



## **What PONTIS is about:**

A thorough international networking strategy makes the world become an *unlimited source of management experiences*, investment and business opportunities, trade of goods and services, and cultural and tourist interchange. Indeed, this results in a *visible improvement in the standard of living* of citizens, as it generates employment and affords more and improved utilities. Therefore, all efforts and resources allocated to international activity are a profitable investment.

The last ten years have brought about a significant rise in the international activity of provinces and regions, which has crystallized in *ever more frequent commercial and political missions led by governors abroad*; in the execution of technical cooperation treaties, and in the assumption of an active role in networks and regional organizations.

It is now obvious that the growing complexity of the globalized world and the intensification of competition leave no room for improvisation.

**PONTIS is the first consulting firm in Latin America exclusively devoted to the international relations and cooperation needs of provinces and municipalities.** It works with an *interdisciplinary body of experienced professionals* who are able to provide you with guidance through clear goals and politically weighed priorities which can be permanently evaluated against concrete results that are established realistically, agreed in advance, and *guaranteed in writing*.

## **Work Strategy:**

Our goal as international relations consultants is to assist our clients professionally in the diagnosis, design and implementation of a strategy tailored to their international networking, image building & public affairs, and coordination & management needs. This task implies considerable responsibility and the observance of certain quality and efficiency standards.

- We observe absolute confidentiality in connection with our professional activities.
- We endeavour to serve our clients with integrity, competence and objectivity, evaluating our tasks from a professional perspective, and pursuing our clients' best interests.
- We establish the benefits and results that can be expected from our services realistically and in advance, as well as the probable difficulties and limitations of a given undertaking, estimating the time and resources necessary to implement it. Similarly, we agree with our clients the fees and estimated operative expenditures to be incurred in a reasonable and transparent way, according to the services to be rendered and the responsibility involved.
- We seek to generate long term relationships with our clients, in order to help them establish permanent and fruitful networks, as well as profound improvements in their management strategy.

## **Our Services:**

Through the outsourcing of your international relations area, we offer a flexible service, executed efficiently, transparently and responsibly within a predictable budget. In this way, your province or municipality can immediately set into motion a complete international relations department. PONTIS offers, basically, three types of services:

### **INTERNATIONAL NETWORKING STRATEGY**

***It envisages the development of a networking plan with other provinces and cities on the basis of political criteria and concrete interests.***

- Developing an international agenda for the governor or mayor. Planning, organizing, assisting and providing logistic support to commercial, cultural and political missions abroad of officials of the province or municipality.
- Identifying the most competitive areas within the regions and provinces of the world, making contact with those responsible for those areas, and initiating a network of information sharing and technical assistance.
- Activating existing cooperation treaties, fixing priorities, goals and results. Designing, drafting and managing international agreements. Conducting international negotiations or counselling in terms of strategy.

### **IMAGE AND PUBLIC AFFAIRS STRATEGY**

***It aims at obtaining a stable positioning of the province or municipality, in the context of a globalized and competitive world.***

- Developing a public affairs and international public relations strategy in order to promote the province or municipality's image and to familiarize citizens with international matters.
- Designing a thorough plan contemplating meetings with international personalities and assisting in protocol logistics for its implementation.
- Identifying international events matching the province or municipality's profile in order to develop an active strategy of promotion of the province or municipality as seat for such events.

### **MANAGEMENT AND COORDINATION STRATEGY**

***It implies the adoption of measures to accommodate human resources and management to the demands of international activity.***

- Establishing mechanisms to promote coordination with the different departments of government to guarantee cohesion in international activity and a broad participation of all levels in international cooperation projects, including civil society and the private sector.
- Designing and implementing a personnel training programme in international relations, international technical cooperation, international negotiation, international organizations, organization of commercial missions, and ceremonial and protocol rules.

## **Our Clients**

Briefly, these are some of our achievements: we developed a busy international agenda for the governor of the province of Santiago del Estero (Argentina); for the province of La Rioja (Argentina), we developed a training programme for the 17 provincial mayors and we obtained foreign funding of 100.000 euros; finally, in the case of the province of Chubut, we cooperated in the design of an investment plan for the Wool Industrial Pole.

In the Municipality of Córdoba, we implemented a training programme in international cooperation projects for its officials. For the Municipality of San Isidro (Argentina), we obtained funding from the Spanish International Cooperation Agency (*Agencia Española de Cooperación Internacional*) so that two experts could train officials in the creation of Business Incubators. For the Municipality of Vicente López (Argentina), we negotiated a twinning agreement with the cities of Buzios (Brazil) and Punta de Este (Uruguay) to create a boat racing competition uniting the three cities; and for the Municipality of Río Grande (Argentina), we collaborated closely in the drafting of the decree creating the International Relations Department.

## **Who we are:**

Pontis is a consulting firm devoted to the international relations of provinces and municipalities. It works with an interdisciplinary body of professionals with vast management and academic experience:

### **CARLOS SOUKIASSIAN**

Degree in International Relations, former Director General of International Relations and Cooperation of the City of Buenos Aires. Professor at *Universidad de Buenos Aires* and *Universidad de La Plata*.

### **EZEQUIEL RAIMONDO**

Degree in Political Science. Public Opinion & Institutional Image consultant and specialist. Counsel to Congress. Professor at *Universidad de Buenos Aires* and *Universidad del Salvador*.

## **Our offices:**

**PONTIS Consultora has a network of offices and affiliated professionals in several South American countries, a fact which allows it to optimize its activities and to guarantee follow-up and execution of its international projects and undertakings.**



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