



BRINGING SELLERS & BUYERS TOGETHER

One Stop Shop

Montevideo Free Port - South America

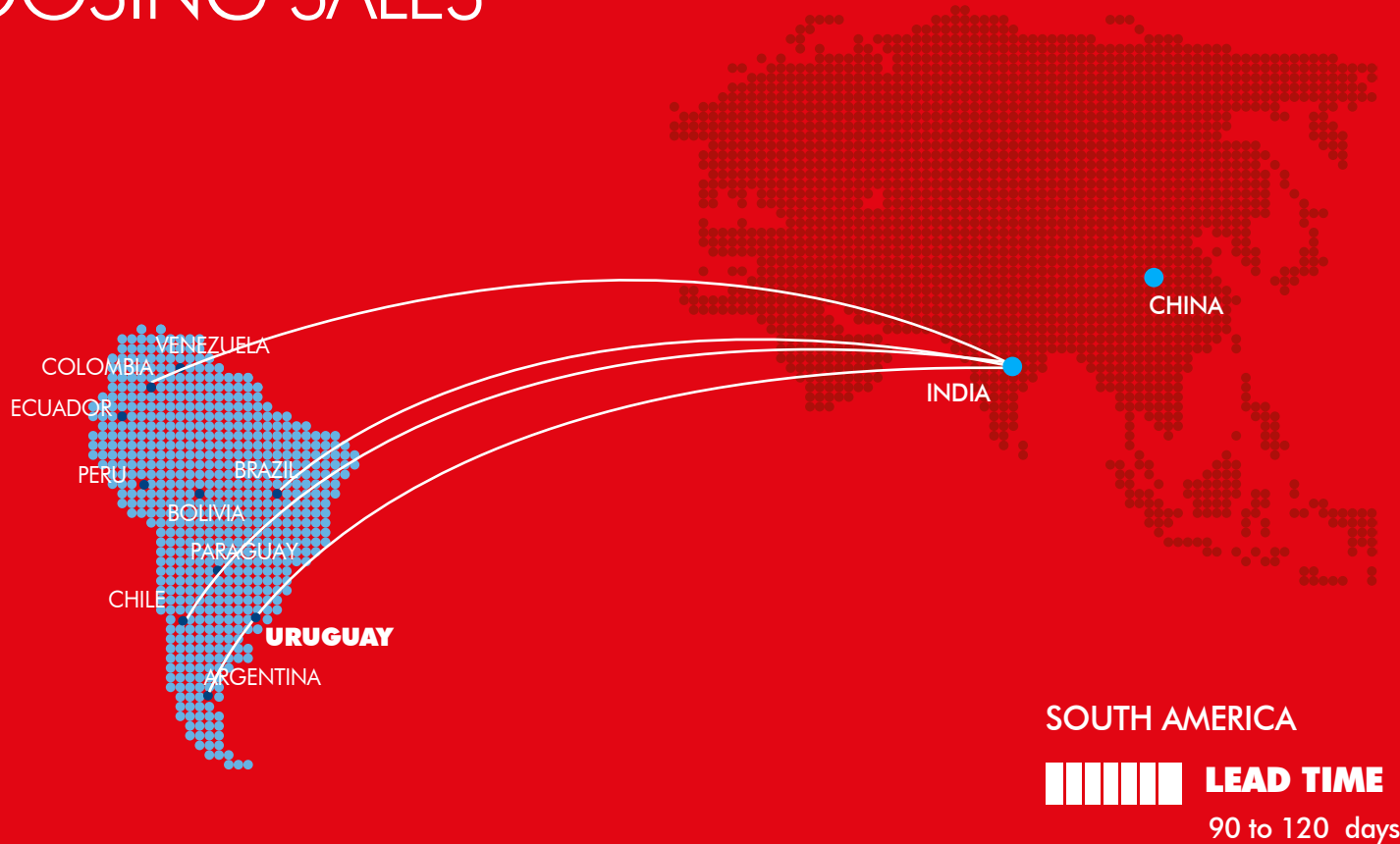


## ONE STOP MARKETING, MERCHANDISING AND LOGISTIC SOLUTION IN MONTEVIDEO FREE PORT - SOUTH AMERICA

Showroom | Ready Stock | Immediate Regional Distribution | Tax and Duty Free



# TRADITIONAL INDIA EXPORTS LOOSING SALES



# TRADITIONAL INDIA EXPORTS LOOSING MARKET SHARE



**BRAZIL**  
**206 MM pop**  
**GDP 2,450 T**  
**GDPPC 12,465**



**ARGENTINA**  
**42,6 MM pop**  
**GDP 475 B**  
**GDPPC 11,573**



**CHILE**  
**16,5 MM pop**  
**GDP 248 B**  
**GDPPC 14,270**



**URUGUAY**  
**3,4 MM pop**  
**GDP 50 B**  
**GDPPC 15,800**



**PARAGUAY**  
**6,6 MM pop**  
**GDP 41,1 B**  
**GDPPC 6,100**



**BOLIVIA**  
**10,6 MM pop**  
**GDP 25,6 B**  
**GDPPC 2,754**

**POTENTIAL MARKET**

**3 TRILLION USD MARKET**

**300 MM CONSUMERS**

**75 % SOUTH AMERICA GDP**



# INNOVATIVE INDIA EXPORTS

## INCREASING SALES



SOUTH AMERICA

LEAD TIME  
24 to 96 hours



# 2 HOURS FLIGHT



Air ticket  
**\$ 7,200**



Hotel ( 9 nights )  
**\$ 1,800**



Transport  
**\$ 1,500**



Food  
**\$ 1,500**



Communication  
**\$ 500**



Various  
**\$ 800**



**\$ 14,300**  
Brazil - India



Air ticket  
**\$ 450**



Hotel  
**\$ 0**



Transport  
**\$ 150**



Food  
**\$ 100**



Communication  
**\$ 50**



Various  
**\$ 150**



**\$ 900**  
Brazil - Uruguay



AS SIMPLE AS 1, 2, 3!

STOCK,  
SHOW,  
SELL!

Marketing – Promotion & Sales

International Freight

Bonded Showroom

Bonded Warehouse

Regional Network 50+ offices (Brazil, Argentina,  
Chile, Peru, Uruguay, Paraguay, Ecuador,  
Bolivia and Mexico)

Custom Clearances, Distribution & Logistics

Regional Freight

Multipurpose offices, VIP offices & Conference Center

E-commerce



# SHOWROOMS



TOYS & KIDS



HOUSE & GIFTS



OFFICE PRODUCTS



TEXTIL & FASHION



APPLIANCES & ELECTRONICS



TOOLS & HARDWARE



SPORTS & RECREATION





**STOCK**

**SHOW**

**SELL**





# MARKETING & SALES STRATEGY

10,000 active customers of Grupo RAS – all potential PTC buyers

50+ own offices regional network – 800+ staff members

Local and regional direct and indirect sales men team

PTC Data Base - Intelligence Commerce Department

Social Networks Promotions: Facebook / LinkedIn / Twitter

Direct e-mail marketing campaign

PTC e-commerce

