



## REGIONAL UPDATE: LATIN AMERICA

### Creativity is Saving Us

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In economics, a recession is a general slowdown in economic activity or a contraction of the business cycle over a sustained period of time. During a recession, many macroeconomic indicators vary in similar ways. Gross Domestic Product (GDP), employment, investment spending, capacity utilization, household income, and business profits – aspects used to measure production – all fall during a recession. Employment, investment spending, and business profits are directly related to human resources business functions and supporting technology applications.

In following recent news, the whole world seems to be slowing down -- except in Latin America where, in fact, the opposite seems to be the case. Consulting companies like Jeitosa Group International are all very busy. The major difference is the way these consulting companies are making their numbers: Creativity is the name of the game.

With so much talent and experience in their portfolio, consulting companies have to be creative delivering services and in paying salaries and bonuses. Creative companies are basing their payment on concrete results, which translates into savings for the clients and new compensation incentives for the consultants.

Now is the time to be creative and gain access to a pool of talented consultants and pay them based on the company results. The following links provide a few examples:

[3Com unit on track for 20% revenue increase, expects SME sales to rebound - 05-05-2009 - Brazil](#)

[Analyst: Government IT investments on track in spite of economic crisis - Mexico](#)

[BPO market expands 25% in 2008 - 05-22-2009 - Mexico](#)

[E&Y study: Corporate segment to maintain IT budgets this year - 04-28-2009 - Chile](#)

[IBM sees financial services, telcos driving BPO sales in Latin America - 04-27-2009 - Regional](#)

[Kingston: Latin America the only region that grew in 1Q09 - 05-19-2009 - Regional](#)

[Latin America continues to drive Red Hat's growth - 04-15-2009 - Regional](#)

[Linux Latin America opens first interoperability lab - 04-24-2009 - Chile](#)


[Microsoft plans three new independent units in Latin America within 18 months - 04-21-2009 - Regional](#)

[Orion: Cloud computing, regulations to drive sales this year - 04-14-2009 - Regional](#)

[Polaris opens innovation and development center in Santiago - 05-07-2009 - Chile, Regional](#)

[SAP sales to banks jump 356% in 1Q09, driven by industry specific software - 05-12-2009 - Regional](#)

[SAS: Mid-sized Southern Cone firms more interested in on-demand - 04-29-2009 - Argentina, Chile](#)

[Symantec expects 20% growth in Latin America, eyes next generation solutions - 05-18-2009 - Regional](#) 

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