

Why LATAM



Australian Government

Australian Trade and Investment Commission

DIGITAL TECHNOLOGY

Latin America's (LATAM) digital economy is thriving. A growing middle class, an appetite for innovation and the digital transformation of key industries are creating new and exciting opportunities for an array of digital solutions.

Market opportunities

- E-commerce
- E-services
- Software as a Service (SaaS) and other cloud-based services
- Fintech, credit and lending solutions
- Cyber security
- Digital solutions for mining, agriculture, transport, health and education



References: Crunchbase, Reuters, Invest Chile, Statistica

LATAM: Diversify your growth

Learn how at: www.austrade.gov.au/latam