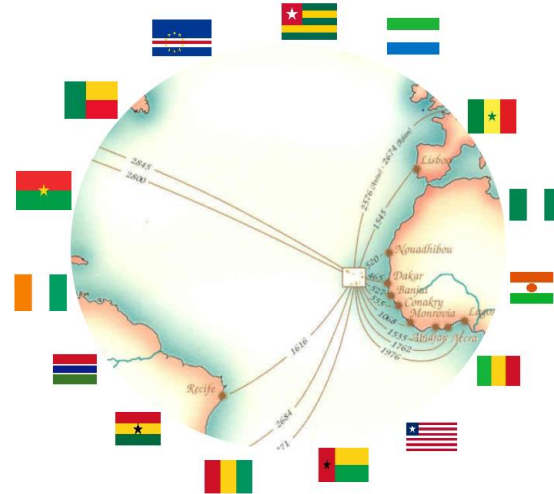


BUSINESS ROUND



09 JUNE

2021

PRAIA
SANTIAGO ISLAND
CABO VERDE

BUSINESS ROUND

WhatsApp: +351 964 406 800

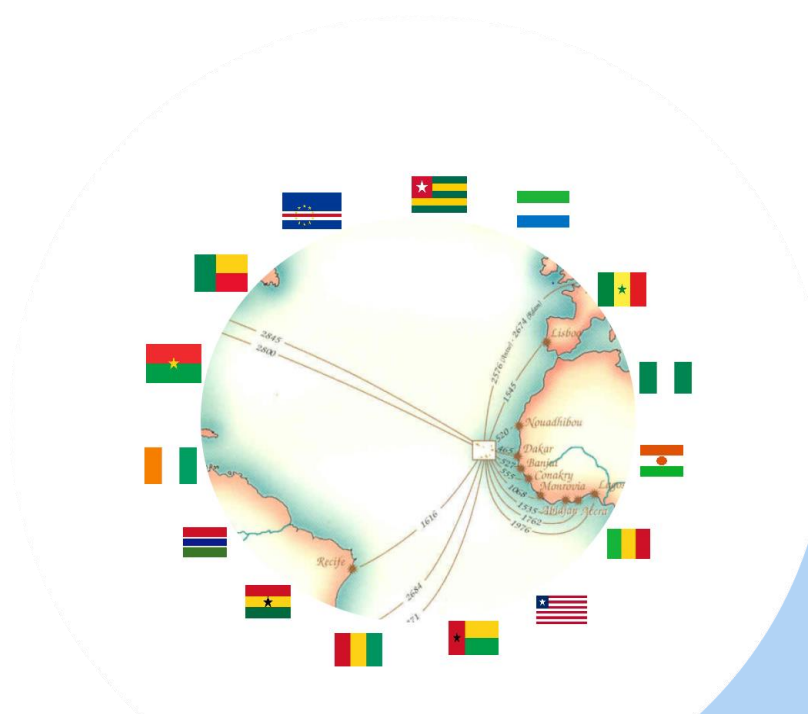
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info@atlanticbusinessforum.com

www.atlanticbusinessforum.com





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The *BUSINESS ROUND* of the Business Forum entitled «*ATLANTIC BUSINESS FORUM*» will include meetings between business leaders, businessmen, and entrepreneurs from different regions of the globe.

The areas of interest are, among others: supply and demand of business opportunities; supply and demand of business partnerships and expertise; supply and demand of products (all types); supply and demand of services (all types); and supply and demand of equipment (all types).



