



Jaime Sigal (l) and Jorge Soto work on behalf of international brands with wholehearted enthusiasm and passion. Here on display: products made by partners in Europe and the USA. Soto and Sigal are always on the road, in Latin America or the Caribbean, working to build and position brands.

Trexco builds brand recognition through global proficiency

The Florida-based company Trexco Inc. markets and manages territories in Latin America and the Caribbean for confectionery and snack companies. Jaime Sigal and partner Jorge Soto are international business professionals in the area of brand development, product positioning and distribution expansion of confectionery and snack products in that region.



The business of Trexco as an Export Management Company (EMC)

is not the business of a traditional commissioned brokerage firm. "Make no mistake about that," says Sigal, whose concept puts him at the heart of the balancing act for any business: Sales, management, marketing and product development.

Balancing act for any business: Sales, management, marketing and product development

Jaime Sigal and Jorge Soto are hired by multi-million dollar confectionery and snack companies to break into global markets at the distribution level and then continue to pound the pavement as hands-on representatives in countries like Argentina, Chile, Peru and Guatemala for instance.

Trexco excels each step of the way through persistence, patience and flexibility. The EMC, headquartered in Florida, has been recognized for its high ca-

libre of service as well as for its level headed leadership and ability to break ground into territories where others have failed.

As a top-ranking Export Management Company for the confectionery and snack industries, Trexco has received awards and accolades from the trade and wide coverage from the media since its formation nearly 10 years ago.

The story of how two successful sales, marketing and international specialty food consultants created a new framework for doing business on a global scale, is a useful lesson for anyone interested in longevity and sustainability in a highly competitive marketplace.

"Developing brand presence in foreign markets is a full time job"

As Sigal notes, "Brands that are highly recognizable and loved in the U.S. and in Europe, are often the toughest to market in Latin America or the Caribbean. It's a matter of familiarizing consumers with something new and often culturally different from what they are accustomed to." The input of Sigal and Soto at distribution and retail sales level has emerged as vital to any company seeking to spread its global market share. In particular, Trexco focuses on confectionery and snack placement, product development, marketing, management and sales.

The Trexco partners are always on the go – travelling to select countries, work-

ing with distributors to place product and increase market share and visibility for both well-known brands and newcomers. "Developing brand presence in foreign markets is a full time job and then some," says Jorge Soto. "There are numerous cultural differences when it comes to food, even with confectionery and snacks. What might be popular in the U.S. and Europe could be a hard sell in Colombia or Mexico, for example."

By understanding distribution and placement in the global arena Trexco proves to be invaluable for the companies that hire them. "As export professionals, we provide immediate knowledge of international markets." Sigal and Soto are available to provide first hand accounts of experiences such as opening a distribution flow and retail markets internationally and ultimately the critical follow-through efforts needed to build a brand in Mexico, Central & South America and the Caribbean.

Export managers do not have to globetrot to unknown countries

They represent major international companies abroad so that key personnel at these companies do not have to globetrot to unknown territories. Trexco's impressive client list consists of leaders in Europe and the U.S. – who seek opportunities for distribution, product development and placement in Latin America. "It's a win-win situation for all involved," says Jaime Sigal. ○