Companies are reluctant to enter long-term projects with an offshore team, and India for piracy of intellectual property. The National Crime Prevention Council has issued warnings concerning China and the U.S. has four countries in the top 20: Mexico (4), Brazil (8), Chile (13), and Argentina (15). However, many Latin American nations have signed Free Trade Agreements with the USA, which guarantee access to the U.S. market for their goods and services. The varying availability of skilled laborers in those countries is the high quality of education in India, China, and the Philippines.

There are numerous incentives for hiring Latin American talent. Incentives Include: tax exemption on the import of software, tax credits for products purchased for research and development, and PIS/Cofins tax exemption. In Argentina, the government has prioritized higher quality of deliverables, and in Brazil, there is a large pool of college-educated resources available in Latin America.

Nearshore Outsourcing 101: Why It’s Becoming a Hot Market

**Why?**

**Nearshore Outsourcing 101:** 

Why is Nearshore Outsourcing growing at a rate similar to Offshore outsourcing? Here are the reasons why:

- **Lower Costs:** Lower salaries, reduced tax rates, and cheaper rents
- **Lower Risk:** Lower geopolitical risk, lower language and cultural barriers
- **Faster Time to Market:** Reduced transportation times and proximity
- **Stronger Security:** Better data security and intellectual property protection
- **Better Quality:** Higher quality of deliverables, increased employee retention

**How It Works:**

Nearshore Outsourcing involves the outsourcing of software services to countries with similar time zones and cultural similarities. This allows for easier communication and coordination.

**What It Means to North American Organizations:**

Nearshore Outsourcing can help North American organizations reduce costs, improve quality, and increase efficiency.

**Benefits of Nearshore Outsourcing:**

- **Lower Costs:** Reduced labor and operational costs
- **Faster Time to Market:** Reduced transportation times
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Nearshore Outsourcing can be a viable alternative to Offshore outsourcing for North American organizations.

**Nearshore Outsourcing Countries:**

- **Argentina:** Strong English proficiency, excellent software development skills, and competitive costs.
- **Brazil:** Large pool of skilled laborers, high quality of education, and competitive costs.
- **Mexico:** Strong English proficiency, excellent software development skills, and proximity to the U.S.

Nearshore Outsourcing can be a competitive choice for North American organizations looking to reduce costs and improve quality.

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