

**A/P Pedro J. Etchegaray Avallone**

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**De:** A/P Pedro J. Etchegaray Avallone [etchegaray@adinet.com.uy]

**Enviado el:** martes, 03 de agosto de 2004 13:03

**Para:** 'WayneWang'

**Asunto:** RE: AIPTEK

**1) ABOUT YOUR BUSINESS IN LATIN AMERICA.**

Well, I think that Uruguay is a little country to sell your product with our brand, because is a local brand. I think that you must work, as the other manufacturers, with a common polity of marketing in Latin America, and the same brand. As I inform you in our previous email, you must invest in marketing to make your product knowng in Latin America. Genius has bought to us some spanish brochures, and they are making a special spanish website to serve the whole Latin American market.

My experience (that you can see that is very deep) said that to sale any product in this market, you need some minimum requeriments that, fortunately today, thanks to the technology, it is more economic than some years ago. We are specialist in this work, and we can develop for you a consultancy package that includes:

1.1) A Spanish Web Site, similar to the one that you have in English.

1.2) Spanish electronic brochures for all your products.

1.3) Consultancy about market penetration and development of latin american distribution network, as well as a distribution strategy (logistic), since surely is more economic to make big shipments toward a point of regional distribution, and of there to the region that to make shipments point to point from the factory to each country.

We have specialization in logistics of international business. Fortunately, in Uruguay we have Commercial Free Zones, where the manufacturers can leave the merchandise without paying taxes for its distribution in Latin America.

1.4) Training in technical regional support, to honours the guarantees of the products. Inclusive we can offer to make this service, our proper facilities, to make technical supports in spanish through email or for MSN (Audio and Video).

1.5) Strategy of prices for the region.

It is very important to configure an appropriate and competitive strategy of prices so that your products arrive to the final users in each country, with such an attractive value that it makes them desirable and competitive against other products that show brands that are already very well-known in each market.

Each country administers different tariffs, taxes to the consumption, introduction costs and promotion costs. It is necessary to know what will be the suggested retail price to final users, with a reasonable utility for the resellers (point of sales) and wholesale distributors in each country, and obviously to compare it with the prices that at this time are offering the competition in each one of these markets.

If you already have achieved this study, please you send it to me, otherwise, we could include it in our consultancy work, since it is fundamental before making investments of any type in the region, to know that it is had real commercial possibilities to win a substantial share marketing.

1.6) Regional distribution channel.

The work of our consultancy, could include, our work to talk with the other distributors of GTCO in Latin America to also interest them. It is very possible that if they receive our invitation, be more permeable to work with your lines, if they know that we are acting as your regional Distributors or Latin America Representation.

Mainly with Argentina, Chile, Paraguay and Brazil we have excellent relationships.

Obviously so that this was possible, we have to know your conditions, prices, guarantees, international agreement, etc, of that which your you would owe enviarnos the material to make an appropriate evaluation, an estimate of costs of the on products in each country.

Of each one of the products that you want to sell in the region, we have to know how they come packed, how much they weigh and what volume they occupy, and if you have not made it yet, we have to determine which the most economic shipment form is, and according to the projected sale volumes, we could delineate the strategy of more appropriate introduction.

1.7) About AIPTEK business in Latin America.

As you can see, this email is quite more extensive and deeper that the previous ones.

Before answering you this email, I have revised in depth the AIPTEK Web site. There, I have seen that AIPTEK have installed offices in Germany and United States. Therefore, I think that it is a company that is betting seriously to develop market, and it is investing resources in it.

It should not be then for AIPTEK any novelty that to introduce their products in Latin America, it is also necessary to invest. You surely have very clear these concepts. AIPTEK is not a well-known mark in Latin America. It is clear that for comparison, it has not carried out the investment that GTCO has carried out neither it has support neither specialized personnel to assist

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the channel in Latin America.

That doesn't mean that AIPTEK is not an excellent opportunity of business. Sincerelly, I don't know it. However, I have absolutely clear it is that to convince buyers, distributors, it is necessary to have an operative infrastructure and dedicated to the Latin American channel that I ignore if you already have. As a comment only, with the exception of Brazil, the whole rest of the continent speaks Spanish.

