



# Stocker Group

THE KNOW HOW COMPANY

**The Stocker Group S.A.**

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Stocker Group, The Know How Company, is an international consulting company with offices in Chile, Peru, Brazil, Colombia and Switzerland. We provide integrated solutions in the field of knowledge management, business and trade development and communication services. These services are supported by technological applications developed to meet the needs of each project or organization.

Our firm has a solid experience in the implementation of large and complex projects in Latin America, which include all the previous components. Knowledge grows in an organic and exponential way and knowledge represents value. That is why our projects include a strong component of training, team building and even organizational change to ensure that the client organization can manage its know-how autonomously. Also, our information systems are flexible and scalable in their structure, in order to respond to new requirements without problems at any time.

Knowledge and Communication are one of the most important business topics today, and therefore we offer to our clients a variety of services to take advantage of the power of professional tools to increase competitiveness, create best practices, add value and get the right message to their customers. These services include the set up of an integrated know-how and communication strategy but also the development of publications, annual reports, web pages and intranets. Our team consists of professionals from several nationalities, which allows us to implement these services in the language you need.

Thanks to this multicultural experience combined with our expertise in technology and very competitive costs, the Stocker Group has successfully implemented projects in over 12 countries in Latin America, working with international companies and organizations. Some of our clients are:

AMANCO, GrupoNueva, Crea Trust, Euroventures. Also, we have implemented similar project with private banks and financial service providers.

On the other hand, we have also worked successfully with organizations as the World Bank, The United Nations, SECO, and The Inter-American Development Bank

For our clients, we ensure  
"the right information, at the right time to the right people"

If you want to know more, please have a look at our project portfolio and visit  
[www.stockergroup.com](http://www.stockergroup.com)



The Stocker Group has developed the following successful Knowledge Management projects:



[www.amanco.com](http://www.amanco.com)

**AMANCO – ASA: Integration of sales area throughout Latin America**

- Knowledge Management system for the Agricultural Solutions Division of AMANCO in 12 countries
- Allows to share best practices in the commercial area and enhance sales
- Includes the development of the new webpage for AMANCO
- Will be launched in November 2006



[www.gruponueva.com](http://www.gruponueva.com)

**Social Responsibility Intranet GrupoNueva**

- Knowledge Management project and platform, intended to promote Social Responsibility issues and applications among employees
- Administrable through web access
- Used by 17.000 GrupoNueva employees in Latin America



[www.norexport.org](http://www.norexport.org)

**Norexport, Interamerican Development Bank**

- Information and KM network for SMEs and standard-setting organizations for the Andean Region
- Aims to improve the competitiveness of export firms
- Includes regular direct communication to general and specialized users, and an extensive information library on best practices and standards
- Includes an extensive data base of useful business links for SMEs
- Allows member organizations to vote on Andean standards
- Launched in August 2006 with training sessions in Colombia, Peru, Bolivia and Venezuela

## Knowledge Management: Network Building



[www.cp-latin-unido.net](http://www.cp-latin-unido.net)

### United Nations, UNIDO CP LatinNet

- Implementation of a multi-language KM network for Cleaner Production (CP) Centres in all Latin America and the Caribbean, used by consultants and experts
  - Public webpage with access to a KM and intranet platform with specialized tools
  - Includes an electronic newspaper
  - Library of best practices in CP
  - International data base of consultants and experts
  - Administrable through web access
  - Generates usage and control reports
- 600 people in 15 countries have been trained by Stocker Group



[www.empresa.org](http://www.empresa.org)

### Organization of American States: Corporate Social Responsibility Network

- Integrated KM project to promote best practices of Corporate Social Responsibility (CSR) in Latin America and the Caribbean
- Network building among organizations in different countries, among others: Peru, Chile, Brazil, El Salvador
- Is used to promote CSR practices among firms and entrepreneurs in the region
- Includes a library and data base of best practices related to CSR
- Administrable through web access
- Generates usage and control reports



[www.fundes.org](http://www.fundes.org)

