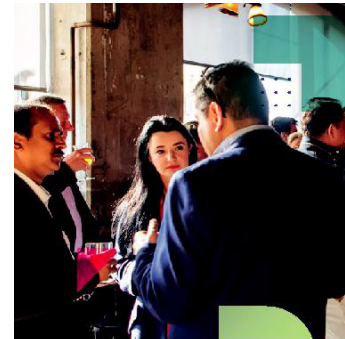




MEDIAKIT 2023





WHAT IS NEARSHORE AMERICAS?

Nearshore Americas is the authoritative resource for gaining knowledge, making connections and developing an expert understanding of the fast-emerging Nearshore technology services market.

At the core of our organization is the belief that technology services innovation, produced and delivered from Latin America and the Caribbean, is world-class. We are here to show our readers, clients and followers exactly why this claim is justified.





WHAT WE DO

Nearshore Americas is the virtual home of the \$20 billion Nearshore technology services market. Our news articles, reports, webinars, live events, country missions and consulting services all boil down to a single idea: That Nearshore Americas delivers real, measurable benefit to organizations pursuing business relationships in Latin America and the Caribbean.

FOR A COMPLETE DESCRIPTION OF OUR FOCUS AND WORK,

<https://nearshoreamericas.com/our-purpose/>



“NEARSHORE AMERICAS HAS BEEN A TRUE PARTNER TO THE INVESTMENT PROMOTION AGENCY IN EL SALVADOR BY COVERING THE MOST IMPORTANT ISSUES IN THE “NEARSHORE” SERVICES INDUSTRY. THEY CONSTANTLY KEEP IN TOUCH AND ARE AWARE OF TRENDS THAT INFLUENCE AND DRIVE THIS FAST-GROWING SECTOR IN THE COUNTRY.”

**JESSICA BUKELE,
OFFSHORE BUSINESS SERVICES
INVESTMENT SPECIALIST,
PROESA**

OUR AUDIENCE

42,000

UNIQUE VISITORS/MONTH

JULY
2022

17,800

FOLLOWERS & FANS ON
TWITTER, FACEBOOK & LINKEDIN

JULY
2022

55,000

PAGE VIEWS/MONTH

JULY
2022



NSAM MARKETING SERVICES

ONLINE ADVERTISING

WEB BANNERS

Web Banners attract potential business partners and are used to rearm your brand's messaging, positioning and unique value.

EMAIL BLASTS

Every week more than 21,400 subscribers receive a summary of the most important news. Ensure your message reach directly and is read by senior executives.



NSAM MARKETING SERVICES

CUSTOM CONTENT

SPONSORED BLOG

Shape and inform the Nearshore community with insightful content published through our Sponsored Blog platform. Content can be created by the sponsor or by an experienced member of the Nearshore Americas editorial team.

or [blog examples visit here](#)

CASE STUDIES

Demonstrate your expertise and competitive advantage by providing detailed analysis of a successful project, influential customer relationship or program that was in some way transformative.

LEAD GENERATION

Work with us to chart a path to pursue and engage your most important targets.



NSAM MARKETING SERVICES

CUSTOM CONTENT

ONLINE AND LIVE WEBINARS

Nearshore Americas manages end-to-end production, marketing, lead gathering and moderation of virtual event programs. Our team will support the entire process and strive to maximize audience participation.

ON SITE VIDEO REPORTS

Nearshore Americas is available to shoot, record and promote high quality video reports and on site interviews within your preferred country of operation. We provide highly tailored video interviews designed to raise awareness and educate the Nearshore community.

For an example visit [here](#)



NSAM MARKETING SERVICES

CUSTOM CONTENT

WHITE PAPERS

Establish market authority and leverage our expert editorial team in creating a 6-8 page professional designed white paper.

Visit our special report page for examples here

DIGITAL MAGAZINES

Create a stylish and interactive online magazine that features photos, embedded links, video and news reports.

For an example visit here



“NEARSHORE AMERICA’S HAS ESTABLISHED ITSELF AS THE LEADING SOURCE FOR ALL THINGS RELATED TO NEARSHORE. WE HAVE TAKEN ADVANTAGE OF THEIR EXPERTISE, CONTENT, RESEARCH AND PARTNERSHIP. THEY HAVE BEEN A VITAL COG TO THE UNPARALLELED SUCCESS IBEX HAS HAD IN THE MARKET. WE VALUE OUR PARTNERSHIP WITH NSAM AND WILL CONTINUE TO UTILIZE THEIR ROBUST MENU OF ADVISORY SERVICES.”