Personally as surely you will have revised in my Professional Web Site, we only work with companies that have that infrastructure or that they are already brands so recognized in the world that they don't specify a lot of presentation, and that our customers request us without we have to make a great sale effort.

We, as any serious company that is already a distributor of first line brands, point to business to medium term, not opportunity business. It is too expensive to impose a brand in a country, for few sales.

As I have read, AIPTEK points to occupy a preference place in the market and it is working for it. For that reason, I offer to you, to develop this activity for you that it will be fundamental to confront durable business in the region, and without the one which, it will be very difficult to you, to obtain a serious distribution channel that compensates the effort. Also, as part of the work, we can constitute ourselves in your regional office, what would facilitate very much the canalization of business toward you. I am talking to show to the world as AIPTEK Latin America.

Uruguay is a special country. We have excellent communications (100% digitalized), a very good banking system, ... internal peace, commercial free zones, and an excellent educational level.

Somebody, has to make this work to develop the market in Latin America. We are in the business of the Graphic Arts and the CAD, among other, and we make consultancy, we can make it with better accuracy and results that nobody, and surely for a value of very attractive fee.

f AIPTEK thinks that goes to introduce its products in Latin America without having all this previously summarized and analyzed information, it is in an error, and an enormous surprise can also be taken.

If on the contrary the interest of AIPTEK is to achieve some punctual sales, and to disappear of the market, I should comment to you that in Latin America, they have already had embarrassing experiences in this respect, and in the market of the technology, those companies never work with channels of distribution of first line, because us and our colleagues, we should give local support to the clients beyond what implies the sale exclusively, and the focused business in that way always finishes generating losses and problems.

In summary. AIPTEK knows that it is necessary to be a company of first line to be an authorized distributor of GTCO, because GTCO doesn't accept that any company blindfolds its products. It is a relationship of mutual demand that we complete and we respect. Surely for that reason they contacted us.

## 2) ¿WHAT NEXT?

We can develop the complete project so that this work will be possible and profitable. If AIPTEK is interested, we can quote this consultancy work that we understand should be previous to the development of business in the region, so that the same one is successful.

I have also seen that your company markets other products. I suggest that if you think that they are really competitive, this effort of market penetration... point to all the lines, that which would surely make viable the commercialization and the reach of important volumes of export.

I am to your disposition, and in case AIPTEK is interested, I would thank to you that you sent me the detailed information requested on the products that AIPTEK are interested in selling in Latin America.

Kind regards

***A/P Pedro J. Etchegaray***

***Analista de Sistemas y Organización y Métodos - Asesor Tecnológico***

***System Analyst . Organization & Methods Analyst - Technological consultant***

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**De:** WayneWang [mailto:waynewang@aiptek.com.tw]  
**Enviado el:** lunes, 02 de agosto de 2004 23:46  
**Para:** etchegaray@adinet.com.uy  
**Asunto:** RE: AIPTEK

Hi Pedro,

I am so sorry to mistake your company name to your name. I will read your resume in detail.

AIPTEK is the second tablet manufacturer in the world and has been sold 1,500 thousand of tablets around the world, but AIPTEK do not familiar with Latin America market before.

We focus on North America and Euro before but at the beginning of this year we have some change because we find if we can't sell the product with right partner, we can't make it well.

From this year, AIPTEK is looking for new partners have experience in specific products and let's why I come to you.

AIPTEK has some tablets for retail market from entry level tablet to high end drawing tablets, please check the product spec for your reference.

12000U → 12X9"

8000U pro → 8X6"

6000U 6X 4.5"

4000U 4X3"

NB4000U 4X3"

Basically, I would like to sell the product label in your brand name, would you let me know your idea and your intention to market the product in your brand name?

I will support you with best price and after service and let you make profit from the cooperation.

Best Regards

Wayne Wang

**Tablet Center / AIPTEK International Inc.**

Tel: 886-3-578-6388 Ext. 3102 Fax: 886-3-5786378

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-----Original Message-----

**From:** A/P Pedro J. Etchegaray Avallone [mailto:etchegaray@adinet.com.uy]

**Sent:** Monday, August 02, 2004 10:49 PM

**To:** 'WayneWang'

**Subject:** RE: AIPTEK

Dear friend:

1) About me.

