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

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**Mexico**

Mexico is the **fifth-largest** user of Facebook in the world and **70%** of Mexicans purchase goods online.

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**Colombia**

Colombia is an emerging **software development hotspot** with a high number of young tech graduates.

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**Peru**

Peru’s fast growing agriculture and mining industries are looking for innovative **digital solutions** to improve **productivity** and **safety**.

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**Brazil**

Brazil is the region’s innovation powerhouse, boasting the most number of **unicorns** – **11** – as of January 2020.

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**Argentina**

Argentina’s globally competitive tech sector has **6 unicorns**, including **Mercado Libre** – the regional online commercial hub.

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**Chile**

**CSIRO** is headquartered in Chile and is expanding its **regional footprint** in key sectors: mining, agriculture, clean tech, water management and data science.

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References: Crunchbase, Reuters, Invest Chile, Statistica