



Internationalization & Business Development

DRIVING GROWTH THROUGH NEW MARKETS

GGI Latin-American Regional Conference

17-18 October 2018

Buenos Aires - Argentina.



- **KEY COMPETENCES**

- Market Analysis
- Sales & Distribution
- Distributor & Strategic Partner Selection
- Supply Chain Optimization

- **PEOPLE**

- Partners - 5
- Staff - 108
- Locations - 18 Countries

- **LANGUAGES**

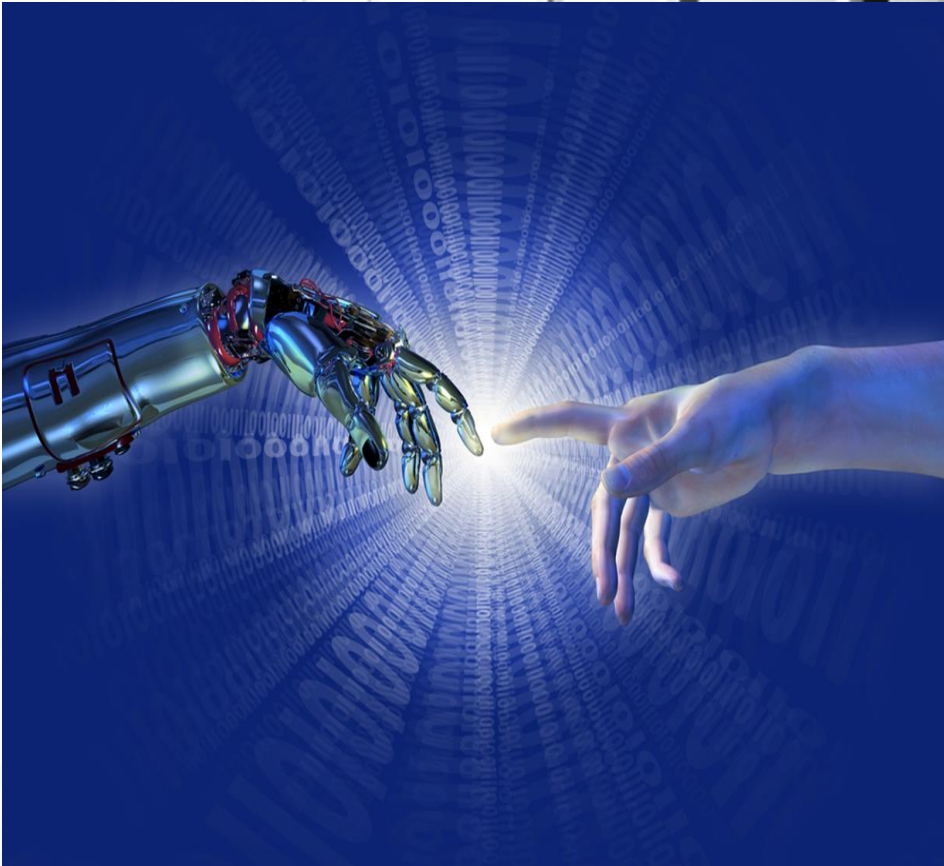
- English, Portuguese, Spanish, Polish, German, Chinese, Korean, Indonesian

- **WHAT WE DO**

- Support Clients the entry mode in foreign countries
- Undertake intensive research to determine the best target location.
- Minimize investment risks in the early stages of market entry.
- Enable our clients to capitalize on high growth markets by using PRA expertise, infrastructure and resources.
- Save our clients the cost and problems of managing foreign resources remotely.
- Save time, money & reduce risk without losing focus on your day-to-day business