### FUNDES Knowledge Management network

- Project of KM in order to share successful work experiences with SMEs in a systematic way throughout 10 Latin American countries
- Includes an electronic newspaper
- Includes toolkits to be used for training and consultancy
- Administrable through web access
- Generates usage and control reports
- 400 trained users and 580 active users

## Knowledge Management: Network Building



[www.avina.net](http://www.avina.net)

### AVINA: Virtual Network for Social Leaders

- Knowledge database for the partners of AVINA Foundation
- Developed for more than 900 projects / users
- Completely administrable by means of a content management tool
- Statistics system to measure impact



[www.carana.com](http://www.carana.com)

### USAID: Colombian Network CARANANet

- Knowledge Management and Monitoring System used to improve competitiveness of the SME sector in Colombia
- Used by all consultants of the Colombian Business Development Program within Plan Colombia from the US Government
- Administrable through web access
- Includes a consultant database
- Includes a consulting toolkit
- Allows access to program and user reports
- 300 trained consultants in 5 cities in Colombia



[www.pymespracticass.net](http://www.pymespracticass.net)

### International Development Bank: Web ICT Cluster PymesPrácticas

- Public website combined with an information system based on practices and business cases from 12 countries, in order to promote the use of ICT in SMEs in Latin America and the Caribbean
- Contains a Management Information System (MIS) that allows the exchange of Best Practices in ICT
- Communication tool, containing all ICT projects sponsored by the IDB
- Completely administrable by a content management tool

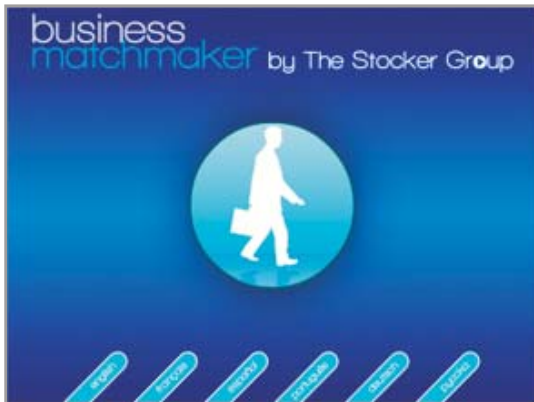


[www.maderasnicaragua.com](http://www.maderasnicaragua.com)

### IFC / World Bank: Cluster Maderas Nicaragua

- Commercial website to promote the SME wood sector industry in Nicaragua
- Presents the wood sector industry as a whole in order to increase business opportunities
- Gives information on and markets the wood products
- Completely administrable by means of a content management tool
- Has a statistics system to measure impact

## Business Development and Trade Promotion



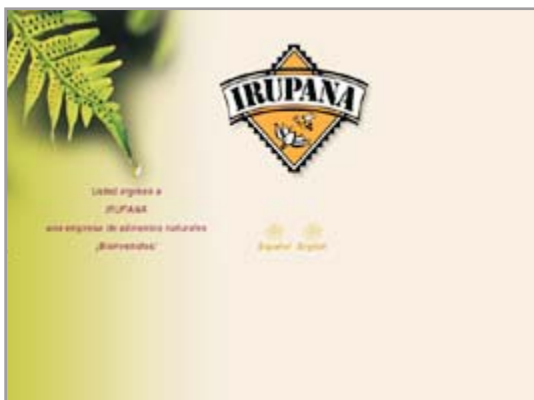
### Commercial Matchmaking and Business Roundtables

- Commercial Matchmaking and Business Roundtables Trade promotion activity for SMEs bringing high commercial dynamics
- Allows to organize up to 4.000 or 5.000 face-to-face business meetings in a period of 2 - 3 days
- Is normally organized in the context of trade fairs or activities of regional business promotion
- Includes previous training workshops for participants to increase commercial results
- Has been applied by Stocker Group for SECO in Bolivia and Peru