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BUSINESS ROUND

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PRAIA

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CABO VERDE

BRIDGE TO MARKETS
PRODUCTS AND SERVICES

SUSTAINABILITY
AND RESILIENCE

WARRANTY AND
OPPORTUNITY

IMPORT
AND
EXPORT

PARTNERSHIPS
AND
COMMITMENTS

PROMOTE
AND
DISSEMINATE

INNOVATE
IN PRODUCTS

HOSPITALITY
AND ADDED VALUE

INNOVATE
IN PROCESSES

DIGITAL
ECONOMY

NETWORK

- ✓ Share
- ✓ Synergy
- ✓ Opportunity
- ✓ A market with strong potential

ECOWAS

- ✓ 15 country
- ✓ Sustainability
- ✓ Simplicity
- ✓ Resilience

Growth

- ✓ Mobilize
- ✓ Undertake
- ✓ Expand

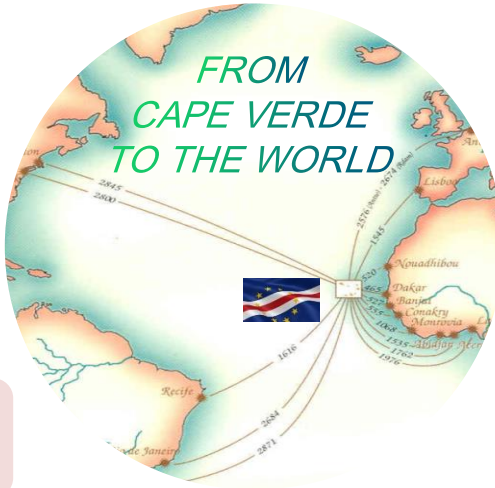
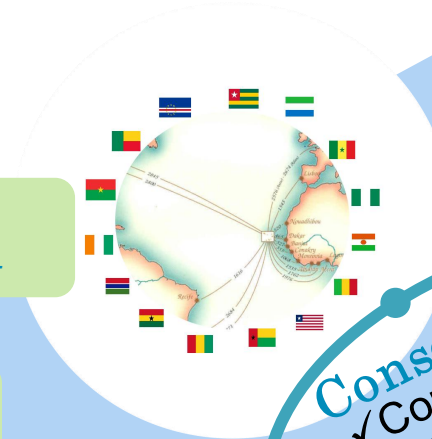
Consolidation

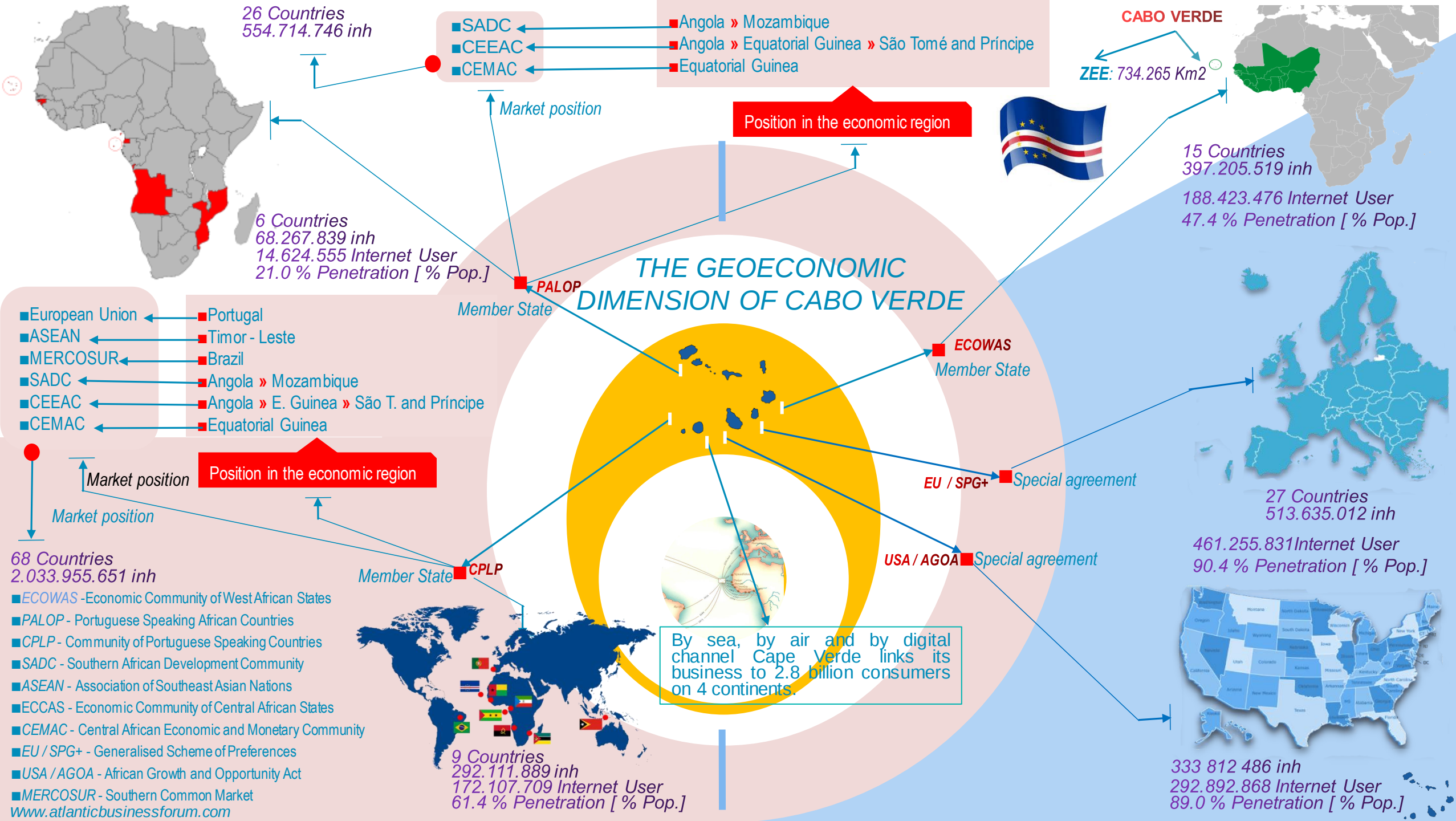
- ✓ Competence
- ✓ Efficiency
- ✓ Excellence

