

## Business services

Neolectum is a digital publication that focuses on economics and business as well as on market integration. Its main objective is to promote business agreements by disclosing partnership opportunities. Telecom, hi-tech, construction, and retail-FMCG are considered key development indicators, and are briefed accordingly to depict what is going on in a prospect country.

### Banners

The objective consists basically in connecting companies with related business activities, something that proves to be more effective over time. The underlying criterion is "visibility + branding". That is the reason why this service is being contracted for a longer period (3, 7 and 12 months) at prices with an excellent cost v. length of publication ratio.

Generally speaking, according to the current rate, half of the 30 available choices cost less than 1 euro/day, and only 4 out of the 30 exceed the daily cost of 1.5 euros.

### PDF fact sheets

These are complete data sheets on a company's business activities; they are freely and directly accessible. The benefit they offer to the professional visitor is that they can be downloaded onto his computer, stored as a reference material, forwarded or printed.

In addition, interactive links (web and mail) are available at all times, as well as a detailed description of the products and services that are offered.

These data sheets are the "first contact" for entrepreneurs who are looking for business opportunities. The advantage they offer over a casual link is that the reader keeps the complete information permanently for future visits. This service is contracted for 7 months (210 days) or 12 months (360 days).

### Who will read your business profile?

Neolectum readership comes mainly from Spain (69%), Mexico (7%), Argentina, Chile, United Kingdom, Germany, Italy, Brazil, the Netherlands, Portugal, Poland, Czech Republic, Russia, France, Turkey, and Hungary. Thus, you will have your own business card available 360 days to start networking with NAFTA, EU and Mercosur businessmen, always looking for new partnership opportunities.

All of them are SMEs heads and decision makers involved in import-export activities who visit our website an average of four times a month in order to retrieve news, index data, etc., and to download regularly updated and upgraded files (Docs Pool) and companies' fact sheets (Firms Pool). They currently constitute a 12,000+ community<sup>1</sup> of professionals with a monthly growth rate of 2.8%. Through our direct and inter-linked approach, they read 3 pages per visit, while 3 out of 4 consult The Pool (Docs & Firms) to download information.

**Main areas:** Food and Agro-Industry, Retail-Franchise-FMCG, Construction+Architecture, Telecommunications, Leather+Footwear, ICT+Digital, Automation and other hi-tech solutions for industrial activities.

### Translations

Having been created initially for non-Spanish-speaking countries that wish to enter or increase their presence in Spain and Latin American markets linked to the EU, the translations services also benefit Spanish-speaking companies that would like to have relevant documentation for their field of activity (industry reports, white papers, manuals, etc.) in Spanish.

This is an additional service for the professional readership, and the rates are therefore naturally competitive. It spans the main topics the publication focuses on and includes an incentive that is optional and free of charge: advertising through Neolectum just for having contracted this translation service.

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Last survey on 30th April '06. (12,460 individual visitors; over 47,000 access hits) / As for PDF fact sheets: Active website and email links - Documentation in English, French or Italian. Price includes free translation into Spanish up to 200 words. Total volume of text: approx. 800 words. - Hints and links from side menus and also from professional events pages from your sector (as Fruit Logistica, Coverings, CeBIT + Hannover events, MICAM, ISH, SIF + Franchise events, electronica, Couromoda, Alimentaria, CeMAT, BAU, Telecom Conferences, etc.) throughout the year. **May 2006.**