



HIGH PERFORMANCE
INNOVACION TERMO MECANICA

WWW.ITM.CL

BUSINESS PROPOSAL



Alejandro Rodas Leigh

*Mechanical Engineer,
expertise areas: HVAC, Hydraulics, IAQ*

- ASHRAE Member and proud Founder of ASHRAE CHILE Chapter
- CEO ITM spa; SALES REP.; Sales Agency for representation and distribution of high-performance brands in HVAC
- CEO OXIGENA CHILE; company specializing in indoor air/surfaces sanitization; IAQ

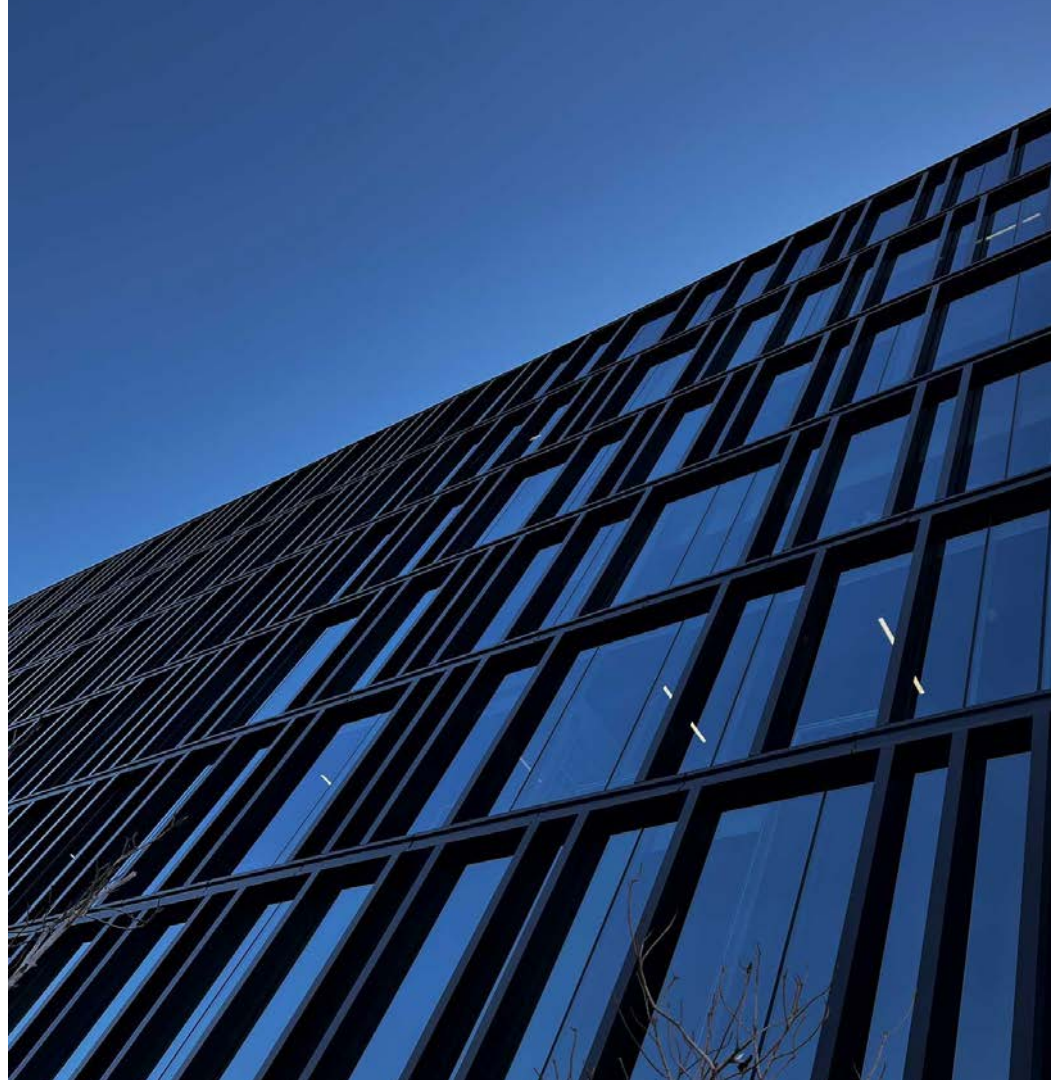
[Linkedin](#)

**“WE DELIVER SIMPLE
SOLUTIONS
TO COMPLEX
PROBLEMS”**

Quality technical
solutions in air
conditioning and
piping



HIGH PERFORMANCE
INNOVACION TERMO MECANICA





Chile SALES AGENCY HVAC & R

Technical sales agents for the Air Conditioning market.

