



nelcons - Company presentation

Agenda



1. Who is nelcons?
2. Why Colombia?
3. Our services
 - a) Business development (→ new business)
 - b) Business sustainability (→ existing business)
4. Partners and projects
5. Your advantage working with nelcons
6. Contacts

Why Colombia?

General information:

- Area: 1,14 mio km² (26th in the world, about the size of Germany, France and Italy together)
- Population: 46 mio (2nd in South America)

Macroeconomic stability in Colombia:

- Constant GDP growth over the last 70 years
- Single digit inflation rates since 1999
- Annualized GDP growth of 4% over the last 5 years
- Colombia has never experienced hyperinflation
- Colombia has never defaulted on its sovereign debt
- External debt decreased from 35% in 1998 to 19% in 2008

- Colombia has the 2nd best business environment in Latin America (based on 'Doing Business Report 2011', World Bank)

<http://www.doingbusiness.org/exploreconomies/?economyid=46>



Why Colombia II?

... additional facts:

- High education standard
- Favorable geographical position (access to Pacific and Caribbean sea, close to USA)
- 2nd highest biodiversity worldwide (after Brazil)

Major export products:

- Main natural resources: Coal, emeralds, gold, oil, gas
- Agricultural products: coffee, cut flowers, fruits, cotton, palm oil, natural rubber (caoutchouc), etc.

Political situation:

- Stability and growth over the last 8 years (Uribe), continuity is assured under the lead of Santos.
- FARC extensively repressed
- EFTA Free Trade Agreement with Colombia signed 25.11.2008, expected to be effective in July 2011



Why Colombia III?

CIVETS - an acronym given to the countries Colombia, Indonesia, Vietnam, Egypt, Turkey and South Africa, which are predicted by some to be among the next emerging markets to quickly rise in economic prominence over the coming decades. The acronym plays off the term BRIC (Brazil, Russia, India, and China) which indicates the fastest growing emerging economies over the last decade.



<http://www.investopedia.com/terms/c/civets.asp>



The Asian Palm Civet eats coffee beans for their fleshy pulp. In its stomach, proteolytic enzymes seep into the beans, making shorter peptides and more free amino acids. Passing through a civet's intestines the beans are then defecated, keeping their shape. After gathering, thorough washing, sun drying, light roasting and brewing, these beans yield an aromatic coffee with much less bitterness, widely noted as the most expensive coffee in the world.

Why Colombia IV?

.... and last but not least...

...our subjective motives:

- Beautiful country with a little bit of everything
- Nice people
- **Great potential!**

- Former bad reputation can be seen as an advantage:



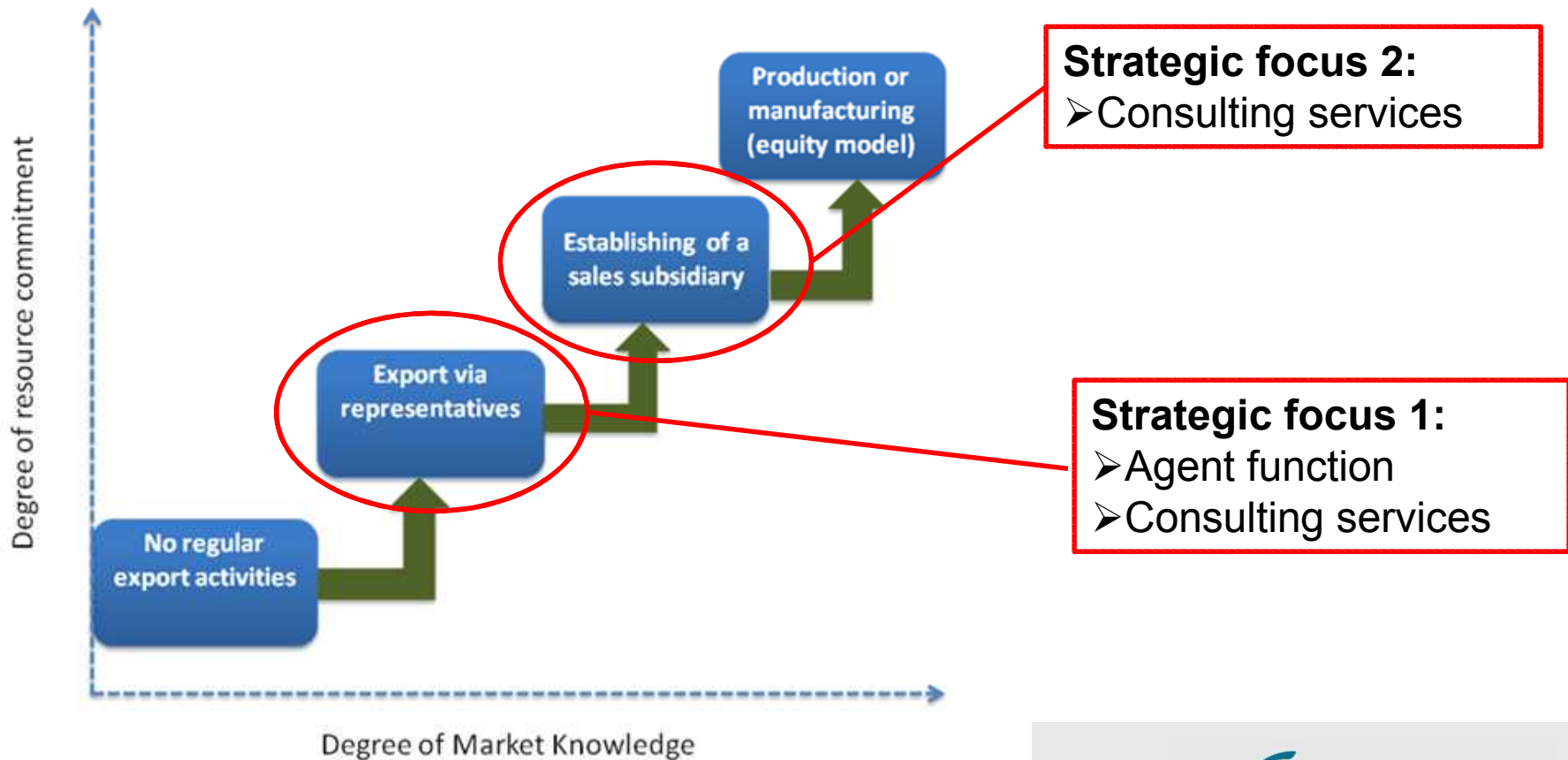
People are starting to think about Colombia and we are already there!

Our services: Business development



Objective: Supporting European companies in entering the LATAM market.
Supporting LATAM companies in entering the European market.

The establishment Chain



T. Foerst, following Johanson & Vahlne (1977)

Business development: representative function 1)



nelcons → Since July 1, 2010:

Exclusive agent for Trunz Water Systems in Colombia



Tasks (representative function):

- ✓ Setup a physical representation in Colombia
- ✓ Market research
- ✓ Looking for adequate distributors (B2B)
- ✓ Looking for possible clients (B2C)
- ✓ Communication between clients/distributor/manufacture
- ✓ Marketing in Colombia
- ✓ Market support / CRM

...