Stability

- ✓ Warranty
- ✓ Transparency
- ✓ Trust

✓ Cabo Verde, the place where departure and destination converge





BUSINESS ROUND STEPS

The Business Round will take place on 09 June 2021, from 8:00 to 15:30, in Cabo Verde. People who will participate must register in the Business Executive category. The Business Round consists of three steps:

STEP 1: Registration of participants and submission of their profiles. Participants, after registration, must submit their profiles for the Business Round from 01 August 2021.

STEP 2: Management and coordination of meetings between participants registered in the system, from the beginning of the registration until 30 April 2021.

STEP 3: On 15 May 2021, the Agenda of the scheduled meetings will be sent to all registered participants, indicating the profiles of their homologues who should also be registered for the relevant scheduled business meetings.

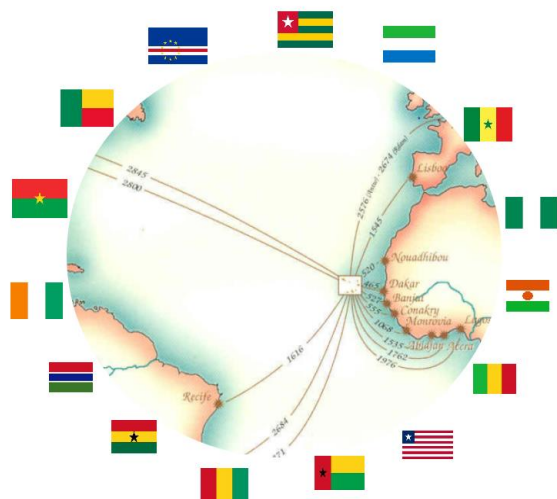
The *BUSINESS ROUND* of the Business Forum entitled «ATLANTIC BUSINESS FORUM» will include meetings between business leaders, businessmen, and entrepreneurs from different regions of the globe. The areas of interest are, among others: supply and demand of business opportunities; supply and demand of business partnerships and expertise; supply and demand of products (all types); supply and demand of services (all types); and supply and demand of equipment (all types).

As the registrations become effective, the applicants will receive, weekly updates on expressions of interest presented for different business lines .

BUSINESS ROUND METHODOLOGY

The Business Round meetings of the *FORUM* will be coordinated according to the profiles and objectives of each registered Executive or Entrepreneur. The management will be done by a team that will use specialized software for this purpose. Each participant can directly generate a specific agenda according to his objectives or with the help of assistants. For this purpose, each registered Executive or Entrepreneur will be able to carry out an analysis of the companies and entrepreneurs with whom he wishes to meet and request a meeting through the computer system. The meeting will be scheduled if the counterpart accepts the request for the meeting. No meeting shall be scheduled unless the specific objectives have been defined in advance.

However, it is important to clarify that the Organization does not guarantee that the participants will have the intended meetings since the objective of the Business Round is the planning and the coordination of important and quality meetings, with specific and well-defined objectives. The scheduling and coordination of meetings depend on the existence of a counterpart willing to meet with the representatives of the registered companies or entrepreneurs, with very clear objectives. Participants must have the authority to make decisions.





BENEFITS OF THE FORUM BUSINESS ROUND

If your company or activity is linked to trade, import and export, logistics, investment and business participation, exercising the function of executive innovation, information technology, marketing, e-commerce, agriculture, livestock, tourism, hotels, training or consulting, a meeting in the Business Round can offer you important business opportunities, as well as help you find solutions to expand your market, connecting you to partners or potential strategic partners in a market of high potential and full of business opportunities.

