 p.m.	Networking Reception	
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Friday, November 4, 2005		
7:30 – 8:30 a.m.	Registration	
Continental breakfast sponsored by 		
8:45 – 9:30 a.m.	Ted Gardner President, Authentic Specialty Foods, Inc.	How to Crack the U.S. Hispanic Market <ul style="list-style-type: none"> • Do's and do-not's of importing into the U.S. • What sells in the U.S? • How to differentiate your product from the competition.
9:30 – 10:10 a.m.	Joe Perry Vice President of Ethnic Products, Acosta	Reaching the U.S. Hispanic Consumer <ul style="list-style-type: none"> • What resources to look for in a broker. • How to reach consumers. • How to package your product. • Your role as supplier.
10:10 – 10:30 a.m.	Q&A	
10:30 – 11:00 a.m.	Break	

11:00 – 11:30 a.m.	Reynaldo Reyna President & CEO Bimbo Bakeries USA, Inc.	Selling consumer products and growing your business in the U.S. <ul style="list-style-type: none"> • Experience of a foreign company doing business in the U.S. How the major U.S. retailers of consumer goods to the U.S. Hispanic market operate and how they select product lines and their current suppliers domestically and from around the world for this ethnic segment. • Do's and do-not's of selling consumer products in the U.S. • Knowing when you are ready for the "Major League," and how to compete on a global scale.
11:30 – 11:40 a.m.	Q&A	
11:40 a.m. – 12:10 p.m.	Dan Sanker President & CEO CaseStack, Inc.	Logistics <ul style="list-style-type: none"> • Warehousing, logistics and distribution services. • Benefits of outsourcing. • Latest technologies, including e-commerce that can help smaller and new market entrants do business in the U.S.
12:10 – 12:20 p.m.	Q&A	
12:20 – 12:50 p.m.	Ignacio Hernández President, MexGrocer.com	The Role of the Internet in Selling to Hispanics <ul style="list-style-type: none"> • Facts of Internet use by Hispanics. • Market data, what products sell and how. • How to use this medium to sell your products in the U.S. • Using effective search engine marketing strategies and tactics to increase R.O.I.
12:50 – 1:00 p.m.	Q&A	
1:00 – 2:30 p.m.	Lunch / Networking	
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2:30 – 3:00 p.m.	Luis Fernández C.E.O., Novamex Inc.	CASE STUDIES <ul style="list-style-type: none"> • What decisions did they make before entering the U.S. market? • What surprises did they find? • What mistakes did they make? • Recommendations from the pros.
3:00 – 3:30 p.m.	George de la Torre Owner, Juanita's Foods	
3:30 – 3:50 p.m.	Q&A	
3:50 – 4:15 p.m.	Lead by Francisco Valle Ignacio Hernández	CLOSING ROUNDTABLE DISCUSSION Where do we go from here?
4:15 p.m.	Closing Remarks	

NOTE: The scheduled time may vary due to last minute changes/additions to the program. A final agenda will be sent to all registered participants a few days before the event.



Selling Consumer Products to Hispanics in the U.S.

THE HISPANIC MARKET

At the end of 2004, 40.4 million Hispanics lived in the U.S., 14 percent of the total population! They are now not only the nation's fastest-growing minority group, but also its largest (*Hispanic Trends: A People in Motion*, a 2005 report by the Pew Hispanic Center).

The U.S. is now the fourth largest "Hispanic country" in the world after Mexico, Colombia, and Spain. With an adjusted gross purchasing power of over \$686 billion (2004 figs.), U.S. Hispanic buying power now exceeds the Gross Domestic Product of every Latin American country. By comparison, Mexico's GDP reached \$677 billion in 2004. The escalating number of Hispanics, combined with the unlimited economic market potential they represent is what Francisco Valle calls "The Hispanic Gold Rush™."

Latin American marketers and U.S. based companies are trying to leverage this "Hispanic Gold Rush™." However, the spread of discount retailers and private-label products are putting ever greater pressure on traditional consumer goods companies. One of the most viable ways to increase profitability lies in the incredible demographic growth of

Hispanics and the influence that their buying power is playing. This means marketers are competing to:

- Acquire a solid understanding of the U.S. Hispanic consumer goods market.
- Learn how to market and sell to this fast-growing ethnic segment.
- Leverage strong consumer goods brands from Latin American countries and build a following among U.S. Hispanics familiar with them.

