



U.S. SUPPLIERS BENEFIT FROM OPIC-SUPPORTED PROJECTS

MICHAEL ROSENTHAL ASSOCIATES OF MIAMI, FLORIDA

MAY 1999

OPIC Client Profile

OVERSEAS PRIVATE INVESTMENT CORPORATION



Michael Rosenthal Associates, a retail, commercial and residential interior design firm in Miami, Florida, has designed several interiors for Vivero, an OPIC Investment Fund sub-project. The Newbridge Andean Partners fund has invested in Vivero, a chain of superstores that operates throughout northwestern Colombia.

Mr. Rosenthal has designed store interiors throughout the U.S. and Latin America. His firm is the exclusive designer for Caché, a U.S. clothing retailer. Mr. Rosenthal's work for a children's store in Aventura, Florida, resulted in a referral to Vivero. The Vivero chain of stores carries a variety of products, including clothing, food, toys, house-



wares and café space. His design for Vivero's newest store in San Francisco, located in Baranquilla, Colombia, capitalizes on the building's large, open space. The design welcomes customers and creates a pleasant shopping environment.

OPIC's support of investments in emerging markets provides business opportunities to companies of all sizes across the country. OPIC-backed projects not only enable an investor to expand operations overseas, they also generate export opportunities for U.S. equipment and service providers. Suppliers to a single OPIC-supported project often number in the hundreds. Without OPIC support for the investor, these suppliers may miss the opportunity to export their products to new markets.

OPIC support for U.S. private-sector investments in emerging markets will continue to provide procurement opportunities for U.S. small businesses like Michael Rosenthal Associates to enter and expand their business networks in new markets. The cumulative impact of OPIC projects generates significant U.S. exports and creates export-driven American jobs for companies of all sizes.