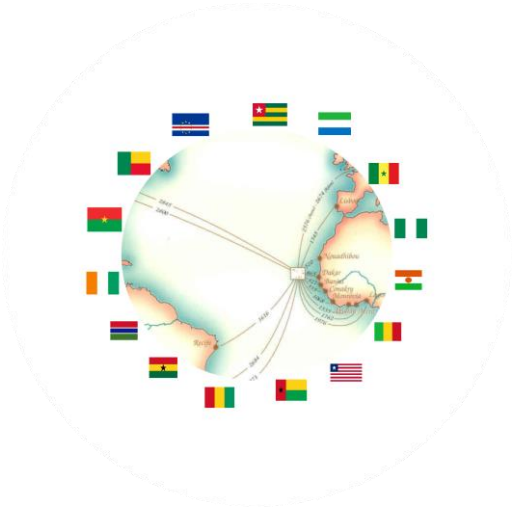
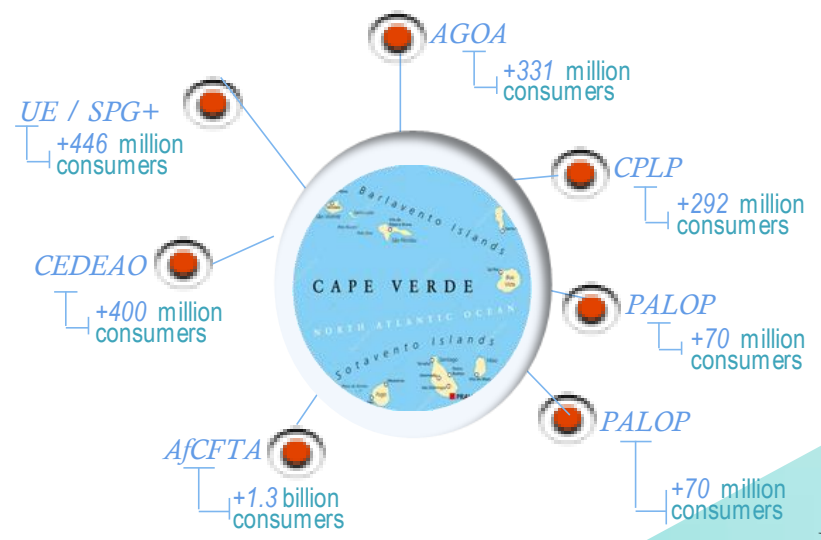


BUSINESS ROUND

16 / JULY
2023

■
SANTIAGO ISLAND
CABO VERDE





BUSINESS ROUND

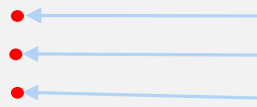
16 / JULY
2023

■
SANTIAGO ISLAND
CABO VERDE

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Preamble	4	Examples of Products and Services to Promote	8
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- SADC
- CEEAC
- CEMAC



- Angola » Mozambique
- Angola » Equatorial Guinea » Sao T. and Principe
- Equatorial Guinea



66 Countries
68.267.839 Consumers
14.624.555 Internet users 21.0 %
Penetration [% Population]

26 Countries
554.714.746 Consumers

Market position

PALOP

Position in economic regions

GEOECONOMIC DIMENSION OF CAPE VERDE



ECOWAS

- 15 Countries
- 407.000.000 Consumers
- 221.724.638 Internet users 47.4 %
- Penetration [% Population.]
- Cape Verde is a Member Country

UE / SPG+

- 27 Countries
- 446.940.060 Consumers
- 404.033.814 Internet users
- 90.4 % Penetration [% Population.]
- Preferential System Agreement with the EU
- A strong presence of the Cape Verdean community in the EU

USA / AGOA

- 331,002,651 Consumers [2021]
- 297,322,868 Internet users [2021]
- 89.8 % Penetration [% Population]
- Preferential System Agreement with the USA
- A strong presence of the Cape Verdean community in the USA

AfCFTA



- Consumers [2022] : 1,373,486,514 ;
- Internet users [2021] : 590,296,163 ;
- Penetration [% Population.]
- Croissance Internet [% 2000 - 2021] : 12,975 %;
- Economic organization : African Continental Free Trade Area - AfCFTA;
- Member countries: 55;
- Entry into force : 2021, January 1st;
- Objective : Stimuler le commerce sur le continent;
- Advantages for companies : Provide free products and services in 55 countries;
- Status of Cabo Verde: Cabo Verde is a Member Country of the AfCFTA.

