



## PRESS RELEASE - LAUNCH OF FREE ECOMMERCE COURSE

FOR IMMEDIATE RELEASE

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### **Finally an easy-to-understand online eCommerce course in Spanish for Latin American merchants**

GUAYAQUIL, Ecuador (October 14, 2002) -- redtienda corp., owner of Latin America's leading eCommerce software redtienda ([www.redtienda.com](http://www.redtienda.com)), recently introduced "Cómo Comenzar A Vender Tus Productos En El Internet", a dynamic eCommerce course in Spanish for traditional merchants (brick n' mortar) in Latin America whom desire to use the Internet to improve their business.

"Today's recession in Latin American countries has increased the interest for doing business online among small and medium sized companies. Exporting their products has never been more accessible by using the Internet, but there is still a confusion on how they best can do it. Their inquires inspired me to write this eCommerce course. I currently handle between 50 and 100 emails a day and this course is a summary of their most common questions and answers, plus some of my own insider secrets from doing business online for more than 7 years", said Erik G. Olsson, CEO of redtienda corp. and author of the course.

This practical guide reveals everything the beginner needs to know about selling his products online (b2c/b2b) -- from research and preparations, to actually getting new customers and closing online sales. It is currently only available in Spanish.

The course is free and delivered automatically by email during 5 days. It is being offered through a selected group of Web sites related to marketing and business in Latin America and Spain, including some of the top sites in the region, as well as several newspapers and magazines. "We are open to work with more Web sites that want to offer their visitors and readers value-added content for free", stated Mr. Olsson. The eCommerce course can also be obtained from the redtienda Web site ([www.redtienda.com](http://www.redtienda.com)).

"The feedback we have received has been very positive. Some entrepreneurs even stated that our course has changed their entire concept for bringing their business online. We made it free so that more merchants can access it and learn our simple but effective strategies on how to prosper online with a small budget. I just wish I had written it sooner so that possibly many of the failed dot-coms could have avoided their costly mistakes", expressed Mr. Olsson.

The eCommerce activity in Latin America is still in its cradle. Experts expect it to start taking-off next year. The region still suffers some barriers of growth such as lack of established payment method, weakness in distribution system, the cultural aspect, poor Internet access, and non-adequate customer protection laws. However, these barriers are starting to disappear. Online spending in Latin America will grow from 8 billion USD in 2003 to 82 billion USD in 2004 (a 1025% increase), according to Forrester Research and IDC.

redtienda corp. (legal name, Comercio Digital S.A.) is an Ecuadorian based eCommerce company whose mission is to provide high quality software products that are comprehensive and useful to emerging businesses. The company consists of an experienced team of professionals from telecom and Internet businesses around the world, with an additional sales network of over 1,000 associates in 32 countries. More information about the company and redtienda can be obtained by visiting the Web site [www.redtienda.com](http://www.redtienda.com).

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#### Additional Information for Editors:

Course can be seen on: [www.redtienda.com/curso/pr.htm](http://www.redtienda.com/curso/pr.htm) (in Spanish)

Course can be obtained from: [www.redtienda.com/index.htm](http://www.redtienda.com/index.htm) (in Spanish)

Downloadable high-resolution photos: [www.redtienda.com/english/images.htm](http://www.redtienda.com/english/images.htm)

This press release in PDF format: [www.redtienda.com/english/pr05.htm](http://www.redtienda.com/english/pr05.htm)