THE GROWTH OF ARTIFICIAL INTELLIGENCE IN SOUTH AMERICA



Artificial Intelligence application in Brazil and South America



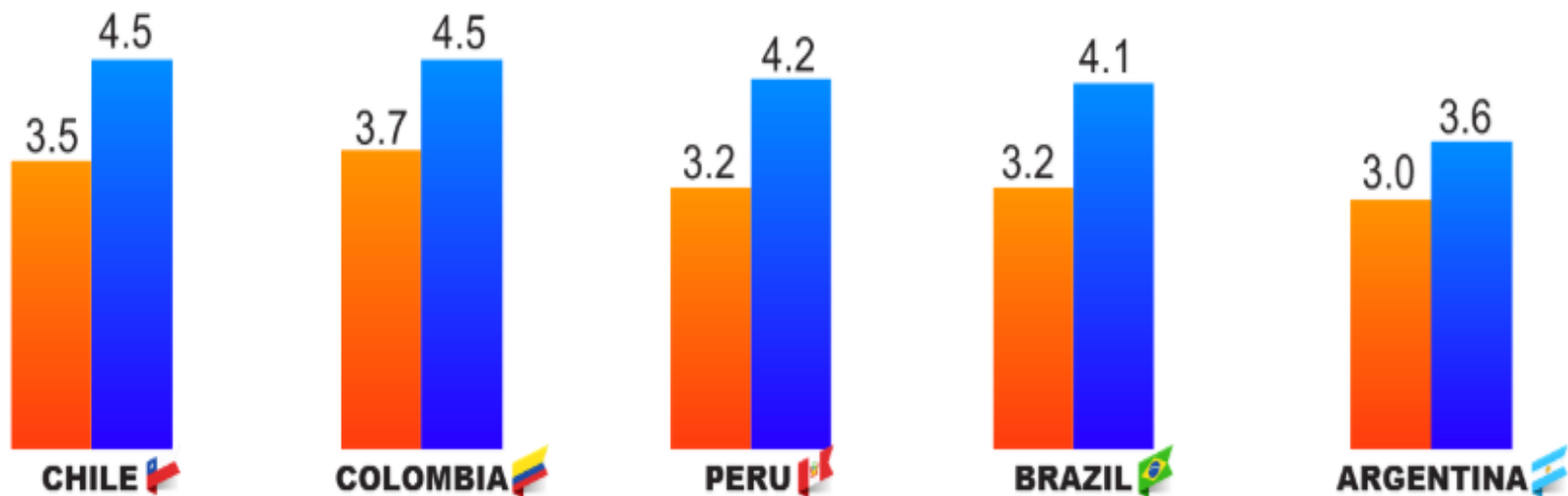
- Banks - analyze market data, manage finances, relationship with clients.
- Law firms - robots to perform, in a faster, more accurate, direct and economically accessible way.
- In Brazil, the prosecution has a lawyer Robo "Dra. Luiza" who expedites judicial collections. <https://canaltech.com.br/robotica/dra-luzia-primeira-robo-advogada-do-brasil-ja-tem-sua-primeira-missao-96658/>
- Accounting Firms - process improvement and automation.
- GPS (Waze application) / Chatbots (Customer Services)
- ONLINE RETAIL - Virtual store.

Our clients:

- INDUSTRY (Automation) - infrastructure sector - agribusiness

GROWTH OF AI OF SOUTH AMERICA

Gross Value Added growth in 2035 (%)



Gross Value Added (a proxy for GDP) growth rates in 2035 with and without the impact of Artificial Intelligence.

Gross Value Added(GVA) (% growth)

Source: Accenture and Frontier Economics

Baseline (without AI)

AI steady state

THE AI GROWTH MODEL

The model adapts the traditional growth model by including AI as a factor of production.



- South America is in desperate need of a sustainable solution to long-term flagging productivity and economic growth. Fortunately, a new factor of production is on the horizon, and it promises to transform the basis of economic growth across the region, and beyond.
- South American companies often struggle to add significant value. AI is a chance to change this.
- AI offers a solution for South American economies to add more value.
- The largest challenges to capitalizing upon the AI opportunity are no different in South America than they are anywhere else in the world. South American business leaders and policymakers should not think of themselves as “catching up”—as they are often used to feeling—when it comes to AI. Rather, they should actively engage with their peers around the world to steer AI toward a productive and sustainable source of social and economic growth, for all.

- **Strengthen artificial intelligence ecosystems in South America**—ensure that relationships between startups, large companies, academic researchers, government agencies and other
- **Prepare the next generation for a future with artificial intelligence**—
- **Encourage regulation powered by artificial intelligence**—update relevant legislation through laws that can be adapted and improved “automatically” to eliminate the gap between the speed of technological evolution and the regulatory response to it.
- **Advocate a code of ethics for artificial intelligence**—ethical debates need to be complemented by more tangible standards and best practices in the development of intelligent machines.
- **Minimize risks to social cohesion**—South American societies are already among the most unequal in the world. Policymakers need to take preventive action to limit the risks that artificial intelligence could pose to the most vulnerable sectors and regions.



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