



Australian Government

Australian Trade and Investment Commission

Why Latin America?

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**.

580 +



Australian businesses operating in LATAM

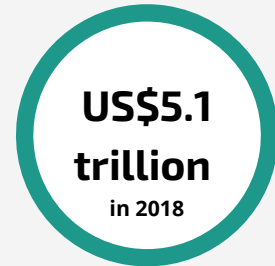
LATAM's middle class is estimated to reach

335 million



by **2030**

GDP



81%

of LATAM's population live in cities



67%

smartphone penetration



and over

416 million social media users

81,000

enrolments

by LATAM students in AUS



LATAM is the **manufacturing hub** for many global companies, producing goods such as:



automobiles



apparel



aviation



pharmaceuticals



processed food and beverage



electronics

References: ABS, Brookings Institute/OECD, IMF World Economic Outlook Oct 2019, UN 2018 Urbanisation Revision, GSMA, Australian Department of Education

LATAM: Diversify your growth

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