



# LAGIR

Latin-America & Global Institute For Research



**CONQUERING  
EMERGING MARKETS**  
[la-gir.com](http://la-gir.com)



I invite large and medium-sized companies across various productive sectors in Latin America to overcome their hesitation about entering international markets.

It's time to challenge outdated taboos and recognize that logistics and foreign trade are not the privileges of a select few but opportunities available to everyone.

We make it possible!

We are your strategic ally on this new journey.

Contact me for personalized attention.

Sincerely,

  
**Gabriel Martínez**  
CEO



# HISTORY

LAGIR was founded in 2023 to address the growing need for enhanced foreign trade between Latin America (LATAM) and emerging economies. Following extensive research, our co-founders aimed to streamline trade processes, improve logistics, and foster economic growth through efficient cargo handling and increased trade opportunities. This initiative underscores our commitment to bridging markets and supporting international trade dynamics.



# MISSION



Our mission is to drive growth in export cargo across key sectors: agriculture, fishing, livestock, and sustainable industry. Leveraging our team of specialized researchers, we ensure efficient foreign trade operations that enhance competitiveness and stimulate economic growth.

We facilitate trade to create a more efficient and predictable business environment, supporting both public and private sector expansion with innovative technologies to enhance efficiency and traceability.



# LAGIR

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## Consultant Trade & Logistic

## Logistics and Supply Chain



**Transportation Solutions:** Advising on optimal shipping methods, routes, and logistics partners.

**Supply Chain Optimization:** Improving efficiency and reducing costs in the supply chain.

### Risk Management

**Trade Risks:** Identifying and mitigating risks such as political instability, currency fluctuations, and economic conditions.

**Insurance and Contracts:** Advising on insurance options and drafting trade contracts to protect interests.



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## Consultant Trade & Logistic

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### Market Research and Analysis

**Market Entry Strategy:** Assessing new markets and providing strategies for successful entry.

**Competitive Analysis:** Understanding competitors and positioning products effectively.

**Consumer Insights:** Analyzing consumer behavior and trends in target markets.

### Regulatory Compliance

**Customs Regulations:** Navigating import and export regulations, tariffs, and duties.

**Trade Agreements:** Understanding and leveraging free trade agreements and regional trade agreements.

**Standards and Certifications:** Ensuring compliance with local and international standards and obtaining necessary certifications.



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## **Strategic Partnerships and Networking**



**Partnership Development:** Facilitating connections with potential partners, distributors, and clients.

**Networking Opportunities:** Organizing events and introductions to enhance business relationships.

### **Training and Capacity Building**

**Workshops and Seminars:** Providing training on trade regulations, compliance, and best practices.

**Staff Development:** Enhancing the skills of staff involved in trade and export activities.



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## Consultant Trade & Logistic

## Trade Finance Management



**Funding Solutions:** Providing guidance on trade financing options, including letters of credit and trade credit insurance.

**Cash Flow Management:** Assisting with managing cash flow and financial planning related to trade.

### **Trade Policy and Advocacy**

**Policy Analysis:** Analyzing and influencing trade policies and regulations.

**Advocacy:** Representing businesses in discussions with trade bodies and governments.

## Euroasia, Middle East & Africa



Our company provides comprehensive services for Russia and CIS countries, including:

**Brand Representation:** Promoting and showcasing your brands at major international trade fairs in Moscow and key CIS capitals.

**Trade Legislation Analysis:** Reviewing and interpreting current trade regulations across Russia and the CIS.

**Legal Document Translation:** Translating legal documents from Russian & Arabic to other languages with precision.

**Market Analysis:** Conducting in-depth analysis of the Russian trade market to inform your business strategies.



## Agricultural Market Analysis Service



Our Agricultural Market Analysis service is designed to provide our clients with a comprehensive and detailed understanding of the trends and dynamics within the agricultural and livestock markets.

Through accurate assessments of supply, demand, and price forecasts for key commodities, we equip you with the tools necessary to make strategic and well-informed decisions.

This service is essential for those seeking to gain deep insights into the agricultural market environment, identify new growth opportunities, and develop strategies that optimize both profitability and sustainability. Whether it's in production, marketing, investment, or agricultural policy, we are here to guide you every step of the way toward success.

## Agricultural Supply Chain Consulting



Our Agricultural Supply Chain Consulting service is designed to optimize every link in the supply chain, from production to distribution.

We focus on enhancing operational efficiency, reducing costs, and minimizing waste, helping your organization become more competitive in the agricultural market.

This service is essential for companies aiming to stand out in a sector where profit margins are often tight.

A well-optimized supply chain not only boosts profitability but also provides a significant competitive advantage, enabling you to respond more swiftly and efficiently to market demands.

## Agricultural Policy Advisory



Our Agricultural Policy Advisory service is designed to support governments, international organizations, and private sector entities in the development, evaluation, and implementation of effective agricultural policies.

This service involves a comprehensive analysis of the economic, social, and environmental landscape, alongside the identification of key impacts and the formulation of strategies grounded in solid evidence.

This service is crucial to ensure that agricultural policies are not only effective but also sustainable and equitable.

Proper implementation can significantly impact food security, environmental sustainability, and economic development, delivering positive and lasting outcomes in the agricultural sector.

