

Buyers' Forum: Market Potential in Emerging Markets**買家論壇：新興市場新潛力**

Date 日期 : 13 / 4 / 2017 (Thursday 星期四)

Time 時間 : 11am – 12nn

Venue 地點 : Product Launch Area, Hall 1A, Level 1, HKCEC
香港會議展覽中心 1/F 展覽廳 1A 產品推廣及發布區

Languages 語言 : English 英語

Remarks 備註 : Free Admission 費用全免

PROGRAMME 程序表

Time 時間	Programme 程序
10:30am-11am	Registration 登記
11am-11:45am	Speaker 演講嘉賓: 1. Mr Pablo Romano, President, MAS SINERGIA (Argentina) 2. Mr Jeferson Pulz, Director of Innovation, Customic (Brazil)
11:45am-12nn	Q&A Session 答問環節

Remarks 備註:

Free admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。

Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。

The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

ABOUT THE COMPANIES 企業簡介**MAS SINERGIA**

Mas Sinergia S.A. is an importer and wholesale distributor of consumer electronics and technology. We have distribution agreements with Brands like Viewsonic, Adata, Logitech, Crown Mustang, Novik and Zenith. And we are closing new deals with international brands such as Acer, iRobot and Parrot.

We have a team that has been operating for 1 year with a model of operation by third parties that allowed us to operate up to the moment and guarantee that the start up already has a base volume of operation and commercial partners already committed to the result of the business.

The main sales channel is Household Items where we visit with our sales force approx. 1000 monthly customers and Retail (where we also operate with large accounts such as Walmart).

We estimate in this first year that the sales come from 60% of local suppliers and 40% of imports, and then to migrate 100% to imports. Mainly from China (80%) and the US (20%).

Visit my public profile in Linkedin where you will be able to observe my trajectory in the business and expertise. <http://ar.linkedin.com/in/pablromano>.

Customic

Customic has for 10 years been one of the largest distributors of accessories for smartphones and tablets in Brazil. We are one of the main partners of Apple APRs and also the biggest players in the market, with more than 2000 retail outlets.