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Madrid, July 9th,2025

‘LATAM Days 2025’: a successful first edition with more than 150 attendees

LATAM Days 2025 event, organized by Auxadi, reaches two mornings on June 24th and 25th which brings together CFO’s and Spanish professionals with interest in Latin America. Seven round tables and two presentations of studies about the region that took part in this first edition, which took place in **IE University Aula Magna**. The event was closed by **Almudena Maíllo del Valle,** Secretary General of the Union of Ibero-American Capital Cities (UCCI), who attended on behalf of the Madrid City Council.

This meeting analyzed the most current economic aspects of this territory. From “the difficulties [of investment] due to political instability”, commented by **Alfonso Benavides**, **member of the Board of Directors of AUXADI**; to discovering that “taxes are telling us many different stories” of the region, as Manrique Blen, regional director in LATAM of the global outsourcing firm of accounting, tax and corporate legal services management, began his speech.

AUXADI, together with the sponsorship and collaboration of Arbentia and Go2Latam, has developed this initiative for financial managers of multinationals and investment funds to understand the **opportunities and challenges of Latin America**. These challenges have been discussed in depth in **LATAM Days**, where numerous professionals presented their knowledge and experiences to advise on international expansion into this region. Renowned entities such as BBVA, Cuatrecasas, EY, Garrigues and Ontier were represented at the round tables, both as moderators and speakers.

The event started with some words from **Víctor Salamanca Cuevas, CEO of AUXADI**. “We have witnessed significant growth in the region,” said the company’s chief executive. He also emphasized the “role that the Europe-LATAM axis can play, especially with **Spain as the second largest investor in the region**”. The first day continued with the presentation of the **Report “Spanish Investment Panorama in Ibero-America 2025**” presented by the IE University professor, Juan Carlos Martínez. Through his presentation, it started the roundtables focus on: Possibilities of investement in México in Trump’s era; ‘Real Estate like an strategical industry for investement in Latam'; and the 'Internacionalization of Spanish companies in Latin America. Lessons learned:

Nearshoring places Mexico in "**a privileged situation** to **access the American market**," they stated in the first debate. Subsequently, the figure of **"local partners" to invest in the Latin American real estate sector was highlighted**. Meanwhile, the speakers in the last conversation agreed that it is a mistake to think that "LATAM is the same market".

The **second da**y, held on Wednesday, **June 25**, began directly with the analysis of Latin American foreign investment, through the report "Global Latam 2025". **Adrián Blanco**, head of the Financing and Investor Relations Department of Invest in Spain (ICEX), and **Lorena Salamanca, head of Corporate Legal Services of AUXADI**, led the meeting. This made it possible to learn that "Brazil, Mexico, Chile and Colombia account for 85% of this foreign direct investment (FDI)".

The second morning of LATAM Days offered a series of four lively debates, focused on the diversity of **Latin America's fiscal and legal frameworks**, as well as investment opportunities in renewable energies and the impact of tariffs. **The tax systems of Peru, Mexico, Brazil, Argentina, Colombia and Chile** were analyzed in depth, sharing the advantages and disadvantages of each.

Participants in the **second-round table** emphasized that the region must move forward in the face of this global situation: "It will be necessary for **LATAM to take advantage of public policies to attract investments and financial agents**". Estimates placed batteries and energy storage as the next trends. Finally, the round table on **Transfer Pricing** assessed its importance, as well as the evolution of these obligations over time. **Rima Yousfan, VP International Corporations**, AUXADI, participated in the conversation that closed the event in this round table.

The representative of the Madrid City Council and the secretary general of the UCCI, Almudena Maíllo, who institutionally closed the two days, conveyed her confidence in the key role of cities, "the gateway for investment". In addition, she ended her speech as follows: "We, from UCCI, support cities in achieving international development".

LATAM Days 2025 brought together more than 150 people interested in investing in the region. Therefore, this event, organized by Auxadi, fulfilled its mission and reaffirms itself as the ideal appointment to learn about the most important aspects when expanding business to Latin America, especially with the alteration of the world order, the arrival of Trump and the various active conflicts.

The meeting showed the importance that Latin America could acquire in the current international panorama, due to its strategic location and the immense opportunities it provides: its tourism sector, renewable energies, and an industry that is growing steadily.

The farewell cocktail party put the finishing touch to the meeting with Latin flavors and rhythms, thanks to the vibrant and unexpected performance of a group of mariachis. After the success of the first edition in Madrid, LATAM Days promises to surprise again on November 18. This time in Miami, United States.

About Auxadi

With subsidiaries in 22 countries in Europe, the United States and LATAM, AUXADI is today the leading Spanish accounting firm in services to multinationals and real estate funds. Thanks to its technological vocation and a culture focused on client satisfaction, Auxadi becomes the extension of the accounting and payroll department of its clients at an international level, including tax services and Corporate Legal Services. Its technological platform MySPV, its more than 300 employees and its 1,300 clients make it a benchmark in the tech-enabled services sector not only in Spain, but also internationally.