## Applied Economic Research Advisory



Our Applied Economic Research Advisory service is designed to provide detailed and practical analyses on specific economic issues to support strategic decision-making in the agricultural sector.

This may include studies on the economic impact of policies, project feasibility analyses, or market trend evaluations.

This service offers clients a deep understanding of the economic factors relevant to their decision-making, helping to formulate evidence-based strategies and enhance the effectiveness of their interventions and policies.

With our support, you can make more informed decisions and optimize your operations in a dynamic economic environment.



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# Sustainable Agribusiness Management

## Training and Capacity Building in Agricultural Economics



Our Training and Capacity Building in Agricultural Economics service is designed to provide agricultural professionals with the practical knowledge and skills needed in agricultural economics, public policies related to agriculture, and economic management.

We offer a range of educational programs, workshops, seminars, and specialized courses aimed at enhancing the technical and strategic capabilities of participants.

This service is essential for ensuring that professionals in the sector are well-informed and equipped to make effective decisions.

By focusing on the best available strategies and policies, we ensure that participants can apply evidence-based practices and tackle sector challenges with confidence and effectiveness.

## Agricultural Project Development Consulting



Our Agricultural Project Development Consulting service specializes in the formulation, evaluation, and management of new or expanding agricultural projects.

From identifying opportunities and strategic planning to project execution and assessment, we ensure that every stage aligns with project goals and is economically and operationally viable.

This service is crucial for ensuring that agricultural projects are well-planned, financed, and executed, maximizing their success and sustainability.

Proper project formulation and evaluation not only help mitigate risks but also enable the exploitation of emerging

## Risk Analysis and Agricultural Management



Our Risk Analysis and Agricultural Management service specializes in identifying, assessing, and managing economic risks that impact agricultural and livestock production.

We address a broad range of risks, including financial, operational, climatic, and market risks, and develop effective strategies to mitigate them.

This service is essential for ensuring that agricultural operations are resilient to various challenges.

We help clients plan and make informed decisions, protecting their interests and securing long-term success in the agricultural sector.

## Commercial Negotiation Assistance



Our Commercial Negotiation Assistance service is designed to support stakeholders in negotiating international agreements related to agricultural trade, including bilateral and multilateral agreements.

We provide comprehensive support that includes preparing and executing negotiation strategies, evaluating contractual terms, and facilitating agreements between parties.

This service is crucial for ensuring that commercial negotiations are effective and advantageous.

We help clients achieve favorable agreements and manage the complexities of international transactions in the agricultural sector, maximizing outcomes and ensuring effective management of commercial relationships.





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## Marketing & Public Relations

### Market Research & Strategy Development



**Consumer Analysis:** Understanding customer needs, preferences, and behaviors.

**Competitor Analysis:** Identifying competitors and analyzing their strengths and weaknesses.

**Trend Identification:** Monitoring industry trends and market conditions.

**Marketing Plans:** Creating comprehensive marketing plans that outline goals, strategies, and tactics.

**Target Audience:** Defining and segmenting target audiences to tailor marketing efforts effectively.

**Positioning:** Developing unique value propositions and positioning statements.



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## Marketing & Public Relations

### Community Relations & Content Creation



**Corporate Social Responsibility (CSR):** Managing CSR initiatives and community engagement activities.

**Partnerships:** Building and nurturing partnerships with local organizations and stakeholders.

**Media Kits:** Creating media kits and informational materials for journalists and media.

**Newsletters:** Producing and distributing internal and external newsletters.

**Monitoring:** Tracking media coverage and public opinion to understand and influence perceptions.

**PR Strategy:** Developing and implementing strategic PR plans aligned with overall business goals.

**Goal Setting:** Setting measurable objectives and evaluating the effectiveness of PR efforts.



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# Data Analytics

## Data Analysis Insight



**Data Collection and Cleaning:** Gathering data from diverse sources and rectifying errors to ensure its quality and consistency.

**Database Organization:** Integrating, modeling, and storing data efficiently to enhance accessibility and facilitate further analysis.

**Data Analysis:** Performing exploratory and statistical analyses, including creating interactive visualizations using Power BI and Excel.

**Reporting and Dashboarding:** Designing and developing customized dashboards and detailed reports that summarize findings and provide insights into sales, competition, and revenue.

**Data-Driven Recommendations:** Offering strategic recommendations based on data patterns and employing predictive models to forecast future trends and competitive dynamics.

**Training and Support:** Providing training on data analysis tools and offering ongoing technical support to resolve issues and optimize data utilization.



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## Financial Solutions

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**Private Funding Management:** We provide expert guidance to privately-held companies in securing the necessary resources for growth or managing temporary capital needs.

Leveraging our extensive network of institutional investors, family offices, and high-net-worth individuals, we help clients access valuable funding opportunities.

**Debt Restructuring:** We assist companies in reorganizing their debt to enhance their capital structure, reduce financing costs, and improve financial flexibility.

**Mergers and Acquisitions Advisory:** Our services include company valuations, buyout and sell-side due diligence, and the identification of strategic investment opportunities.

**Financial Risk Management:** We offer strategic advice on mitigating financial risks through the implementation of hedging strategies, including futures contracts, financial options, and interest rate swaps.



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