WHAT IS NEARSHORE AMERICAS?

Nearshore Americas (NSAM) produces authoritative and independent news, analysis and research on the fast-emerging Latin America and Caribbean business process, IT, software and call center industries. Our team is dedicated to expanding knowledge around Americas-centric investment and innovation.

“OUR AIM IS TO GENERATE DEEP LEVELS OF TARGETED BUSINESS REPORTING AND INSIGHT SO THAT MINDS ARE OPENED AND ATTITUDES ARE ADVANCED.”

KIRK LAUGHLIN.
NSAM MANAGING DIRECTOR
WHO WE ARE?

Our team of editors and analysts are based throughout the Americas to provide finely tuned and precise metrics and data to help investors calibrate risk and investment opportunity in 14 leading CALA markets.

Since 2009, Next Coast Media´s web properties have quickly become the virtual home for the $20 billion IT / BPO Nearshore market -connecting buyers and providers with relevant information and market knowledge through newsletters, specialized articles, webinars, live events, country missions and tours.

FOR A COMPLETE DESCRIPTION OF OUR FOCUS AND WORK, VISIT: HTTPS://WWW.NEARSHOREAMERICAS.COM/PURPOSE/
“...ONE OF THE MOST RESPECTED SOURCES OF INFORMATION ON NEARSHORE OUTSOURCING, PROVIDING A BALANCED AND OBJECTIVE VIEW OF THIS MARKET THROUGHOUT LATIN AMERICA”.

ALEX ROBBIO,
SENIOR VP OF BUSINESS DEVELOPMENT AT BELATRIX
OUR AUDIENCE

+29,000 VISITORS PER MONTH

+21,400 NEWSLETTER SUBSCRIBERS

+6,900 MEMBERS IN SOCIAL MEDIA CHANNELS (ALL COMMUNITIES)

+56,000 PAGE VIEWS PER MONTH

5,400 EXPERT REPORTS AND ARTICLES IN THE LAST 10 YEARS

+40 SPONSORS REPRESENTING LEADING PUBLIC AND PRIVATE SECTOR PROVIDERS IN MEXICO, BRAZIL, ARGENTINA, CHILE, COLOMBIA, GUATEMALA, HONDURAS, EL SALVADOR AND DOMINICAN REPUBLIC
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: https://www.nearshoreamericas.com/premium-reports/
Trade Missions

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:

For more detailed information here: https://nearshoreamericas.com/investor-missions/
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 EARLIER THIS YEAR:
NEXUS 2019
TO BE HELD
MAY 15-16TH IN
NEW YORK
CITY.

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

Nexus – the conference synonymous with high-performing Nearshore IT and BPO leadership - is coming to New York! The conference, now in its 10th year, brings together senior technology and business investors seeking to understand how to participate in thriving Latin America and Caribbean economies. Our conference, networking and content program are geared to increase market knowledge for executives responsible for regional and global expansion, third-party consulting partnerships and IT 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 undercover 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