- U. EUROPÉENNE
- ASEAN
- MERCOSUR
- SADC
- CEEAC
- CEMAC

- Portugal
- Timor oriental
- Brazil
- Angola » Mozambique
- Angola » Equatorial Guinea » Sao T. and Principe
- Equatorial Guinea

68 Countries
2.033.955.651 Consumers

Position in economic regions

Market position

CPLP

- CPLP - Community of Portuguese Language Countries
- 4 continents [Afrique - America - Asia - Europe]
- 9 Member countries
- 292.111.889 Consumers
- 172.107.709 Internet users
- 61.4 % Penetration [% Population]
- Cape Verde is a Member Country





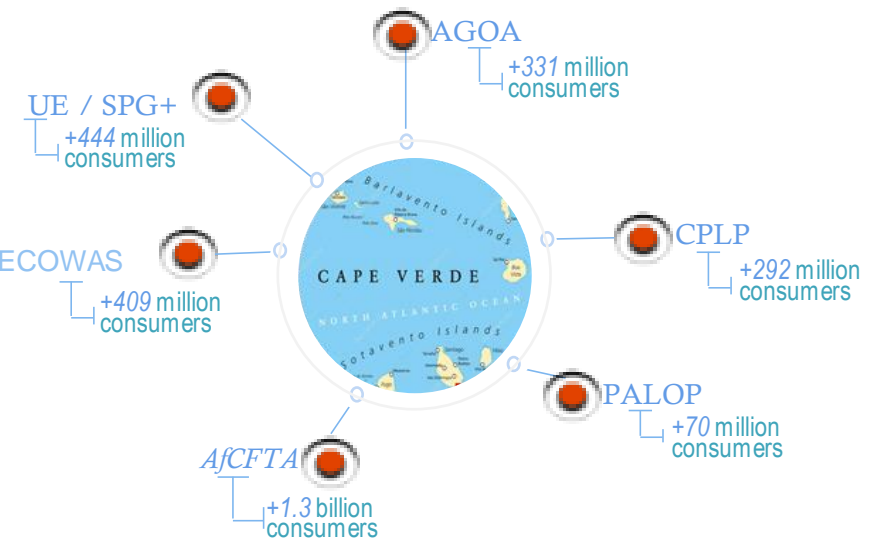
The *Atlantic Business Round* has 10 objectives and strategic outcomes defined for the 2023 edition, serving as a basis to guide the post-event entrepreneurial activities to be developed in the markets targeted by the participating companies.

The *Atlantic Business Round* generates benefits of the highest relevance and benefits any business by enabling rapid business creation and is an excellent networking «tool». Each leader or entrepreneur, through the *Atlantic Business Round*, will be able to hold dozens of business meetings in a single day, July 16, 2023; each appointment being prepared in advance, which allows concrete results according to the objectives set. The *Atlantic Business Round* is thus a space of excellence where companies seek out and offer products, services, business partnerships, business opportunities and business solutions to companies already established in their markets.

Defined objectives help to mitigate business risks through periodic review of risk matrices, adoption of action plans to address business risks, establishment of performance indicators and definition of performance tests. efficiency with an established routine to support companies in strategic decision-making and in the process of evaluating business opportunities over time.

Participants, when registering, must send their profiles via the following platform: <https://www.atlanticbusinessforum.com/register/online/br/>

www.atlanticbusinessforum.com



Ref:E-ICV.01/2022VD-E.01



1
In a single day, an Atlantic Business Round participant can establish multiple business contacts with partners, business decision makers, customers and potential suppliers, saving time and travel costs.

2
There will be no speeches or any other event that is not central to the purpose of the Atlantic Business Round.

ATLANTIC BUSINESS ROUND FUNCTIONING



3
The Atlantic Business Round facilitates the rigorous management of business meetings in which the time of each participant is strictly respected.

