Australian businesses will find significant untapped potential in Latin America (LATAM). Australia has strong trade and education links in the region and invested over A$20 billion, particularly in mining. LATAM offers a large and sophisticated consumer market. It represents an important opportunity for geographical diversification for Australian exporters. This is Why LATAM.

**Why LATAM?**

- **Australian businesses operating in LATAM**: 580+
- **LATAM’s middle class**: estimated to reach 335 million by 2030
- **GDP**: US$5.1 trillion in 2018
- **81%** of LATAM’s population live in cities
- **67%** smartphone penetration
- **81,000 enrolments** by LATAM students in AUS
- **416 million** social media users
- **LATAM is the manufacturing hub** for many global companies, producing goods such as: automobiles, apparel, aviation, pharmaceuticals, processed food and beverage, electronics.


**LATAM: Diversify your growth**

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