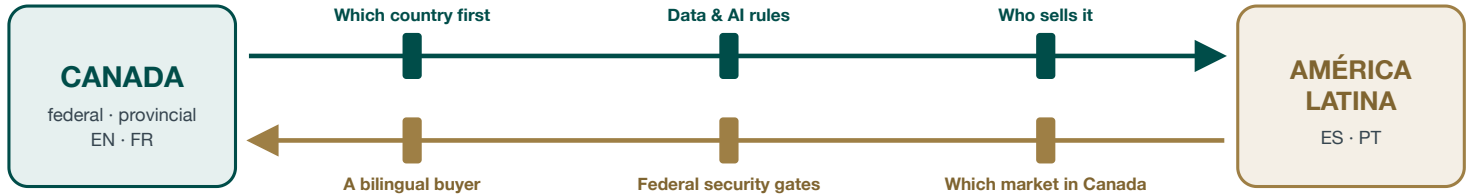




CANADA AND LATIN AMERICA · A FIELD GUIDE FOR CROSSING

Two directions. The same gates.

A trade agreement lowers the tariff. It doesn't tell you who buys first, which data law applies, or what the buyer's security reviewer will ask for. **We build the evidence for each, then the motion that sells through the gate.**



SOUTHBOUND · CANADA TO LATIN AMERICA

Rank the markets, then pick the route.

1 Which country first.

Mexico, Chile, Colombia and Peru each have their own agreement with Canada, their own buyers and sales cycle. We rank them before you book a flight.

2 Your data rules travel with you.

From 1 December 2026, Chile's Law 21.719 applies (a one-year delay is before the Senate). Brazil's LGPD, Colombia's Law 1581 and Mexico's 2025 law already apply.

3 Who sells it there.

Distributor, partner or direct: how the industry buys decides. We name the motion and the first five accounts.

NORTHBOUND · LATIN AMERICA TO CANADA

Size Canada, then clear its gates early.

1 Which market in Canada.

Ten provinces, three territories, two official languages, and a federal buyer unlike any private one. We name the segment and the buyer.

2 Security gates run on the buyer's clock.

A Protected B cloud service usually enters the Cyber Centre's assessment once a department sponsors it. Defence contracts can require Controlled Goods registration and CPCSC certification.

3 A bilingual buyer.

Federal buyers work in English and French. We write your positioning, pitch and proposals in both.

WHERE CANADA ALREADY HAS A TRADE AGREEMENT IN THE REGION

Chile · 1997

Costa Rica · 2002

Peru · 2009

Colombia · 2011

Panama · 2013

Honduras · 2014

Mexico · CUSMA

CPTPP · Mexico, Chile, Peru

Ecuador · signed July 2026

Mercosur · negotiating

Solid: in force. Dashed: not yet. Ecuador signed on 24 July 2026 and awaits ratification. On Mercosur, Foreign Minister Anand said Canada aims to conclude "ideally before the end of 2026."

Web edition, October 2026. Facts current as of 5 October 2026. Sources, read 2026-10-04 and 05: Global Affairs Canada, *Canada's relations with Latin America and the Caribbean* (2026) and *Canada and Ecuador sign a free trade agreement* (July 2026); Farrow, *Canada's current free trade agreements*; Buenos Aires Times (17 July 2026); Garrigues (2025); Diario Constitucional (2026); Senado de Chile, boletín 18.623-07; Función Pública, Law 1581 of 2012; Canadian Centre for Cyber Security, cloud service provider assessment program (2026); PSPC, CPCSC news release (14 April 2026).



METHOD

Ten phases. One question each.

Each phase ends in a **deliverable** your board, bank or partner can check line by line. An 18-check quality gate blocks it if a single citation fails.

THE TEN PHASES

01 Market Intelligence

How big is the market, and which segments can you win?

02 Value Proposition

Why choose you over what the buyer already has?

03 Messaging Architecture

What to say, to whom, and what never to claim.

04 Pitch Deck

One story in fourteen slides, for five audiences.

05 Sales Process

A repeatable motion from interest to signature.

06 Pricing Strategy

What to charge, and on what basis.

07 Business Model

Does the model hold up with real numbers?

08 Strategy Execution

A 90-day roadmap with owners and KPIs.

09 Digital Audit

What a buyer, or an AI engine, finds about you.

10 Evidence Discipline

Which of your claims survive being checked.

WHERE TO START

CA\$ in Canada · US\$ in Latin America · every tier credits the Phase 1 fee

Phase 1 PoC \$4,500

5–7 business days · money-back, subject to terms

GTM Foundation \$13,500

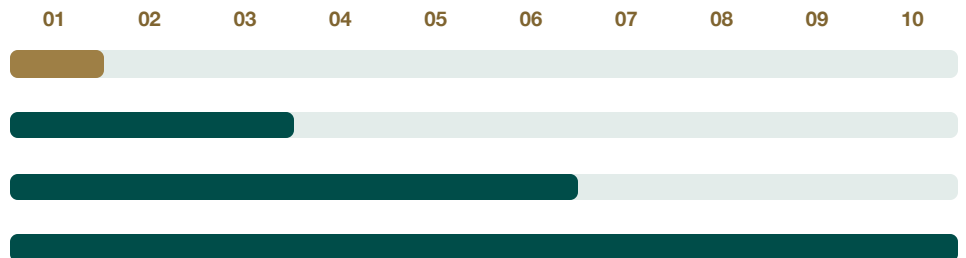
2–3 weeks

Revenue Architecture \$27,000

4–5 weeks

Full GTM \$45,000

6–8 weeks



BEFORE YOU CROSS, ASK YOURSELF

- 1 Who is the first buyer, by name and title?
- 2 Which data law applies there?
- 3 Who sells it: you, a distributor or a partner?
- 4 What will their security reviewer ask for?

CYBER & AI, IN ONE PARAGRAPH

We write the readiness evidence for Protected B, CPCSC, Controlled Goods, ISO 27001, SOC 2, privacy and AI governance: 15 authority-to-operate decisions, 13 at Protected B. The assessor is always independent of us.

CISSP · CMC · P.Eng. · MBA · 25+ years · 1,400+ catalogued IP artifacts

Service Member, Caribbean Association of Banks, since August 2026

Every claim sourced. Every insight traced. Every deliverable defensible.



Scan to score your readiness in under 3 minutes.

Ten dimensions, go-to-market or cyber & AI: your level and first three gaps, on the spot. Prefer to talk? Book a free 30-minute call with the founder.

sagentix.ca/resources/readiness-scorecard