### SECO / SIPPO - Mercatoo: e-marketplace

- Virtual marketplace as to promote ICT practices in business for SMEs
- Can be combined with Business Roundtables as to foster a further use of this kind of business channel for firms not yet used to internet
- Includes training activities for SME and entrepreneurs Will be launched in Peru in October 2006



### Business Development IRUPANA - IFC project

- Business development and sales consultancy for an organic food company in La Paz, Bolivia including the development of an export strategy to Argentina, Chile, Brazil, Switzerland, Japan
- Complete on-site study of these countries and their potential buyers, supply chains, standards and conditions
- Including a comprehensive list of visited key contacts in the public and private sector
- Project of the World Bank





**AMANCO**

- Corporate website developed for the Amanco Group, leader in Latin America in the production and of pipe systems, and plastic accessories for the conduction of fluids, predominantly water and others like electricity and gas. The page is entirely administrable
- [www.amanco.com](http://www.amanco.com)



**Mexichem**

- Corporate webpage developed for the Mexichem Group: Holding of chemical and petrochemical companies in Latin America. The company exports to more than 50 countries and is listed in the Mexican stock exchange for 27 years. The page is entirely administrable
- [www.mexichem.com.mx](http://www.mexichem.com.mx)



**Swiss Asset Protection**

- Website in 5 languages for a financial corporation. Stocker Group also provides webmarketing for the client
- [www.swissassetprotection.net](http://www.swissassetprotection.net)



### Deep Ocean Quest

- Web page for Deep Ocean Quest (DOQ). DOQ is based in Australia and was founded to explore the deep ocean. The Web page allows to follow on the expeditions of the team and to learn about the world largest ecosystem
- [www.deepoceanquest.com](http://www.deepoceanquest.com)



### Grupo EcoGeo Brazil

- Website for the EcoGeo group in Brazil
- [www.ecogeosa.com](http://www.ecogeosa.com)



### Daros Latinamerica

- Website in 3 languages for the Art Collection Daros Latinamerica, with offices in Zurich and Rio
- Shows all art work of the collection
- [www.daros-latinamerica.net](http://www.daros-latinamerica.net)



### Swiss Souvenir

- Webshop for Swiss Souvenirs. The page is developed in 5 languages and allows to buy swiss handycraft on line
- [www.swiss-souvenir.ch](http://www.swiss-souvenir.ch)

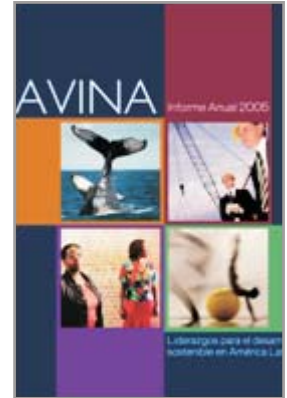
Communication and Publications



**My Path – My Perspective**  
Design, Edition and worldwide  
Distribution



**Cultura y Transformación Social**  
Design, Edition and worldwide  
Distribution



**AVINA Annual Report 2006**  
Design, Edition and  
worldwide Distribution



**VIVA Trust Case Studies**  
Design, Edition and worldwide  
Distribution



**VIVA Trust Case Studies**  
Design, Edition and worldwide  
Distribution



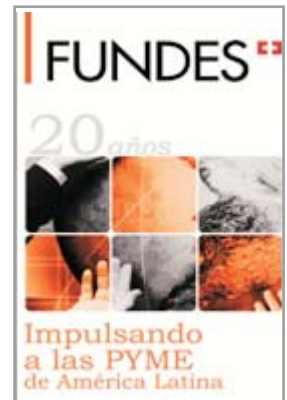
**VIVA Trust Case Studies**  
Design, Edition and worldwide  
Distribution



**Pioneros (AVINA 1997 - 2000)**  
Design, Edition and worldwide  
Distribution



**SECO e-marketplace**  
Design, Edition and worldwide  
Distribution



**FUNDES 20 Años**  
Design, Edition and  
worldwide Distribution



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[www.stockergroup.com](http://www.stockergroup.com)