

## Unlocking Business Opportunities in Latin America with IDB

### Practical knowledge for project implementation in Brazil, Mexico and Peru

#### Webinar

19 March 2026, 4 - 5 p.m. (CET)

Language: English

The [Agency for Business and Economic Development \(AWE\)](#), the [Association for Latin America \(LAV e.V.\)](#) and the [Inter-American Development Bank Group \(IDB Group\)](#) invite you to an exclusive webinar on financial solutions and strategic support for engagement in Mexico, Brazil and Peru.

These Latin American countries rank among the most dynamic investment destinations, offering significant growth potential in key sectors such as transport and port infrastructure, industrial development, energy and sustainability, as well as water and sanitation. German and European companies hold a competitive advantage in these fields thanks to their advanced technology, innovation, and proven expertise.

However, many of these opportunities remain untapped due to a lack of awareness of critical stakeholders, strategic alliances and financing tools that can ensure smooth and profitable engagement within development cooperation frameworks.

This webinar directly addresses these barriers. The **Inter-American Development Bank (IDB)** will present their service portfolio, financing mechanisms, and advisory support designed to facilitate business opportunities and project implementation in Latin America.

#### The program will include:

- **BID for the Americas:** An overview of the various solutions and channels available for companies to access business opportunities through the bank.
- **Procure+:** Presentation of the bank's tender system, practical advice for bidding companies, and an update on ongoing improvements to procurement policies.
- **Tenders in Brazil, Mexico, and Peru:** The bank will highlight current and upcoming tender opportunities across multiple sectors.
- **A case study** of a German company operating successfully in the region.

For companies evaluating new business opportunities, exploring development-financed projects, or seeking guidance on suitable financial instruments, this webinar provides practical tools and insights to support informed and competitive investment decisions.

We are looking forward to meeting you.

## Program:

<b>4:00 PM</b>	<b>Welcome Remarks</b> <ul style="list-style-type: none"><li>• Orlando Baquero, CEO, Lateinamerika Verein e.V. (LAV)</li><li>• Karla Beteta, Senior Advisor, Agency for Business and Economic Development (AWE)</li><li>• BMZ representative (TBC)</li></ul>
<b>4:05 PM</b>	<b>Unlocking Business Opportunities in Latin America with IDB</b> <ul style="list-style-type: none"><li>• Adriana Salazar, Procurement Senior Specialist, IDB</li><li>• Luciano Gasparini, Private Sector, Synergies and Trade Specialist, IDB</li></ul>
<b>4:30 PM</b>	<b>Building Successful Market Entry Pathways in Mexico, Brazil and Peru: Lessons from Fichtner's Experience</b> Tobias Gehrke Director Business Development for the Americas, Fichtner
<b>4:40 PM</b>	Q&A Session
<b>5:00 PM</b>	End

## You will meet:

The [Lateinamerika Verein e.V.](#) (LAV) is the central network for German companies active in or interested in Latin America. As a leading organization representing German business, LAV provides access to an extensive network in Germany and Latin America, as well as high-level contacts in politics and culture across the region. LAV promotes economic, political, and cultural ties between Germany and Latin America through events and transnational networks.

The [Agency for Business and Economic Development](#) (AWE) is the central point of contact for German and European businesses, supporting the development of sustainable business models and the use of funding and financing opportunities.

[IDB Group](#) is the leading source of financing and knowledge for improving lives in Latin America and the Caribbean. It comprises IDB, which works with the region's public sector and enables the private sector; IDB Invest, which directly supports private companies and projects; and IDB Lab, which spurs entrepreneurial innovation.

[BID for the Americas](#) is IDB's program designed to foster business opportunities and strengthen economic ties between 26 countries in Latin America and the Caribbean and key partners from Europe, North America, and Asia. The program consists of three pillars: procurement, trade and investment, and co-financing.