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, VISIT HERE
“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

35,000 UNIQUE VISITORS/MONTH JAN. 2020

12,600 FOLLOWERS & FANS ON TWITTER, FACEBOOK & LINKEDIN JAN. 2020

55,000 PAGE VIEWS/MONTH JAN. 2020

+80 SPONSORS REPRESENTING LEADING PUBLIC AND PRIVATE SECTOR PROVIDERS IN MEXICO, BRAZIL, ARGENTINA, CHILE, COLOMBIA, GUATEMALA, HONDURAS, EL SALVADOR AND DOMINICAN REPUBLIC
NSAM MARKETING SERVICES

ONLINE ADVERTISING

WEB BANNERS
Attract potential clients; expose your brand to an audience of more than 29,000 influential buyers, investors and decision makers across the Americas.

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
Our partners are advised to contribute thought leadership pieces, sharing their knowledge and experience of the industry and adding value to our robust archive of Nearshore content. Content will be placed in a special section of the Website.

CASE STUDIES
Demonstrate your expertise and competitive advantage through examples, testimonials and real powerful stories.

LEAD GENERATION AND NURTURING
Our senior team of business writers and analysts can develop various types of in-depth content that will engage your target clientele on a deeper level.
NSAM MARKETING SERVICES

CUSTOM CONTENT

ONLINE AND LIVE WEBINARS
Simply identify the topic and who will be speaking from your organization, and Nearshore Americas will handle the production, marketing, lead gathering and hosting of the event. Our team will help develop, promote, and run your webinars in order to maximize participation of your target market both in terms of industry sector and client profile.

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 with the objective to raise awareness about your value proposition and expertise.

PREMIUM REPORTS SECTION
In-depth specialized Nearshore BPO and IT services reports can be found, visit here
Nearshore Americas offers specialized trade missions, where select investors and senior executives of buyer organizations, are invited by a sponsoring company to explore investment opportunities. Prices depend on the country to visit and the specific programs within it.

Examples of past trade missions:

- Trade Mission Features Qualfon Guyana Campus Tour
- Career Fair Highlights Saint Lucia's Aptitude for Outsourcing

For more detailed information, visit here.
CUSTOM EVENTS

Nearshore Americas (NSAM) is willing to leverage its growing database of decision makers, buyers and industry professionals to participate in custom live events tailored to your needs.

CUSTOM FACE TO FACE EVENTS: DIALOGUE IN PERSON

Make your Networking Count! Build relationships with Outsourcing Decision Makers and Industry Consultants

EXAMPLE FROM RECENT YEAR

HONDURAS IN THE SPOTLIGHT
NEXUS 2020 WILL BE HELD JUNE 9-10TH IN BROOKLYN, NEW YORK – AT THE ONE HOTEL BROOKLYN

Nexush 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 11th 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
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.

GATEWAY TO THE NEARSHORE:

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:
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SOME OF OUR CLIENTS

- Tata Consultancy Services
- ibex.
- PSL
- MasGlobal Consulting
- Nearshore Solutions
- Belatrix
- iTexico
- Invest Saint Lucia
- ProColombia
- Canetti
- HGS
- Trinidad & Tobago IFC
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