8
The Atlantic Business Round facilitates one-to-one contact with decision makers, which would otherwise require prospecting markets, establishing communications, planning meetings and international travel. The Atlantic Business Round thus saves time and resources.

7
The Atlantic Business Round facilitates contact with participating companies, ensuring effectiveness and efficiency in the conduct of business.

5
In the Atlantic Business Round, each company/manager can take part in several business meetings, in tables of 4 to 6 participants, each having 2 to 3 minutes to introduce themselves..

6
The objective of the Atlantic Business Round is to facilitate negotiations, achieve commercial transactions and conclude business and partnership agreements.

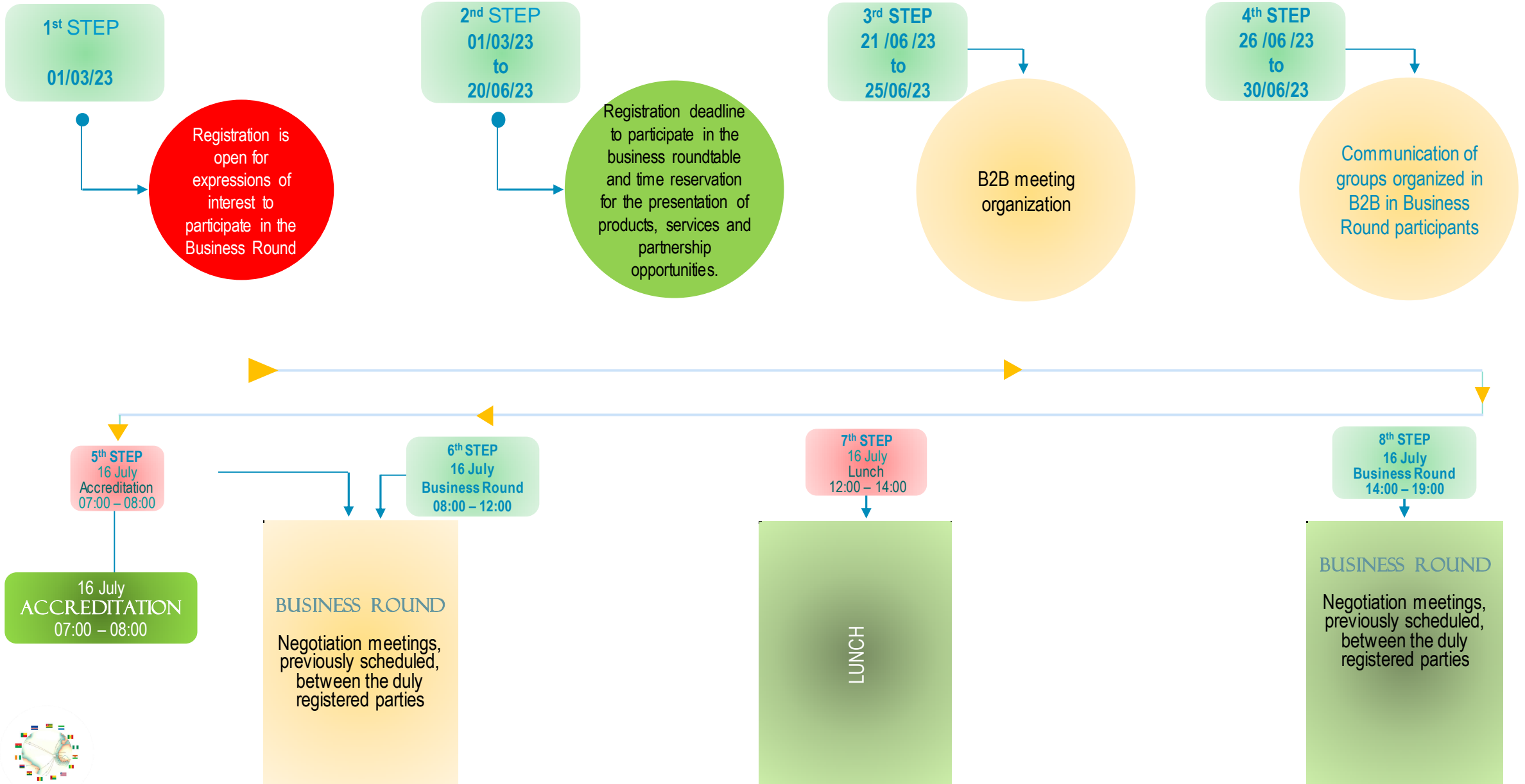
5
Business representatives with decision-making power participate in the Atlantic Business Round, facilitating the conclusion of agreements and final negotiations.





