



 **Logistics**
· Regional Distribution

 **Commercial**
· Headquarters
· Trading / Procurement

 **Services**
· Shared Services Centers
· BPO / KPO / ITO

 **Innovation**
· R&D
· Tech solutions

Success stories



F & A – REPORTING – PROCUREMENT

“We wanted to centralize all BASF’s accounting services in the Americas, from Alaska to the Patagonia, in a single country. We decided on Uruguay for three main reasons. The first was its government, offering economic and social stability, ease of doing business, minimal bureaucracy and low levels of crime and corruption. The second was the country’s quality and uninterrupted Internet connections, which our company needed to transport the data powering our equipment and technology. Most important was human resources, because our services depend on people. Uruguay offers professional and well-educated talent thanks to the country’s excellent universities. We are more convinced every day that we made an excellent choice by coming to Uruguay.”

Berthold Ebner,
Former Managing Director,
BASF Services Americas.



TRADING - SUPPLY CHAIN

“We chose Montevideo for our new regional hub in particular because of the depth of local talent, the mature legal framework, and the stable and secure environment for international businesses. Within Zonamerica, Trafigura has joined an international network of world-class businesses that also need a strong technological base and good infrastructure. In addition it is located close to countries where we operate in Latin America.”

Rafael Pérez,
LATAM Shared Services Manager,
TRAFIGURA.



KPO - PROFESSIONAL SERVICES

“Uruguay has the qualified talent that our company needs. We didn’t have problems to find talent with solid academic qualification and excellent English skills. On the other hand, Uruguay is also competitive in terms of operative costs, specially comparing it with other countries with developed economies. Legal certainty, political stability, good guidelines regarding the possibilities of making business in the country, proper physical and communication infrastructures. All those factors were very important in the decision to settle in Uruguay.”

Sofia Jaunsolo.
Head of Research and Intellectual
Capital Operations,
Willis Towers Watson