Regional Newspapers & Commerce Magazines

Regional Fairs and Regional Conferences

Alliances with Regional Commercial Chambers, Commercial Area of Regional Embassies, Industrial Chambers, etc

Strategic Alliance with Regional Banks

Strategic Alliance with VISA Credit Card



# BENEFITS

## FAST

- + Different suppliers  
One shipment  
One invoice
- + Improve stock cycles  
Cash flow optimization
- + Value added services  
Value added logistics
- + Possibility of storage for an unlimited period of time  
Storage of the goods on the owner's behalf
- + Goods are exempted of import taxes & tariffs  
Destination of goods may be changed at will



# PREMIER LOGISTIC PARTNER: GRUPO RAS

**Established in 1991, GRUPO RAS has become a respected multinational company specialized in planning and management of logistics services.**

The major freight forwarder of South America  
Handling more than 2 billion dollars in clients goods  
10,000+ active regional customers  
Strategic location, Montevideo Free Port - URUGUAY  
The Natural Hub : Regional Logistic Distribution Center  
7 countries, 50+ offices  
Staff 750+

7 business division :

Infrastructure & Warehousing, International Transport, Custom Operations & Regional Distribution,  
Shipping, Commodities Logistics, Agricultural Business, International Business Development





# TESTIMONIALS

## PRICE WATERHOUSE COOPERS

Latin America, as never before in recent history, presents strategic opportunities for corporate growth and development. This was one of the conclusions of our last annual Global CEO Survey. In this context, **Port Trade Center sets up a regional marketplace, strategically located in Uruguay with facilities, services and infrastructure available, under a promotional investment regime which leverages the opportunities that companies find in the region.**

## DELOITTE

Montevideo is developing as a hub for trade with South America. This is mainly due to its strategic logistic positioning, the quality of its deepwater port operating under the Free Port system, its new and modern airport and the infrastructure and services available for the handling and distribution of merchandise. **This project promoted by Grupo RAS greatly supports and contributes to this development by facilitating the connection of international sellers with South American buyers.**