13 - 16 JULY 2023
BUSINESS ROUND ACCREDITATION
07:00 - 08:00







EXAMPLES OF PRODUCTS AND SERVICES TO PROMOTE



EU / GSP+
+446 million consumers

AGOA
+331 million consumers

CPLP
+292 million consumers

ECOWAS
+400 million consumers

PALOP
+70 million consumers

AfCFTA
+1.3 billion consumers

PALOP
+70 million consumers



1
Digital accessories (including mobile accessories, electronic accessories and PC accessories), home, kitchen, luggage, cell phones, movies, music.

2
Personal care items, Personal computers, Tablets, Toys, Video games (consoles and games), Watches, Furniture and decorative items.

3
Men's and women's clothing, Men's and women's accessories (Shoes, bags, sunglasses, perfumes)

5
Beauty products, books, electronic supplies (including cameras, video games and consoles)

6
Health and sports accessories (Nutrition, exercise, treadmills, cricket bat, etc.), Automobiles and accessories

4
Clothing, baby items and products, stationery, office supplies, hotel products, music and crafts.

8
Technology and technological innovation in tourism, fashion and fashion accessories.

9
Travel, tourism, hotel, restaurant, home, e-commerce and innovation services and technology, designers, fashion

7
Textiles, textile products, leather and footwear, land, apartments, cars, fashion and African art.

10
Agricultural, fishing and construction machinery and equipment

11
Transport equipment, base metals and fabricated metal products

12
Wood and wood and cork products

13
Household products and supplies, hygiene products, school supplies, computer equipment and consumables

14
Pulp, paper, paper products, printing and publishing

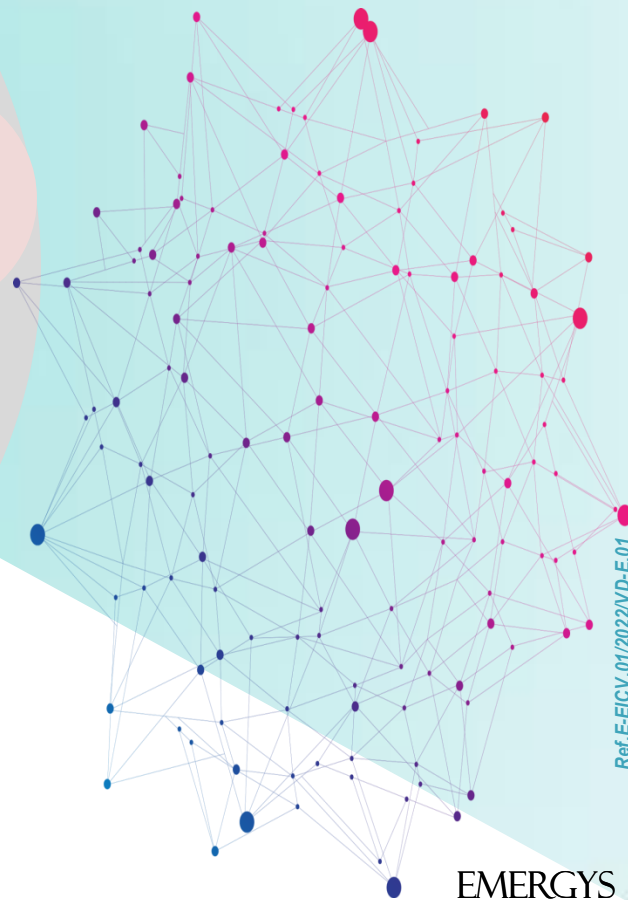
15
Chemicals, rubber and plastics

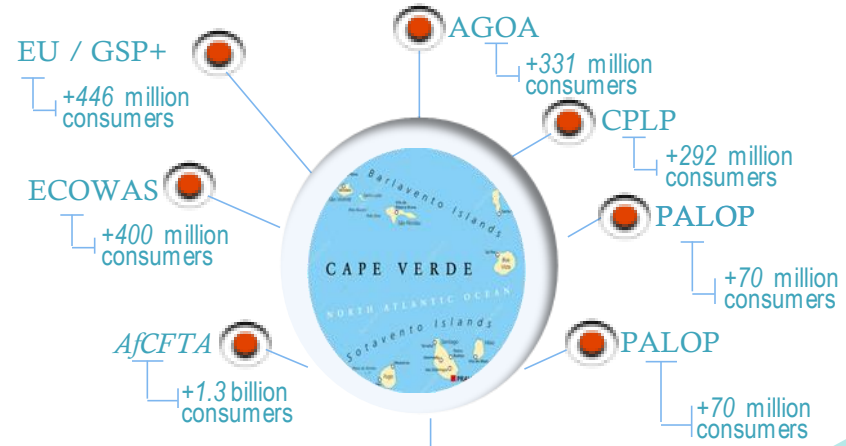
17
Food and beverage products, export and import logistics.