Multi-level promotion

Architects
Consulting Engineers
Mechanical Contractors
HVAC/R Installers
Technical Supervisors
End Users

Vertical market focused

Constantly trained.

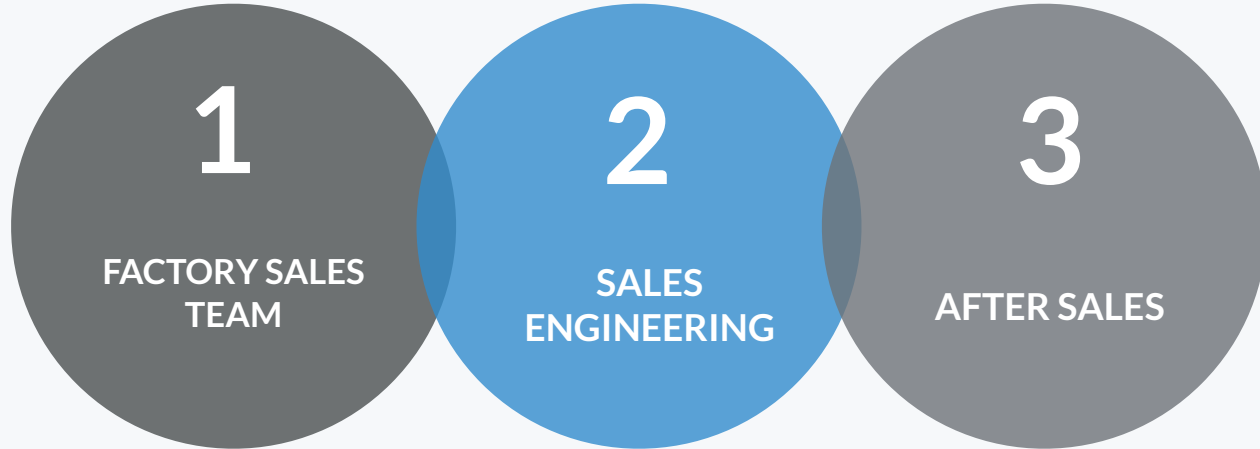
Marketing Strategy

Brand and product awareness strategy in Chile for each brand

OUR PARTNERS



WHAT WE DO?



OUR SALES STRATEGY



Sales Strategy

ACCORDING TO EACH MANUFACTURER:

WE FIND THE RIGHT CUSTOMER PROFILE AND DEVELOP IT, MAINTAIN IT AND DO FACTORY TRAINING.

WE DO GO TO MARKET AND DO ENGINEERING ADVISORY FOR :

DISTRIBUTORS :

SPECIAL REQUESTS

Consultants

- once per month 1 indirect contact (email / whatsapp / phone call);
- once per semester direct contact <lunch or coffe together>
- In case of specific needs → as customer requires.

Installers

- Twice per month indirect contact;
- Continuous follow up for quotations
- In case of specific needs → as customer wants

End Users

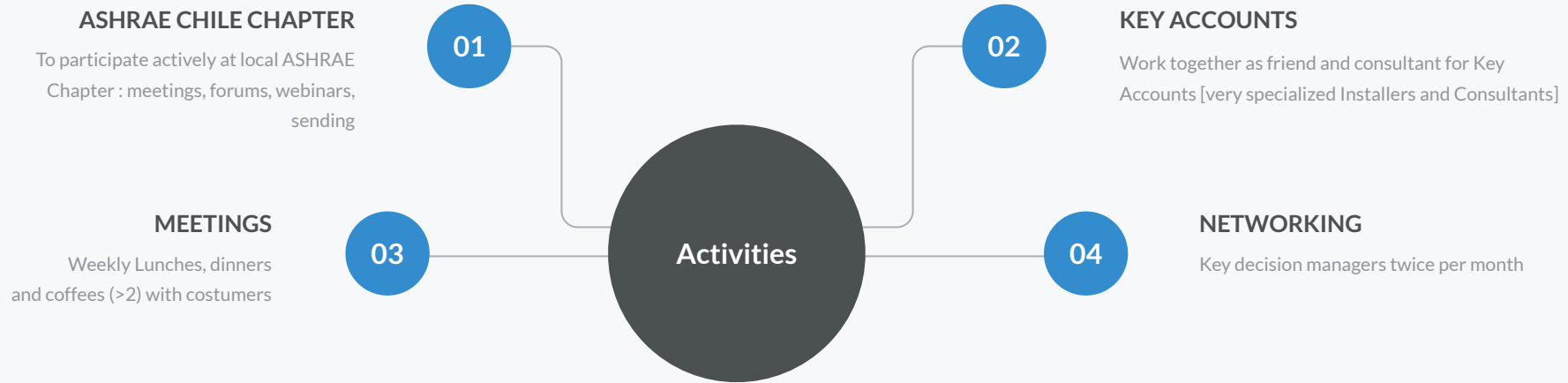
- DEVELOPERS (office buildings, Hospitals, Shopping Centers)
- INDUSTRY (Mining, Winery, ESCO's)