The main benefits of participating in the Business Round of the Forum are :

- Saving time and logistics: each executive or entrepreneur, through the Business Round, can hold up to 16 meetings of 30 minutes each, during 09 June 2021, and each of the meetings is prepared in advance, which will enable concrete results according to the defined objectives. If your company registers for example 4 leaders, it can hold up to 64 important meetings with leaders from 20 countries on a single day, which in other circumstances would mean weeks or even months of travel, stays, coordination and time required for that purpose.
- Expansion of your base of business contacts and meeting other players in your main sector by creating alliances and partnerships that allow you to expand your business network.
- Establish contacts with the main companies and professionals in the sector of your activity that would otherwise be very difficult to achieve.
- Expand your commercial and business networks in the African, American and other continent markets.

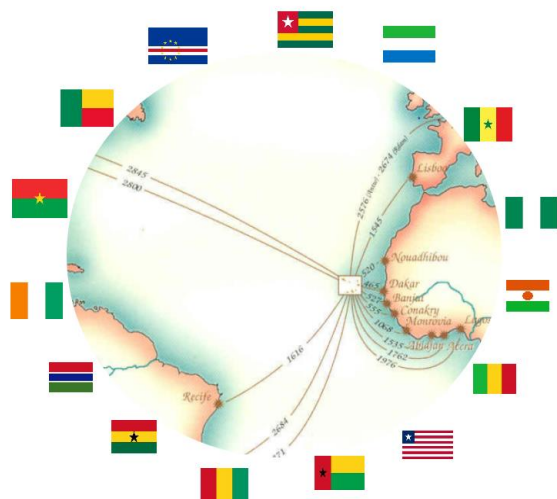
SUPPORT TO BUSINESS AND ENTREPRENEURIAL INITIATIVES

ATLANTIC BUSINESS FORUM and its network of strategic partners, ASSOCIATED PARTNERS, support your company by helping same to be positioned in the markets before, during and after the event.

The hereafter Partners, called ASSOCIATED PARTNERS, plan, direct and coordinate the activities related to the marketing and sale of products and/or services managed by ATLANTIC BUSINESS FORUM, also supporting the companies and entrepreneurs in the markets where they operate.

The activities of ASSOCIATED PARTNERS consist of the following points:

- Coordination of the activities of the business network in the geographical region under their management
- Definition and management of the market under their control;
- Planning and scheduling of meetings;
- Survey of business opportunities and needs of companies in the network;
- Preparation of proposals;
- Negotiation with public entities that are responsible for attracting foreign investments to the respective country in order to obtain legal benefits and advantages for the interested companies;
- Quality assurance of business initiatives in the territory where the network companies operate;
- Market analysis;
- Ensure business between customers and suppliers;

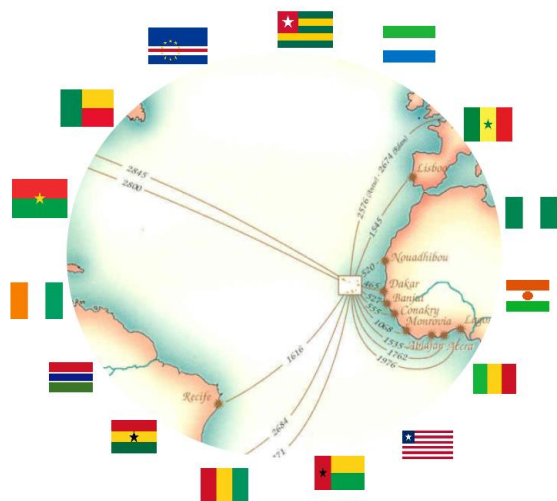


The responsibility of ASSOCIATED PARTNERS includes in particular the following:

- Coordinate and manage the interests of network companies in the areas in which they operate;
- Validate and monitor the proposals submitted by the companies in the network;
- Monitor the businesses promoted by the companies in the network;
- Produce regular reports and promote information on business opportunities and partnerships with the private sector in the respective countries;
- Monitor the satisfaction of local businesses that are part of the business network;
- Propose solutions and conditions for the supply of products and services;
- Update the database of customers, suppliers and companies of the network in general;
- Propose a list of priority products for the market under their coordination;
- Prepare periodic reports on market needs ;
- Define promotional campaigns for their commercial territory;
- Ensure compliance with sales targets; define and monitor deviations from them, implementing corrective actions if necessary;
- Study and analyse the various market segments and distribution channels, propose policies to be adopted;
- Create and monitor the implementation of a regular marketing plan.