## KPMG

Uruguay is a well established logistics center and service provider to international business. **Grupo RAS through its business divisions offers an innovative approach and vast network of logistics services.**

## ERNST & YOUNG

**It's the best time ever to launch or grow a business in Latin America.**



# POTENTIAL BUYERS: SOUTH AMERICAN SURVEY

**Regional potential customers from six countries were consulted:  
Brazil, Argentina, Chile, Uruguay, Paraguay and Bolivia.**

83% APPROVAL

94% BELIEVES IN GRUPO RAS LOGISTIC SUPPORT PARTNER

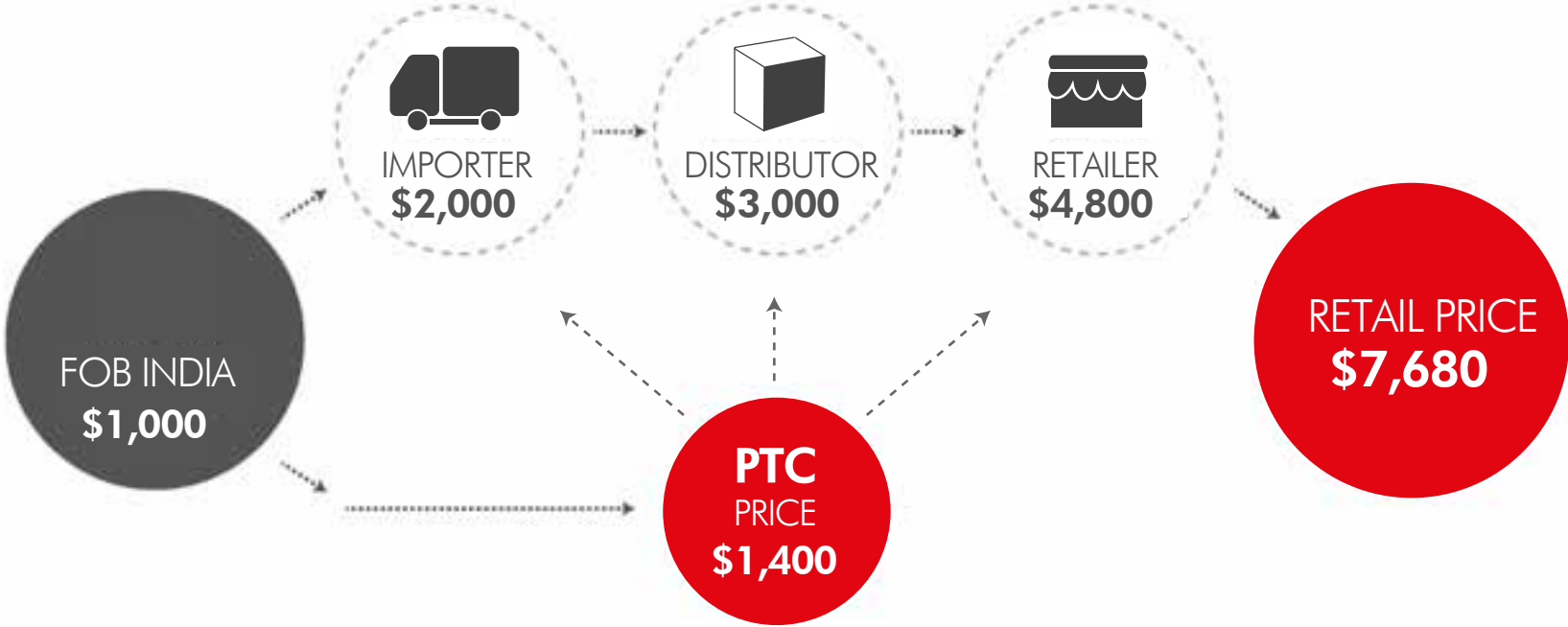
TIME REDUCTION AND LOWER OPERATIVE COSTS

CASH FLOW OPTIMIZATION

SHORTER AND FREQUENT STOCK RENOVATION CYCLE

MORE EFFICIENT QUANTITY AND QUALITY CONTROL ON STOCK

# HOW PTC WORKS



Montevideo Free Port - Uruguay

1 x 40 HC full  
FOB average price \$ 50,000



## CPA FERRERE

Port Trade Center is changing the way of doing business in South America. An innovative logistic project driven by an enterprising working team. Only two hours away from major cities of the region, Port Trade Center will allow worldwide producers to have a supermarket in the backyard of their customers. Is a revolutionary idea for improving productivity in your business, reducing leading times and maximizing the efficiency of your working capital.

## **Uruguayan Law Firm of The Year 2012**