Weekly follow up

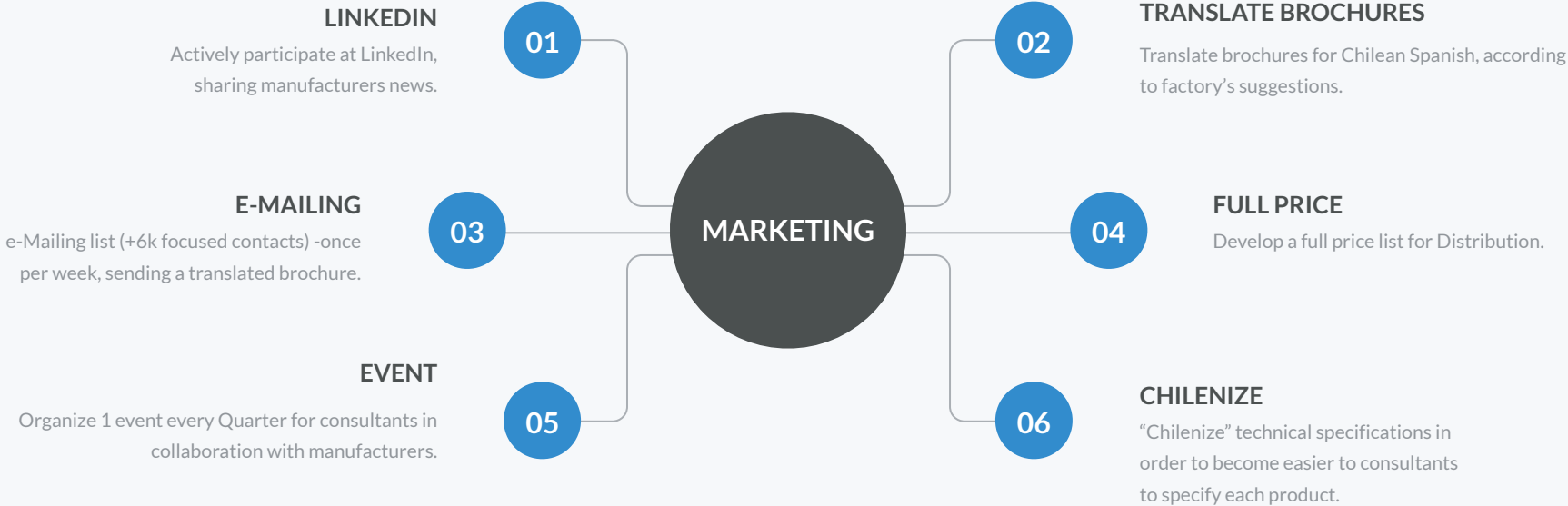
Some customers required us to find specific products. (Valves & Accessories, Equipment.)

