

# FOLLOW THE MONEY

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October 2011



# Developed Nations:

- Create wealth
- Raise living standards
- Provide capital for investment
- Consume goods and services

# G-7 Nations

- USA
- UK
- Italy
- Japan
- Germany
- France
- Canada

Total GDP=\$30 Trillion

# BRIC Nations:

- Brazil
- India
- Russia
- China

Total GDP=\$10 Trillion

# Remaining Nations:

- Mexico
- Turkey
- Indonesia
- Saudi Arabia
- Argentina
- Australia
- South Korea
- South Africa

Total GDP=\$6 Trillion

# Emerging Markets: Global Attributes

- Young population
- Increasing productivity
- Rising per capita income
- An appetite for consumption that fuels spending

# Emerging Markets: US Hispanic (Same) Attributes

- Young population
- Increasing productivity
- Rising per capita income
- An appetite for consumption that fuels spending

# US Hispanic Market Overview

- 50 M People
- 16% of US population (310 M)
  - Growing to 133 M people by 2050
- \$1.1 T purchasing power today
  - Growing to \$1.5 T by 2015
- Purchasing power exceeds  
all four BRIC nations



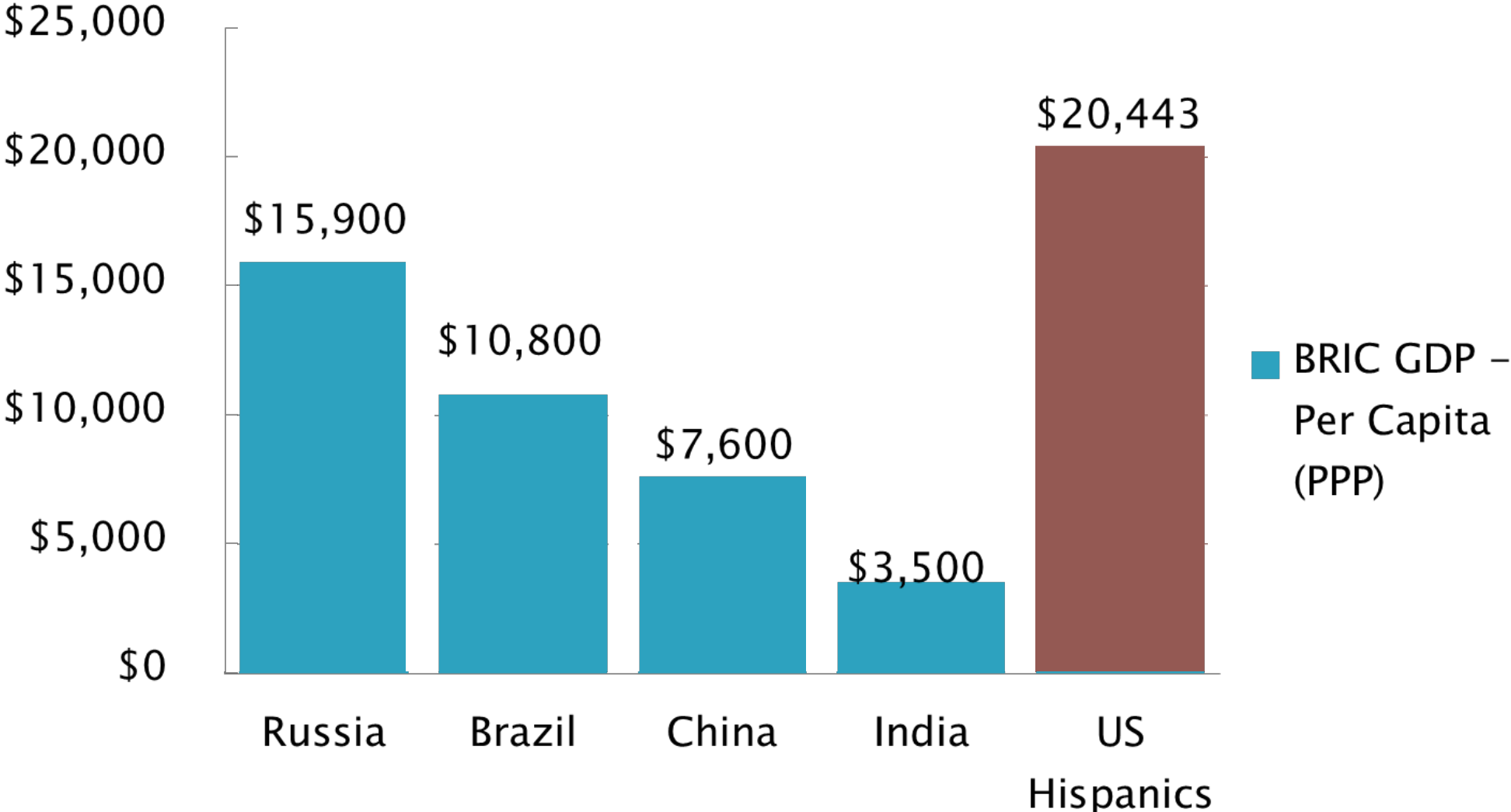
# G-20 Total GDP

\$16,000,000  
\$14,000,000  
\$12,000,000  
\$10,000,000  
\$8,000,000  
\$6,000,000  
\$4,000,000  
\$2,000,000  
\$-