**BOB DECHANT,
CEO,
IBEX**

CUSTOM EVENTS

Nearshore Americas brings people together in a range of formats, including in-person roundtables at five-star restaurants, award-winning winerys and top-notch hotels in cities like Dallas, New York City, Chicago, San Francisco, Boston and Miami.

Make your networking count!





"NOT ONLY IS THE ENTIRE TEAM AT NSAM EXTREMELY PROFESSIONAL AND KNOWLEDGEABLE, THEY ALSO GO THE EXTRA MILE TO MAKE SURE ALL INVOLVED PARTIES ACHIEVE THE BEST POSSIBLE RESULTS POSSIBLE. IN THE EVERCHANGING WORLD OF BPOS, THEY MADE SURE WE WERE UP TO DATE WITH THE CURRENT TRENDS AND CORRECTLY POSITIONED FOR FUTURE ONES. HAVING ACCESS TO THEIR EXTENSIVE NETWORK ALSO MADE QUITE A DIFFERENCE FOR US."

**JOHN MAALOUF,
VICE PRESIDENT,
NUEVOS HORIZONTES**

CUSTOM EVENTS

NEARSHORE NEXUS

Nexus is the premiere outsourcing conference focused on Nearshore technology services. The Nexus conference is designed to generate business-specific knowledge and dialogue about the opportunities, risks and advantages of developing strategic relationship in the region.

The conference, now in its 12th year, brings together senior technology and business investors seeking to understand and capitalize on the expansion of digital skills and service capabilities from the Nearshore. Our conference, networking and content program are geared to increase market knowledge for executives responsible for regional and global expansion, third-party consulting partnerships, IT and digital transformation, artificial intelligence, and business process engagements.

"IT WAS AN EXCELLENT CONFERENCE REGARDING THE CONTENT, LOGISTICS AND THE ORGANIZATION WAS IMPECCABLE. THE WHO IS WHO OF NEAR SHORING IN LATIN AMERICA WAS THERE."

LOURDES CASANOVA
SENIOR LECTURER, ACADEMIC DIRECTOR
EMERGING MARKETS INSTITUTE

"THIS WAS PROBABLY THE BEST BUSINESS CONFERENCE I'VE BEEN TO EVER"

JAIME YORDÁN
PRIDCO

**VISIT SOME OF OUR PREVIOUS
NEXUS EVENT PAGES HERE:**

2019 2018 2017

GATEWAY TO THE NEARSHORE: **CONSULTING**

WE HELP US BUSINESSES NAVIGATE IN THE NEARSHORE – FROM LOOKING FOR NEW IT AND BPO PARTNERS TO DECIDING ON LOCATIONS, WE CAN BE YOUR GUIDE.

Creating successful, long-term relationships with IT and BPO suppliers and developing smarter strategies to capitalize on the advantages offered in Latin America and the Caribbean are often complex undertakings.

In our many years of operating in the outsourcing space, we have learned what strategies work and what strategies fail – and have a team of experts available to guide your decision-making. The pursuit of successful partnerships is even more complex for investors who are looking to build a nearshore operations base that can endure macroeconomic volatility and technological change over time.

Through utilization of a comprehensive, proprietary storehouse of data, deep and influential relationships in the region and backgrounds steeped in the 'real world' of doing business in Latin America, we provide customized advisory, research and data-supported services to ensure you have well-grounded justification for your next business decision.

WE CAN HELP WITH:

- Analysis to uncover real operational costs in 26 leading markets of the Nearshore
- Site analysis, discovery and selection for new captive and delivery center operations
- Current wage and salary data for a range of job software/IT and BPO job classifications and skill sets
- Cautions, hazards and personal-safety risks within specific Nearshore markets
- Partnering with the right Latin America software/ IT, call center, knowledge process and back office suppliers
- Establishing connections with well-positioned, in-country contacts, including legal and government agencies
- Managing your visit: Expert guidance on who to talk to and what to see during on-the-ground familiarization activities
- GAP analysis, assessments and market condition research
- Reinforcing higher-performance and better outcomes for investment and trade promotion agencies
- Country and tech cluster positioning: Identifying and capitalizing on niche Nearshore services
- Mergers and acquisitions: Targeted strategies to capture immediate market presence

REACH US TODAY TO FIND OUT MORE:

Advisory@nearshoreamericas.com



SOME OF OUR CLIENTS



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CONTACT US

FOR MORE INFORMATION



**Nearshore
Americas**