For the June 2021 event in Cabo Verde, the Business Round will be on 09 June 2021, from 8:00 to 15:30.

The functions of the ASSOCIATED PARTNER are very important and in each country where ATLANTIC BUSINESS FORUM operates, there will be a team coordinated by the ASSOCIATED PARTNER, complementing their action with that of the manager representing ATLANTIC BUSINESS FORUM.





LEGAL ASSISTANCE AND INTERPRETER :

Two specialized teams will be permanently available to **BUSINESS ROUND** participants throughout the day of June 9, 2021:

1. A team of interpreters in three languages: Portuguese; French and English; and
2. A legal team.

These two teams will remain available, after the event and throughout the entire time, to support the participants in the formalization and business consolidation in the **ECOWAS** market



Legal Aid for Businesses

With the legal protection insurance of specialists, you have everything in hand as an entrepreneur to deal with legal issues of any kind, in all **ECOWAS** countries.

As a participant in **ATLANTIC BUSINESS FORUM**, focus on your company and your business, specialists take charge with wisdom in all legal and fiscal matters, for you and for your company, for all **ECOWAS** countries.

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CABO VERDE



1st DAY - 9 JUNE

BUSINESS ROUND

Accreditation - 08:00 – 08:15

Business Round

08:15 – 10:15

Coffee-Break

10:15 – 10:45

Business Round

10:45 – 12:30

Lunch

12:30 – 14:00

Business Round

14:00 – 15:30

**2021
9 June**
Opening Session
of Business Forum

17:00 – 17:15

ECONOMIC WORKSHOP

17:15 – 19:15

Panel I

*BRAZIL: The Potential and the Opportunity of
Technical and Entrepreneurial Cooperation.*

PRESENTATIONS

- Cabo Verde
- Senegal
- The Gambia
- Cote d'Ivoire
- Benin

**2021
10 June**
Business
Opportunities

08:30 – 10:30

**2021
10 June**
Business
Opportunities

11:00 – 13:00

Lunch

13:00 – 14:30

PRESENTATIONS

- Gana
- Togo
- Guinea
- Guinea-Bissau
- Liberia

PROGRAMME

2nd DAY - 10 JUNE

PRESENTATIONS

- Nigeria
- Mali
- Burkina Faso
- Niger
- Sierra Leone

**2021
10 June**
Business
Opportunities

14:30 – 16:30

**2021
10 June**
Market
Opportunity

17:00 – 18:30

Coffee-Break
16:30 – 17:00

Free time
> 18:30

Conference I

«ACCESS TO THE ECOWAS PREFERENTIAL MARKET»

Moderator: Cabo Verde
Speaker: CEDEAO

Coffee-Break
10:00 – 10:30

Lunch
12:30 – 14:00

Coffee-Break
16:00 – 16:30

**2021
11 June**
Panel II

8:00 – 10:00

**2021
11 June**
Conference II

10:30 – 12:30

**2021
11 June**
Panel III

14:00 – 16:00

**2021
11 June**
Conference III

16:30 – 18:30

ECONOMIC AND FINANCIAL WORKSHOP *Panel II*

«PRIVATE SECTOR FINANCING IN ECOWAS»

Moderator: Cabo Verde

Speaker:

- ECOWAS Investment and Development Bank
- African Guarantee and Economic Cooperation Fund
- African Development Bank - AfDB
- International Finance Corporation - IFC

Conference II

«ACCESS TO THE PREFERENTIAL UNITED STATES MARKET»

Moderator: Cabo Verde
Speaker: USA / AGOA

ECONOMIC AND FINANCIAL WORKSHOP *Panel III*

*Panel III - «THE DEVELOPMENT OF THE DIGITAL ECONOMY
IN AFRICA: The Importance of Start-Ups in Market Innovation
and Youth Entrepreneurship»*

Moderator: Cabo Verde

Speaker:

- ECOWAS Commission
- ANPROTEC - Brazil
- French Development Agency - AFD

Conference III

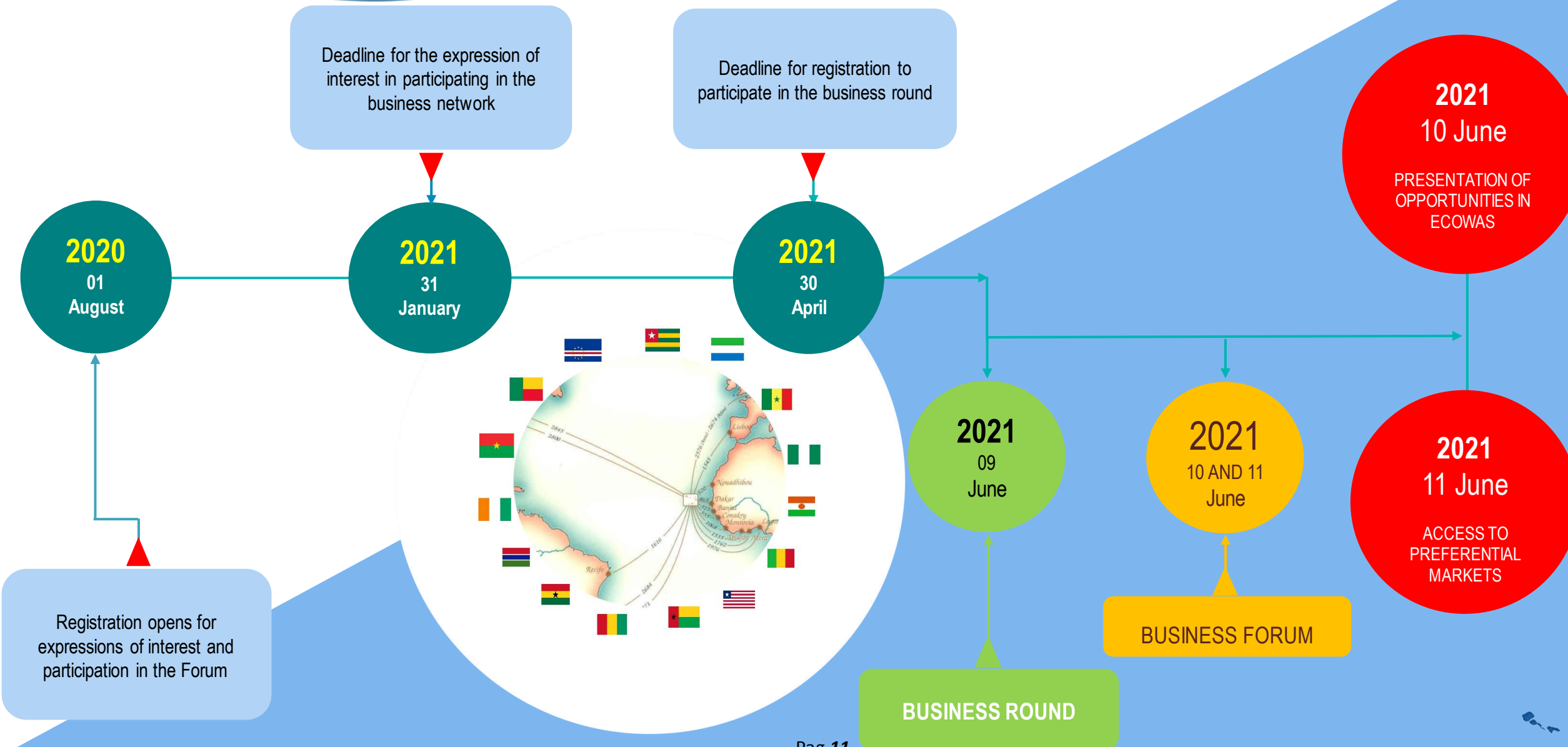
«ACCESS TO THE PREFERENTIAL EUROPEAN UNION MARKET»

Moderator: Cabo Verde
Speaker: UE / SPG +

**2021
11 June**
Opening Session
18:30 – 19:00

**2021
11 June**
GALA DINNER
20:30 – 23:00

DEADLINES FOR EXPRESSION OF INTEREST AND REGISTRATION



All interested parties are invited to participate to the Business Forum on the theme: «Business Opportunities and Business Partnerships in the ECOWAS Space».

To participate in the Forum you need to register in advance, which can be done in one of the following ways:

1. Online registration through the platform www.businessround.emergys.pt ; or
2. Submission of a duly completed registration form that can be downloaded from the said platform.

For registration purposes, all instructions included in both the Event Regulations and the registration form should be strictly followed.

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CABO VERDE





BUSINESS FORUM



ATLANTIC
BUSINESS ROUND

09 JUNE

2021

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