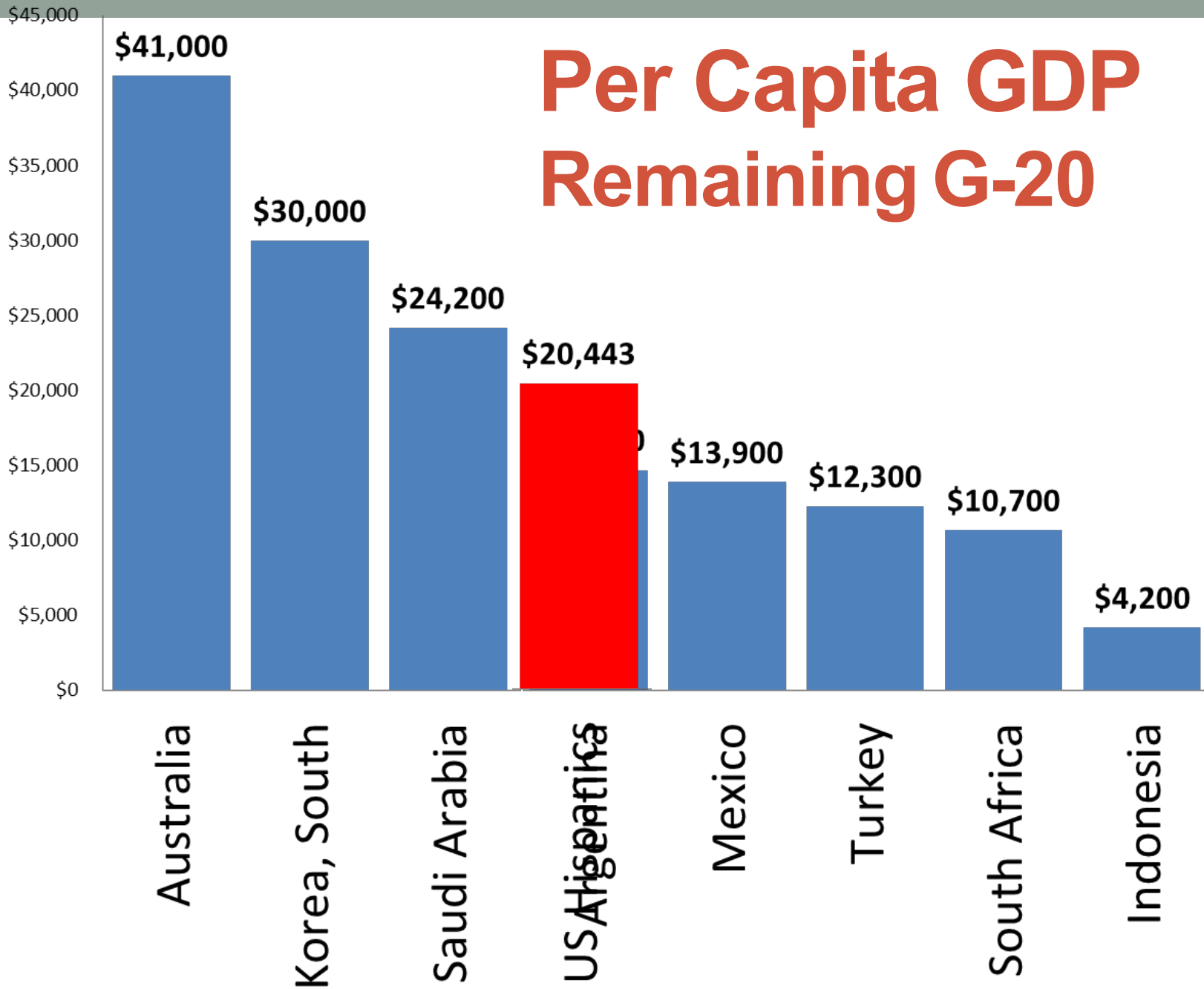
United States  
China  
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Brazil  
France  
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Mexico  
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Indonesia  
Turkey  
Australia  
Saudi Arabia  
Argentina  
South Africa



