

Encouraging Australian-Latin American Entrepreneurship and Professional Development

Presenters:

- **Ms Andrea Diaz**, Co-Founder, *Australian Latin American Young Professional Networks*
- **Ms Claudia Sepulveda**, Co-Founder, *Australian Latin American Young Professional Networks*
- **Mr Carlos Daniel Espejel**, Co-Founder, *Australian Latin American Young Professional Networks*
- **Mr Andres Felipe Rodriguez**, Owner, *Treecycle Coffee Shop*



ALAYP Mentor-Net

- Initiate to build a new approach to support Australian-Latin American Entrepreneurship and professional development through **mentoring and networking**

ALAYP Mentor-Net

- **The build of ALAYP Mentor-NET?**
- As a Latin-American coming into Australia (Au) or as an Australian going into any country in Latin America (LA), you come here or you go there to:
 - ✓ develop your career (study or work in your profession); or
 - ✓ being an entrepreneur (create your own business)

ALAYP Mentor-Net

- **The Opportunity:**

- There is a growing population of young Latin-Americans coming into Au and young Australian going into LA willing to set up a new businesses or work in the specific country but they lack the **local culture & business knowledge, support and networks** they need in order to start a business or get a job in the specific country.

ALAYP Mentor-Net

• The Focus:

- If you wish to work or start your own business here or there, you need to:
 - have competent English in the case of Au and competent Spanish or Portuguese in the case of LA;
 - have a visa that allows you to legally work/trade in Au or in the specific country in LA;
 - your profession has to be recognised in the specific country;
 - **understand the local business culture of the specific country;** and
 - **have your own network** (being connected with people like you & knowing the right people)

ALAYP Mentor-Net

- **Our aim**

- **Encouraging** young professionals and entrepreneurs to develop their career and/or entrepreneurial ideas in Au and LA.
 - In the case of entrepreneurship, we believe that by helping entrepreneurs to set up their own businesses, we are also helping the **socioeconomic development** of Au and LA and of course, **empowering and increasing the links** between both regions.

ALAYP Mentor-Net

- **How we are doing this:**

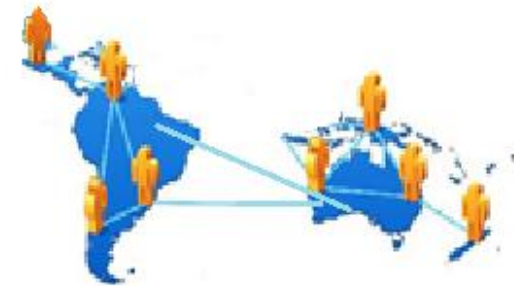
1. e-Platform

2. e- Mentoring Program

3. Annual Seminar

ALAYP Mentor-Net e-platform

- Social Media where entrepreneurs and professionals from LA & Au can:
 - ✓ publish their business/professional profiles.
 - ✓ **connect** between each other.
 - ✓ ask and responds questions.



ALAYP Mentor-Net

e- Mentoring

- Creating a relationship between an experienced businessperson (the mentor) and a young entrepreneur or young professional (the mentee).
- Mentors will guide the mentees in exchange of some knowledge about Au/LA
 - It offers benefits to both mentors and mentees.



ALAYP Mentor-Net

Annual Seminar



ALAYP

AUSTRALIAN LATIN AMERICAN YOUNG
PROFESSIONALS NETWORK

ALAYP Mentor-Net

4 Stages

- 1st Year – Qld
- 2nd year – Au
- 3rd year – Au & LA



Andres Felipe Rodriguez & Crop Del Monte Specialty Coffee

- A successful story of a
- Young Latin American
- entrepreneur
- in Australia



Why am I here?

- ALAYP solving the lack of professional connections
- - How I managed to start a business in Australia

Who I am?

- Agricultural Engineer
- Seven years in Australia
- Study english
- Learn from the culture and set up a business

Working with farmers

Understand their way of life and see how they do not have long term plans for the future

- The land is their only source of income.
- They pay expenses as they go. (Transport, food education, wages).

Australian Life

- They make short, medium and long term plans for the future...

To see the opportunity in the market, get to know your product and how to present it.

SPECIALTY COFFEE



Started my research

- Visited Coffee Shops
- Talked to baristas and coffee shop owners



Planned my first trip to Colombia



How did they answer to my questions?



What did I learn from all of this?

I figured that I was not just a coffee trader, I was more like a link between both of them.

- **With better connections:**
 - - Empowering the links between both regions
 - - Positive Social impact

It can be expensive to offer great quality

- Quality Control at every stage
- Additional labour
- longer processing times
- better premiums paid to producers
- better packaging
- Transport and insurance

Developed countries support small farmers and are happy to share the story

Turning good ideas into good products.



Connections would have saved:

- Time
- Extra work
- Money
- Making mistakes

Sharing the experience