OUR SALES STRATEGY

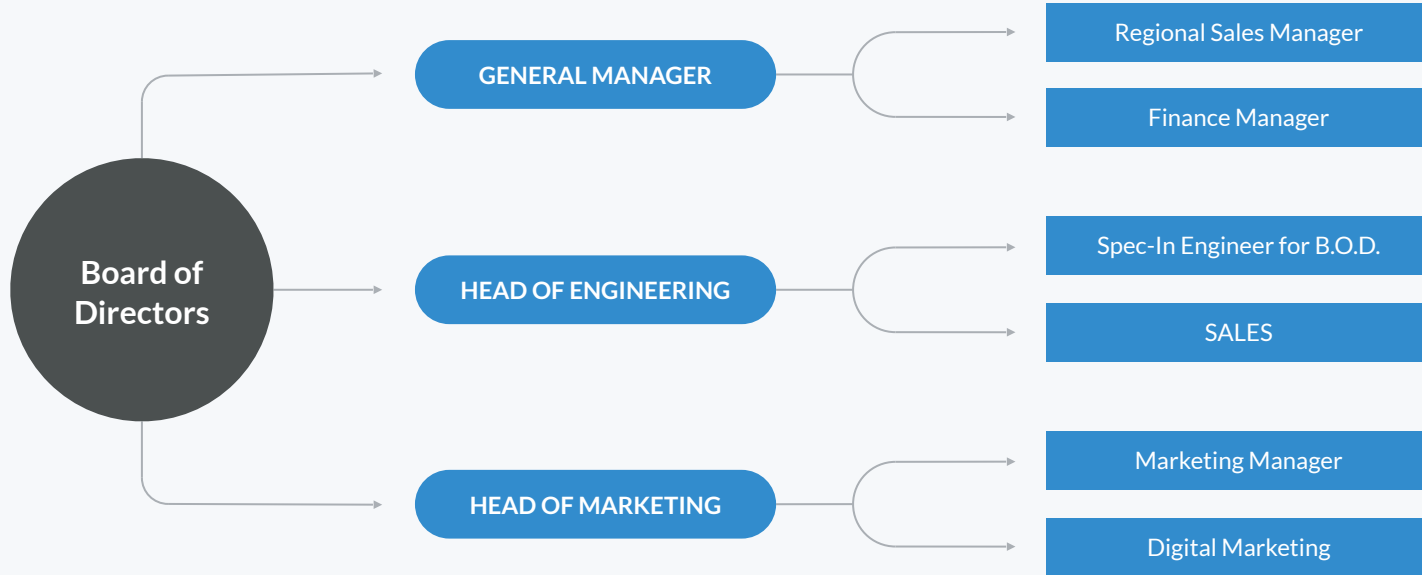
PR Activities : Divulge the **BRAND** every time is possible in every meeting held.