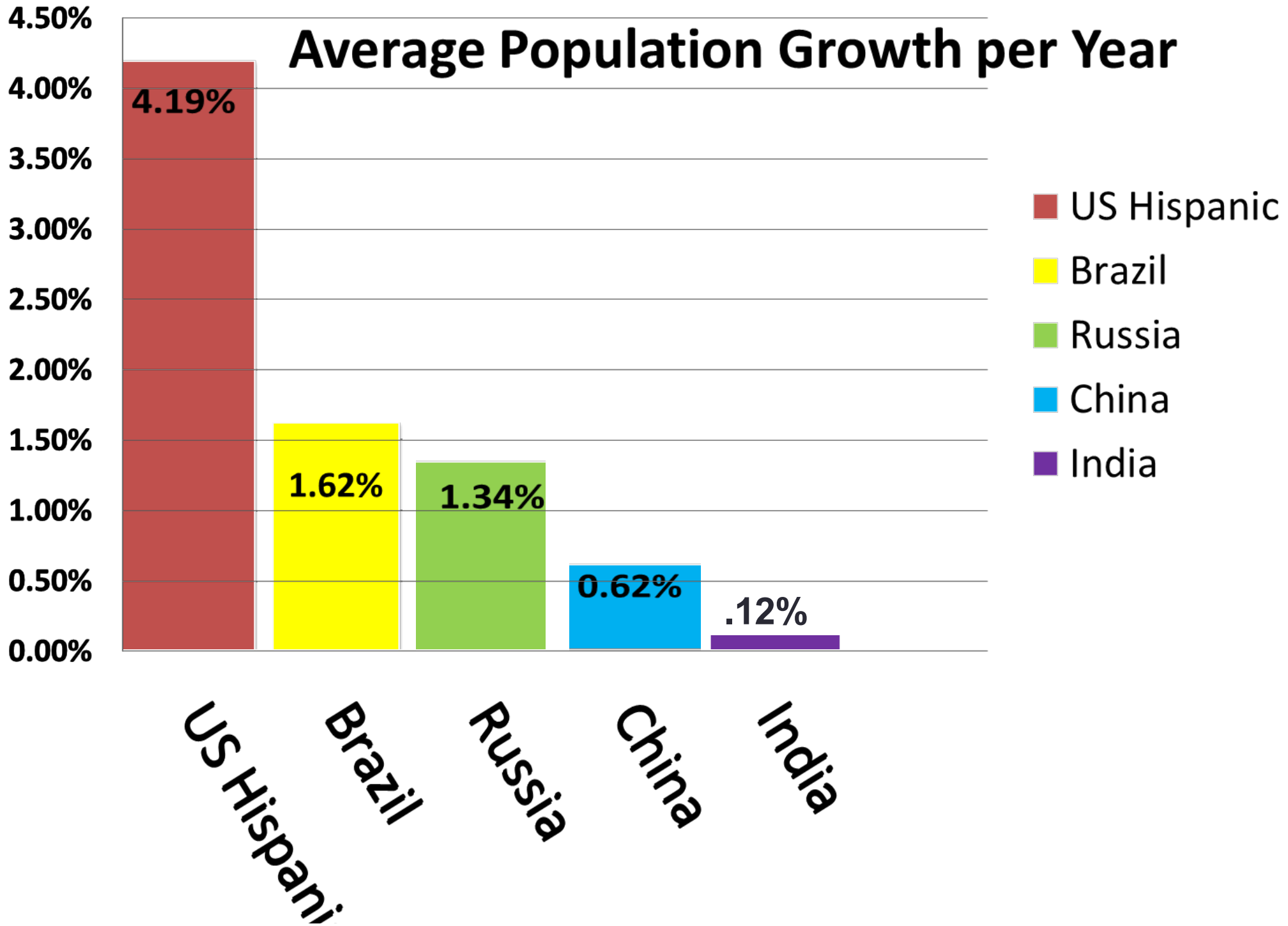
# BRIC GDP – Per Capita (PPP)



# Per Capita GDP Remaining G-20




# Average Population Growth per Year




# Emerging US Hispanic Markets

- U.S. exports to Latin America are 2.6 X those to China
- Housing = \$204 B
- Transportation = \$111 B
- Personal Insurance = \$65 B
- Utilities = \$51 B
- Healthcare = \$25 B
- Entertainment = \$24 B
- Education = \$11 B



**American Hispanics,**  
recently arrived, bring  
*energy, connections* and  
*know-how* to America's  
changing political and  
business culture.



So when you're looking  
for opportunity,  
**Remember...**

**FOLLOW THE MONEY**