18
Other non-metals, mineral products

16
Products of agriculture, hunting, forestry and fishing.

19
Construction equipment and materials

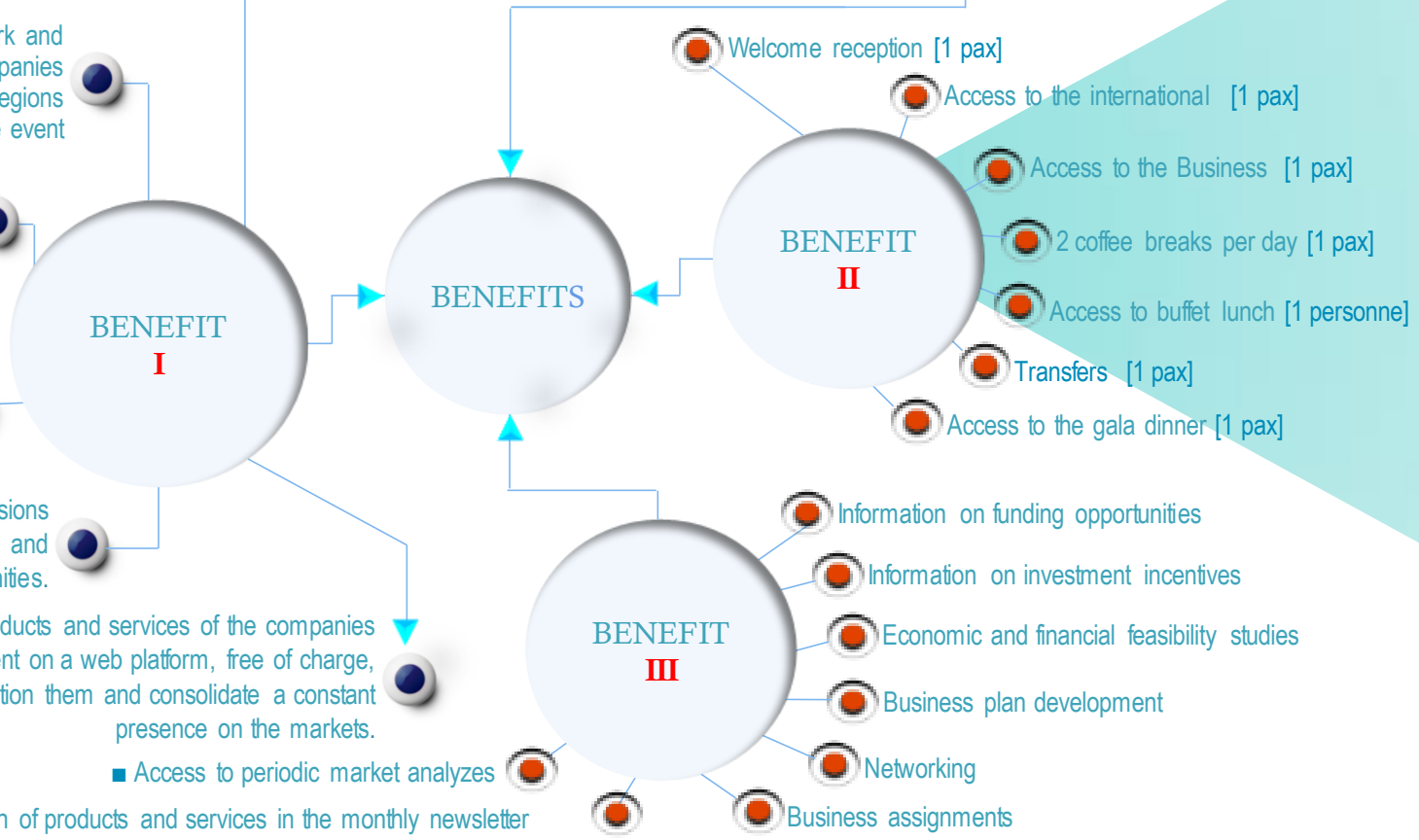


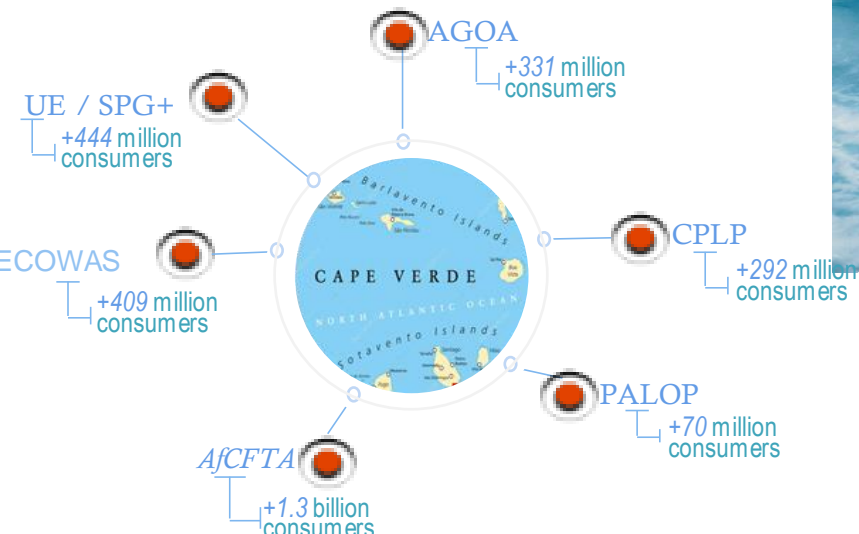
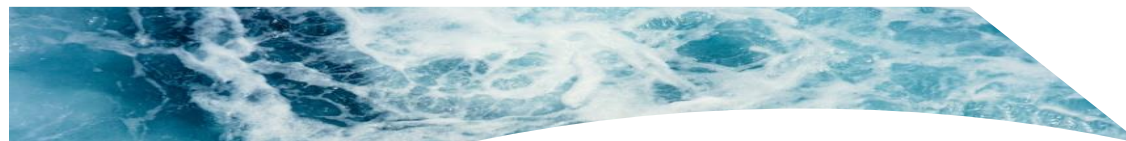


BENEFITS OF PARTICIPATING IN ATLANTIC BUSINESSROUND

Participants in the event entitled «Atlantic Business Round» have the following Benefits.

- Right to participate in economic missions, after the event, in the ECOWAS market, aimed at identifying new business opportunities, investment, commercial partnerships, consolidating and strengthening business partnerships established during of the event.
- Integration into a business network and business partnerships, involving companies from different geographical regions participating in the event
- For each group of 25 participants, the organization assumes the participation costs for two (2) additional elements.
- For each group of 10 participants in the event, the organization assumes the costs of participation with the eleventh element.
- Participate in sessions presenting products, services and partnership opportunities.
- Presence of the products and services of the companies participating in the event on a web platform, free of charge, in order to position them and consolidate a constant presence on the markets.
- Access to periodic market analyzes
- Promotion of products and services in the monthly newsletter





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