



We Protect the Value of Your Business

**SPI Américas is a consultancy firm
focused on advancing our clients'
goals.**



WHAT WE OFFER

At SPI, we integrate market knowledge with legal, regulatory, and intellectual property capabilities to support companies throughout every stage of their growth.

We go beyond execution: we analyze, anticipate risks, and provide certainty.

➤ 01

We design tailored solutions.

➤ 02

We provide support from structuring through operations.

➤ 03

Our multidisciplinary team combines technical, scientific, and legal expertise.

➤ 04

We anticipate risks and enable strategic decision-making.

WE PROTECT AND MANAGE YOUR INTANGIBLE ASSETS

That is why we are
organized into the
following areas of
expertise:



**Intellectual
Property**



**Regulatory
Affairs**



**Corporate
Law**



**Business
Development**

WE SUPPORT YOU AT EVERY STAGE OF THE PROCESS



Structuring

- Regulatory due diligence for products and portfolios in selected markets.
- Design of regulatory pathways based on the client's objectives.
- Identification of regulatory compliance risks and gaps.
- Design and implementation of legal strategies to protect intangible assets in relevant jurisdictions.



Operations

- **A–Z support** in intellectual property, regulatory affairs, corporate law, and business development.
- Management, administration, and maintenance of processes throughout their lifecycle.



Protection and Expansion

- Monitoring of regulatory updates and relevant regulatory changes.
- Establishing valuable connections with business partners.
- General and specialized regulatory training for clients across all key areas.

WHY COMPANIES TRUST US



More than 30 years of
experience



Global presence and
experience



Global vision with local
expertise



Clear and honest
communication



Proven track record in
highly complex cases



Long term
relationships with our
clients

Enabling Global Expansion Through Regulatory Strategy



International expansion is not about replicating a registration process; it is about **adapting a global strategy to the specific requirements of each market.**

Each region has different regulatory frameworks, authorities, market access requirements, and local representation needs.

One point of contact. Multiple markets. Global control.
Expand international operations **without multiplying complexity.**



Support Across All Regulatory Processes Abroad

In addition to submissions and modifications:

- Approval of new ingredients
- Labeling compliance
- Label harmonization
- Laboratory testing
- Legal representation
- Other services

A to Z support for all regulatory matters.



+15.000

Registrations in
more tan 120
countries



+33 YEARS PROTECTING ENTREPRENURIAL DREAMS

Some of our relevant experience



International Regulatory Expansion

Our team designed the regulatory strategy for a **global multinational company** as part of its market entry process across **24 countries in Latin America and the Caribbean** for food, cosmetics, and hygiene products. Our team's successful execution enabled our client to meet its commercial timeline.



European Union Trademark Strategy

We advised on the extension and registration of a **trademark in the European Union**, designing a registration strategy aligned with the client's expansion objectives. **This process helped strengthen the brand's presence in international markets**, reducing the risk of conflicts and reinforcing its global positioning.



INVIMA Sanction Proceedings

We represented a client in sanction proceedings before INVIMA.

Through an appropriate legal and regulatory strategy, we successfully obtained only a formal warning from the authority, **avoiding financial penalties and mitigating reputational impact.**

HOW WE WORK

We work with **technical rigor** and a **business-oriented approach**.



Our methodology:



Clear assessment (**risks + opportunities**)



Management before authorities and third parties



Structured implementation



Response to requests, observations, and follow-ups



Ongoing monitoring and periodic reporting



Closing and evaluation of results

WE SHARE TIMELY AND RELEVANT INFORMATION

We have a program called **SPI Academia**.

Regulations are constantly changing. That is why our role is to anticipate, interpret, and explain what truly impacts your business.

Regulatory
newsletter



Specialized
webinars and
seminars



Corporate training



Strategic 1:1
meetings



Participation in
international
academic forums

WE HAVE A MULTIDISCIPLINARY TEAM TO SUPPORT YOU



www.spiamerica.com

Our leaders



Álvaro Rincón
Managing Director



Isabel Sanín
Director of
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**How would you like us
to support you?**



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