ACTION PLAN

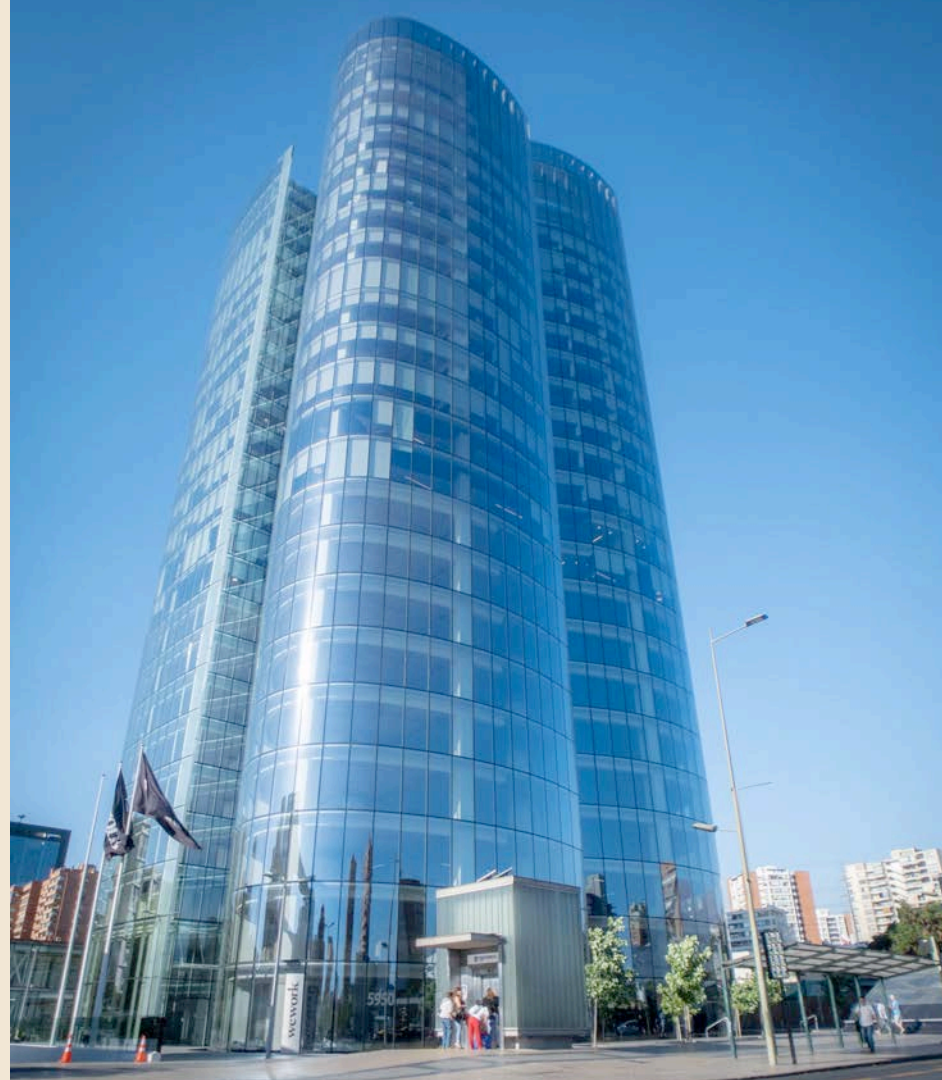


ORGANIZATIONAL CHART



INDOOR BIOSECURITY

OXIGENA



INDOOR BIOSECURITY

OXIGENA

We deliver life and health through cutting-edge, clean, effective and certified technologies to provide sanitized air, free of fungi, bacteria, viruses and odors to people in indoor spaces, where they live, work, exercise, sleep and move.

BUSINESS LINES

1- Healthcare

2- Agroindustry

3- Ho.Re.Ca.

4- Home

5- Schools and nurseries

6- Indoor Crops



CHILE

SANTIAGO (CAPITAL)



POPULATION

2017 census
17,574,003
(64th / 194)

TOTAL AREA

Total area 756.102 km²,
Chile is bigger than any
country in Europe
(i.e.: 2,5 times Italy).

COASTLINE

Coastline 6,435km and border
of 7.801 km | longest country in
the world and at the same time
the thinnest.

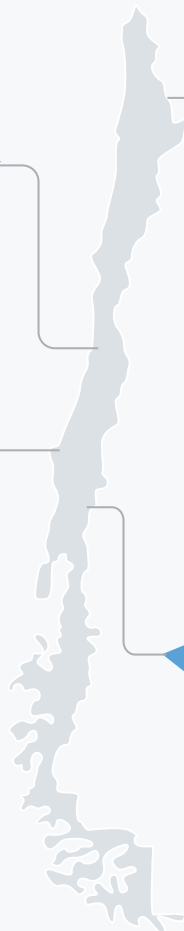
LARGEST PRODUCER OF WINE

9th

(Italy (1st) is 4
times Chile)

EXCLUSIVE ECONOMIC ZONE

10th



COOPER
(1 ≈ 2ND + 3RD + 4TH)

LITHIUM
2ND LARGEST

IODINE
1ST

MOLYBDENUM
2ND LARGEST

GRAPES
7TH LARGEST

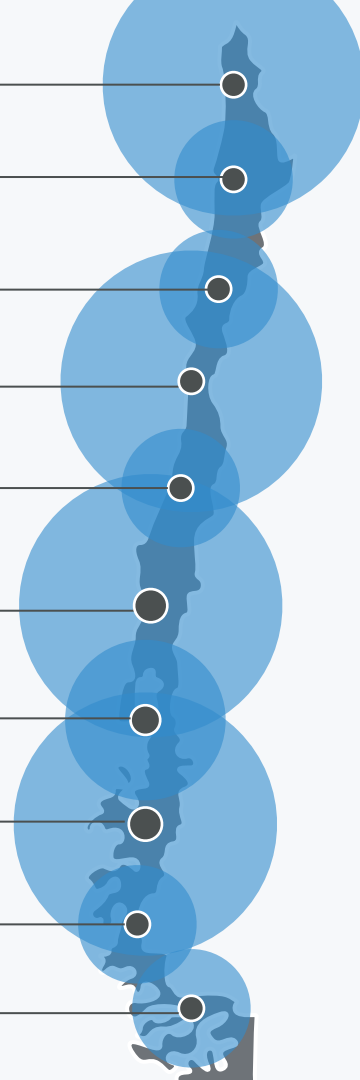
BLUEBERRY
2ND LARGEST

PLUMS
4TH LARGEST

SALMON AND TROUT
1ST

MUSSELS
1ST

SEA URCHIN
1ST



Chile has ambitious climate targets:

70 per cent of the country's electricity will come from renewable sources by 2030, and the country will be carbon neutral by 2050.

CONTACT



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MISS. GABRIELA LEIGH

Marketing Director

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ITM SPA

Ingeniería Termo Mecánica Sociedad por Acciones
Thermo Mechanical Engineering



ADRESS

- Sales address: Av. Apoquindo 5950, Piso 17 | Las Condes | Chile.
- Fiscal address: Av. Nva. Tajamar 481 of. 908 norte | Las Condes | 7550069 | Chile
- Warehouse: Los Trapenses 2140 Bodega 31506 | Lo Barnechea | 7691231 | Chile.

THANKS!