You could read my Professional Web Site at <http://www.etchegaray.webya.com.uy>

2) About my Company.

I have several companies in Uruguay. TecnoPyme (formerly Softec) has focused in Graphics Arts, CAD but if you read

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my Professional Web site, you can understand mores about this. I am developing at this moment several web sites for some companies as TecnoPyme, mainly with the target in mind of e-commerce.

3) My relation with GTCO.

From 2001 I am the Official distributor in Uruguay. I have selling all that this market can buy, but the GTCO products are expensives, and for this reasons they are not many popular and the cosumer public of these products is CAD Designer mainly. We sell too Plotters (Roland and HP DesignJet) and a lot of software solution for Graphics Arts as Corel.

I have see that you have popular products that GTCO has'nt.I think that it will be a new option. Here in Uruguay, and in Latin America, the product that is more offered is KYE Genius. If you wish compete against these products (at that level) you must have better marketing and price structure.

4) What can I offer you.

One of my professional works, is Latin America developing market, marketing material and web sites translation, and technical material translation. We too make rounds trips by Argentina, Chile, Brasil and Paraguay (mainly) to channel distribution purposes, when I arrive to an agreement whit the manufacturer to make this work. I suggest you that see my professional Web site deeply.

Kind Regards

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**De:** WayneWang [mailto:waynewang@aiptek.com.tw]

**Enviado el:** lunes, 02 de agosto de 2004 1:03

**Para:** etchegaray@adinet.com.uy

**Asunto:** RE: AIPTEK

**Importancia:** Alta

Dear Mr. Tecno Pyme,

Good day and thanks for your reply.

Yes, I contact you because you already carry GTCO products and we do have better products for you with high quality and lower price I think you will interest.

Before I propose you my proposal I would like to know more about your company, may I?

If you can answer my question in the following I will very appreciate.

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1. I would like to know which market you dedicate. Graphic or presentation market?
2. your company's profile
3. Roughly sales revenue of GTCO products

AIPTEK is looking for cooperate with you in tablet related product. We can offer you better product with lower price and I think it will be helpful to you to develop the market.

I am looking for your reply and will have proposal for you at then.  
Thanks!

Best Regards

Wayne Wang

**Tablet Center / AIPTEK International Inc.**

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-----Original Message-----

**From:** A/P Pedro J. Etchegaray Avallone [mailto:[etchegaray@adinet.com.uy](mailto:etchegaray@adinet.com.uy)]

**Sent:** Saturday, July 31, 2004 12:40 AM

**To:** 'WayneWang'

**Subject:** RE: AIPTEK

Dear Mr. Wayne Wang:

I have just receive your email, and we see your website and products. It is very interesting your product line, and I suppose that you contact me because I am the official distributor of GTCO in Uruguay.

To know more about me, because now we are developing our new website of TecnoPyme, to make Latin American Distribution, and to offer eCommerce, i suggest you that see my professional profile at <http://www.etchegaray.webya.com.uy> .

After this, I inform you that I am open to hear any proposal of business that is attractive. I also inform you that it would be convenient that your web site was bilingual, that is to say that it included specifications in Spanish, something to what we make for many manufacturers interested to develop Latin American market.

Waiting your business proposal, and offering you our distribution services in the region, creation and handling of channel of distributors and other, I greets you

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# **Tecno Pyme**

**Tecnología para la Pequeña y mediana Empresa**

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**De:** WayneWang [mailto:waynewang@aiptek.com.tw]

**Enviado el:** viernes, 30 de julio de 2004 3:43

**Para:** tecnopyme@adinet.com.uy

**Asunto:** AIPTEK

**Importancia:** Alta

Hi Sir,

Good day. I am Wayne from AIPTEK Taiwan.

I would like to propose you a business opportunity between your company and AIPTEK.

AIPTEK has some product good and I think you might interest in carry this products to become a total presentation solution and drawing solution.

Please help to forward this message to related people and let me know if you are interested, thanks!

Best Regards

Wayne Wang

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