



Cámara de Industria y Comercio  
Heléno Argentina



Greek - Latin American  
Business Council

**GREEK BUSINESS DELEGATION to LATIN AMERICA 18<sup>rd</sup>-28<sup>th</sup> September 2018**  
**BRAZIL-Sao Paulo 19-20/09, BOLIVIA-Santa Cruz 20-22/09, ARGENTINA-Buenos**  
**Aires 23-24/09, CHILE-Santiago 24-25/09, COLOMBIA-Medellín 25-26/09,**  
**PANAMA-Panama 26-27/09**

Organisation: Greek-Latin American Business Council

with the support of: Enterprise Greece  
Ministry of Foreign Affairs of Greece  
Greek Embassy in Buenos Aires-Commercial Office  
Chamber of Industry and Commerce Hellenic-Argentine  
Greek Embassy in Santiago  
Greek-Chilean Chamber of Commerce, Eurochile  
Greek Embassy in Lima  
Camber of Enterprises of Vera Cruz  
Chamber of Commerce, Industry and Agriculture of Panama

### REGISTRATION FORM

Please contact: [camarahelenoargentina@gmail.com](mailto:camarahelenoargentina@gmail.com)

**Company: Pobuca - SiEBEN**

**Company profile/activity, brief description of products/services:**

**Pobuca - SiEBEN** is a CRM software house that offers turnkey solutions to brands and retailers, employing Artificial Intelligence (AI) to unleash business creativity and productivity in the digital era. The CRM Suite of Pobuca Connect, Pobuca Sales and Pobuca Loyalty enables you to Connect with your contacts, achieve higher Sales and build customer Loyalty.

As an awarded trusted advisor of Microsoft & Cisco technologies\*, Pobuca empowers digital transformation through a complete set of services, from consulting and technical implementation to after sales support, unlocking business value.

**Products Description:**

**Pobuca Connect** is a cloud app that turns your multiple and non-connected business contact lists into one unified company address book which is easy to access from everywhere and ready to share with co-workers or business associates. It also offers the built-in Pobuca Bot, your very own virtual assistant helping you keep business contacts up-to date and always accessible.

**Pobuca Sales** is a mobile field-sales automation solution for sales representatives and merchandising auditors that enables you to achieve more sales per day, automate merchandising tasks and be more productive. It works offline on mobile devices and help you gain a 3600 view of your customers anywhere, anytime and with real time insights. It synchronizes all your orders and sales' data with your ERP & accounting system, saving you time, paperwork and ordering costs.

**Pobuca Loyalty** is a platform that develops and grows repeat customers. It enables you to identify customers in all sales and marketing channels, map their journey, engage with them by using an omni-channel strategy, reward loyalty and predict future buying behaviors.

**Microsoft Dynamics 365** is a cloud-based business applications platform that combines components of customer relationship management (CRM) and enterprise resource planning (ERP), along with productivity applications and artificial intelligence tools.

**Participant: Isidoros Sideridis**

**Position: CEO**

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