

Briefs: Google expands in Latin America

November 17 2005

Google said Thursday it will be opening two new offices in Sao Paolo and Mexico City.

The Internet search engine said that the Latin American offices will "enable Google to provide the best advertising services and search experience to its users, advertisers, and partners in Brazil, Mexico, and throughout Latin America."

"The online environment in Latin America is changing rapidly with the infrastructure for high-speed Internet access expanding, and with it e-commerce," Sukhinder Singh Cassidy, vice president of Asia Pacific and Latin America operations, said in a news release. "Google's Latin America teams will partner closely with businesses, advertisers and agencies throughout the region to enable them to capitalize on the significant opportunities this brings."

The Mexico operation will be led by Gonzalo Alonso, while in Brazil, Alexandre Hohagen will take the lead.

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