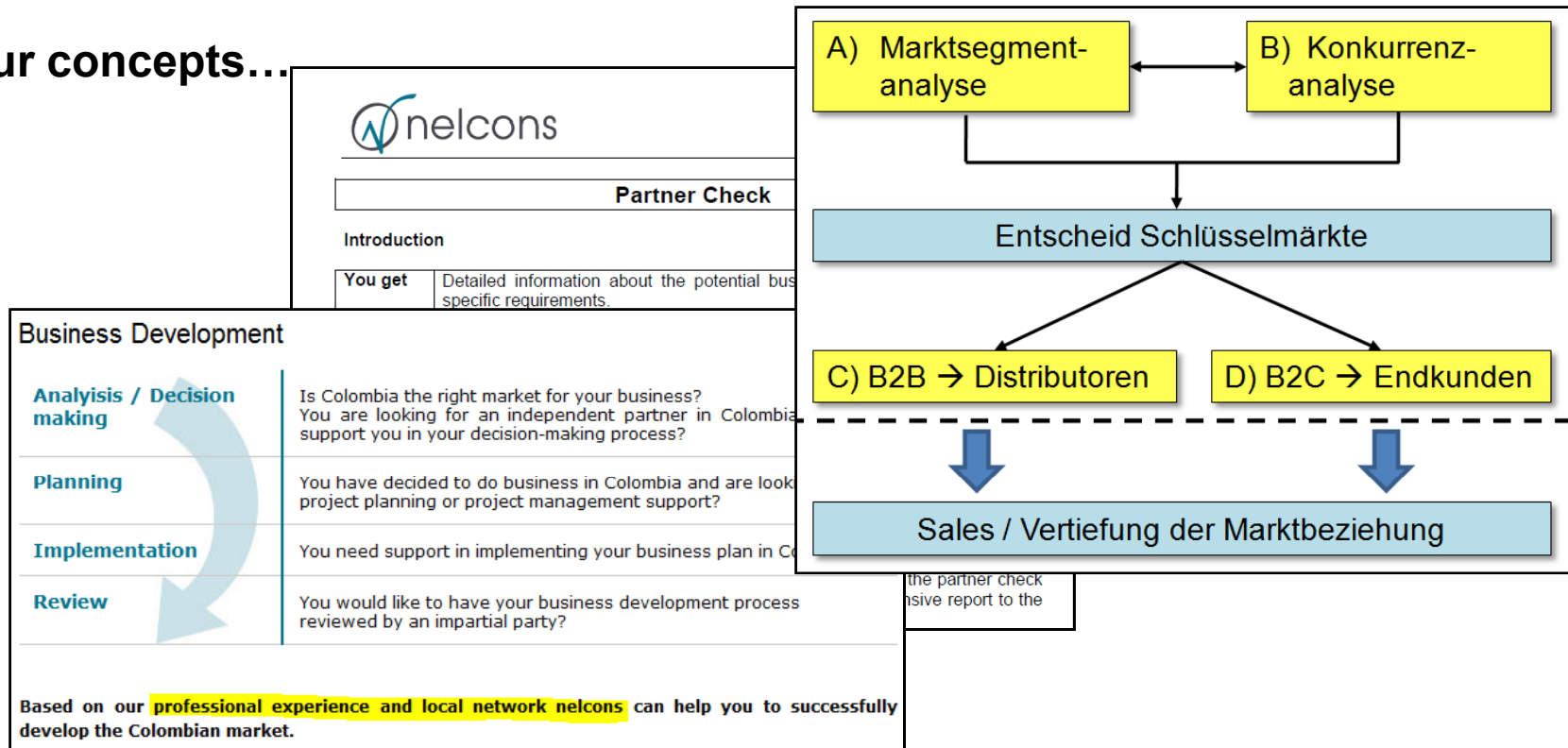
Other representations:

- Ozturk → flat pack containers (accommodation, office, etc.)
- Color² → web-design & communication

Business development: Consulting services 1) & 2)



Our concepts...



nelcons standardized consulting services:

- Highly customer-oriented market study service
- Partner check service
- Marketing campaign service

Business sustainability (→ existing business)



Definition:

Business sustainability encompasses all measures contributing to the stabilization, optimization, and quality assurance of processes and structures implemented during the business development phase.

nelcons – as your independent, local partner can support you with:

- Sales & acquisition support
- Marketing services (strategy and implementation)
- Interim management in Colombia and Switzerland
- External process auditing
- Process optimization / Quality management
- Risk management
- Business support / Troubleshooting

Partners and projects



Partner

Project

From Europe:

TRUNZ

HWZ Hochschule für
Wirtschaft Zürich



osec +
Business Network Switzerland

Ernst Basler + Partner

Doppelmayr

**Öztürk
Konteyner**

maestrani
Passion Chocolat Suisse 1852

From Colombia:



color²
Vínculo de Comunicación

Investment Match
Where Capital meets Business

reficar
Refinería de Cartagena S.A.



**Constructora
Concreto**

nelcons

Your advantage of working with nelcons



Our credo:

We stand for a structured approach, sustainable operations and high quality.

➤ As a Swiss company we know European mentalities, languages and standards. nelcons is strictly **customer oriented!**

➤ Being based in South America we are familiar with the Latin American culture and language.

→ nelcons works with a network of **proven**, highly **qualified** and **affordable** partners.

nelcons supports you in reaching YOUR goals in TIME at an AFFORDABLE price - thanks to our experience, local presence and local qualified network!!!

Contacts



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