



# News Release

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## **Americas Ventures Formed to Develop New Latin American Businesses**

Leading Latin American Venture Consulting Firms form Consortium to Bring International Business Development and Capital to the Region

**Miami, Florida ( December 18, 2001):** Finding that there is indeed strength in joining forces, Americas Ventures' firms provide pan-regional coverage for any business development or capital funding project. **Americas Ventures** is a consortium of high integrity, experienced, and professional venture capital consulting firms for North and South America, comprised of **eFiltro New Idea Center** in Miami and Buenos Aires, **ITC Ventures** in Sao Paulo, and **New Capital** in Mexico City. The firms have worked together since 2000 for various customers, and decided to formally join forces in December, 2001.

As individual firms, eFiltro, ITC and New Capital provide venture consulting, capital funding and business development services in their regions. As a group, under the aegis of Americas Ventures, the firms are now able to cross borders in order to raise capital with the largest global firms, and especially, to develop projects pan-regionally. For North American firms desiring expansion into Latin America, Americas Ventures provides a comprehensive market research, target customer lists, strategic plans, assistance in establishing operations, public relations, and even customer representation. While it can take months or years to understand the complexity of Latin American business and culture, Americas Ventures teams can enact in a short time period. Likewise, for Latin American customers seeking to enter the United States markets, Americas Ventures can show the way through the greatly competitive arena and create tangible sales results in a fraction of the time it would take a customer by themselves .

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Americas Ventures provides its venture capital consulting services in:

- Buenos Aires, Argentina - eFiltro New Idea Center
- Boca Raton, Florida - eFiltro New Idea Center
- Miami, Florida - eFiltro New Idea Center
- Sao Paulo, Brazil - ITC Ventures
- Rio de Janeiro, Brazil - ITC Ventures
- Mexico City, Mexico - New Capital

The three firms have worked on various projects since 2000, and decided to meet monthly, by telephone conference or in person, to discuss potential synergies to fund or develop projects in the other countries. "We each worked with our counterparts in other regions, but found that there is much to gain by sharing our processes and methodologies and especially, our current portfolio of customers. Our monthly calls are very lively discussions that assist our clients with opportunities beyond our immediate geographical reach. For example, eFiltro has some energy projects that we may bring to Brazil to assist with its energy crisis, and a telecommunications venture that would perfectly fit Mexico's bandwidth issues. Conversely, Latin American business are seeking to expand their sales in North America, or obtain capital from the large funds established in Florida and New York", stated Mick Lopez, CEO of eFiltro New Idea Center. "We aim to create periodical venture capital investor sessions for our select opportunities in Miami."

The firms share not only their proven ability to provide venture consulting services, where many other firms have failed in Latin America, but especially, a very high degree of integrity. Jorge Arenas, President of New Capital, noted: "New Capital is very pleased to be part of Americas Ventures' effort of building a Latin American network to impulse business across the region. We are indeed the few remaining players that are consolidating the market opportunity in anticipation of future growth."

Given the current depressed market conditions in Latin America, the timing was appropriate to unite forces. "Brazil's economy may be currently slowing down, but it continues to be a thriving market with the critical mass in consumption and innovation to drive growth. ITC Ventures is excited about the opportunities our clients are discovering as they expand their businesses into Brazil.", stated Ben Harris, Founder of ITC Ventures. "Argentina is certainly experiencing many economic and political issues, but the great entrepreneurial spirit of the country has provided us with various software projects that are going to be exported, thanks to Americas Ventures, to other regions.", noted Omar Arab, eFiltro's Chief Operating Officer for Latin America.

"Whether a group is making decision on which market or country best suits its product or seeking hands-on expertise and research, Americas Ventures is the only source of cost-effective and experienced corporate venturing and market entry services available", concluded Ben Harris of ITC Ventures.

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Americas Ventures ([www.americasventures.com](http://www.americasventures.com)) is comprised of:



**eFiltro New Idea Center** serves entrepreneurs and investors through its intellectual capital, high integrity and an extensive network. Our objective is to facilitate the development and funding of new and established businesses via investor networks, industry alliances and core competence in business plan methodology. Since 2000, our experienced management team has established presence in Florida and Latin America, with offices in Miami, Boca Raton and Buenos Aires, to provide business development and venture capital consulting services.

**ITC Ventures** is a Venture Advisory firm based in São Paulo, Brazil. Since its launch in 1998, ITC Ventures has developed an impressive track record in Latin America by working closely with its client companies to roll-out operations and services in Brazil for market entry, venture advisory and customized studies.

**New Capital** is a leading financial and venture capital organization in Mexico. New Capital provides services to US corporations seeking business in Mexico, to Mexican corporations and ventures seeking equity for their growth, business development and advisory services. Through affiliated companies, New Capital provides technology services to corporations.



**NewCapital**

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