This Business Roundtable includes content that presents the U.S. Hispanic consumer goods market and helps retailers and domestic and overseas manufacturers understand how to market to this ethnic group. In addition, it offers a networking opportunity for Latin American manufacturers and U.S. based consumer goods retailers.

(The Hispanic Gold Rush™ is a Trade Mark and Copyright © 2005 of Francisco Valle).

ROUNDTABLE OBJECTIVES

- Describe the Hispanic consumer goods markets in the U.S.
- Discuss the challenges faced by domestic and Latin American organizations when trying to reach the U.S. Hispanic market.
- Propose effective ways to market to this ethnic group.

- Provide practical steps that domestic and Latin American manufacturers can take to gain a foothold in the U.S. Hispanic consumer goods market, including regulatory, legal, and financial requirements.
- Offer a forum for domestic and Latin American manufacturers to interact/network with major consumer goods companies/retailers in the U.S.

WHO SHOULD ATTEND

- Executives of domestic and Latin-American-based consumer goods manufacturers interested in selling their products to the U.S. Hispanic market.
- Executives, marketing and sales professionals of consumer goods in the U.S. interested in reaching the U.S. Hispanic Market.

- Advertising agencies and marketing companies with a focus in the U.S. Hispanic consumer goods market.
- Service providers: banking, accounting and others interested in serving entrants into the market.

CORPORATE SPONSORSHIP

For companies wishing to increase their profile at this business roundtable, various sponsorship options are available. Sponsors will be recognized prominently in all roundtable-related materials, signage, and on the Institute's website. They will also receive complimentary registrations and other benefits.

For explicit details, or to discuss a custom sponsorship package, please contact Isabel Escalle at (858) 453-5560, ext. 122, or isabel@iamericas.org.

Selling Consumer Products to Hispanics in the U.S.

REGISTRATION FORM • Send by fax to: **(1/858) 453-2165**
For secure online registrations go to: www.iamericas.org

Before October 20, 2005

- US\$875** First participant
 US\$800 Second participant from the same company

After October 20, 2005 *no refunds after this date

- US\$975** First participant
 US\$900 Second participant from the same company

First participant

- I will need English/Spanish interpretation.

Last _____
First _____
Title _____
Company _____
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City _____ State _____
Zip code _____ Country _____
Telephone _____ Fax _____
Email _____
Web address _____

Amount included US\$ _____

- Check (in U.S.\$ and drawn on U.S. Bank). Check No. _____
 VISA MasterCard American Express Diners

Expires: _____

Credit card number _____

Signature (required only if you are using a credit card)

Second participant

- I will need English/Spanish interpretation.

Last _____
First _____
Title _____
Company _____
Address _____
City _____ State _____
Zip code _____ Country _____
Telephone _____ Fax _____
Email _____
Web address _____

Amount included US\$ _____

- Check (in U.S.\$ and drawn on U.S. Bank). Check No. _____
 VISA MasterCard American Express Diners

Expires: _____

Credit card number _____

Signature (required only if you are using a credit card)

Company description

Please send, electronically, a 250-word factual description of the company you represent. It will be included in briefing materials to facilitate networking. The Institute reserves the right to edit materials. Send to iescalle@iamericas.org.

VENUE, ACCOMMODATIONS & LOGISTICS

The roundtable will be held at the Institute of the Americas. Each participant is responsible for making his/her hotel room reservation, which is not included in the registration fee.

We suggest staying at the **Estancia La Jolla Hotel & Spa**, located within walking distance to Institute headquarters. Request the "UCSD rate" to receive any available discount.

For reservations, please contact the Estancia directly at (1) (858) 550-1000; (1) (858) 550-1001 (fax) or online at <http://www.estancialajolla.com>.

Registration fees are non-refundable if cancellations are made on or after Friday, October 20. Substitutions, however, may be made by notifying the organizers. **Interpretation to be provided between Spanish and English if needed.**

CONTACT for any additional information

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