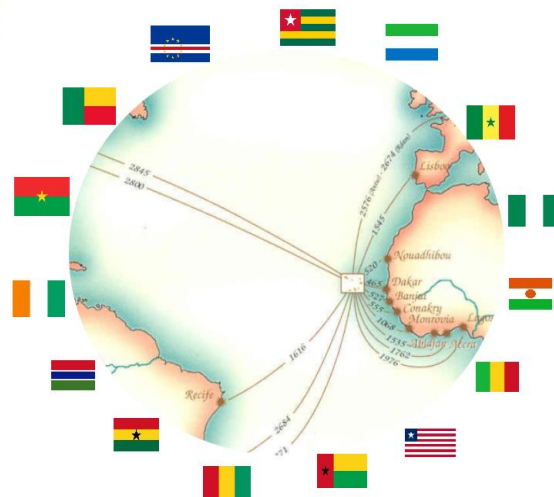


CABO VERDE
17 - 19 MARCH
2022

PRAIA
SANTIAGO ISLAND
CABO VERDE



ATLANTIC BUSINESS FORUM
CAPE VERDE
A
LINK WITH MARKETS OF EXCELLENCE



CABO VERDE 17 - 19 MARCH 2022

PRAIA
SANTIAGO ISLAND
CABO VERDE

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PREAMBLE

The Cape Verde archipelago was so named because it is located off the African promontory of the same name, 310 nautical miles, about 499 km from the African continent and about 36 hours of sea navigation and 50 minutes of air transport. Cape Verde is part of a regional economic bloc, *ECOWAS*, with more than 407 million consumers and 221,724,638 internet users, which represents a penetration rate of 54.4% of the population, covering an area of 5,114,195 Km².

Cape Verde is made up of 10 islands and 16 islets, occupying an area of 4,033 km², with an exclusive economic zone of 734,265 km². It is estimated that the number of Cape Verdean citizens residing in the diaspora, on the five continents, is much higher than those residing on the national territory. Estimating that the total Cape Verdean population exceeds two (2) million inhabitants. The Cape Verdean diaspora population is densely concentrated in the United States of America and Europe.

Cape Verde has a strategic geographical centrality, internationally recognized since 1494, at the crossroads of the African, European and American continent. Over time, it has been one of the most important routes for international trade to and from Europe, to Africa, America and Asia.

The present and the future in the development of international business, as well as in the relations between Peoples and Nations, is fundamentally and increasingly marked by the structuring factor, as a consequence of the new economy of the near future: the digital economy and data economy. Cape Verde is the route of one of the most important technological highways, which, thanks to an advanced optical fiber submarine cable, meets the growing need for data traffic between Europe, the Economic Community of West African States, *ECOWAS*, and Latin America. Directly linking Cape Verde with the corporate community and the business world, thus involving some of the most relevant international markets such as Brazil, *ECOWAS* and Europe, with immediate benefits for economic operators in the relevant markets.

Cape Verde is therefore a country open to the world, connected to the world and with strong links with markets of excellence, being a country absolutely prepared to provide economic operators, of all origins, with full access to markets, to namely the Single African Continental Free Trade Market, *ALCCA*, with 1.3 billion consumers. Cape Verde's strategic geo-economic position is internationally recognized, integrating markets and benefiting from positions in the most relevant economic regions.

Cape Verde thus has all the conditions and instruments of prime importance to promote the digital transition, welcome companies and business communities, refine borders and overcome the natural barriers of insularity, facilitating access to operators. economic, national and foreign, with whom they wish to operate from Cape Verde, without restriction, in markets of excellence, creating scales for companies of all sizes and all sectors of activity.

It is in this context that the business event called *ATLANTIC BUSINESS FORUM* takes place, under the slogan: «Cape Verde a link with markets of excellence», which aims to bring together companies, industries, investors, importers, exporters, economic operators in general., from all sectors and all origins, as well as institutions that are strongholds of development, focused on markets with high potential and opportunities, such as *ECOWAS*, l'European Union (EU / GSP +), Brazil and the United States of America (AGOA).

In March 2022, Cape Verde is hosting an International Business Forum, entitled «Atlantic Business Forum», under the slogan: «Cape Verde - a link with markets of excellence». In each edition of the Forum, there will be a specially invited country. In the 2022 edition it is Brazil.

- Date of the event: March 17 - 19, 2022;
- Duration of the event: 3 days;
- Location: City of Praia - Island of Santiago - Cape Verde;
- The final program will be adjusted according to the profile of the registered participants;
- Entities involved: local authorities, Embassies, investment agencies, companies, national and international financial institutions, local and external chambers of Commerce and industry, universities, scientific and technological institutions; Cooperation and Development Agencies; economic operators, in general, in all sectors of economic and entrepreneurial activity.
- Participation in the International Business Forum, including:
 - » Business Round on March 19, 2022 from 8:15 am to 7:00 pm and includes the presentation of SPIN-OFF;
 - » Networking events;
 - » Product and service presentation sessions by participating companies;
 - » Presentation of business and partnership opportunities in each ECOWAS country;
 - » Presentation of business opportunities and commercial partnerships with participating companies;
 - » Identification of business opportunities in the following sectors: trade, industry, tourism, agriculture, logistics, food industry and ICT;
 - » Interaction with participating chambers of commerce and industry.

The Business Forum entitled «Atlantic Business Forum» is structured in:

- » Networking Events;
- » Presentation of Business and Partnership opportunities in each ECOWAS Country;
- » Presentation of Business and Partnership opportunities with companies from different countries;
- » Identification of business opportunities in the following sectors: commerce, industry, tourism, agriculture, logistics, agri-food and ICT;
- » Local Chambers of Commerce and Industry.

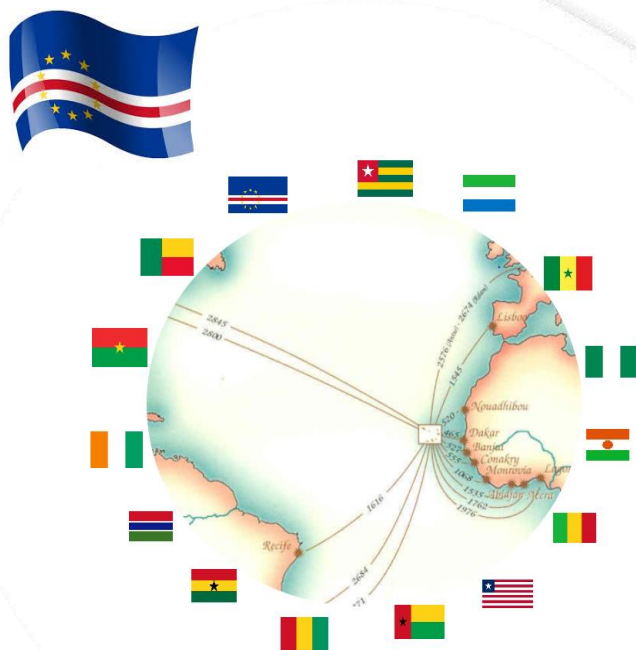
The Business Forum entitled «Atlantic Business Forum» is structured in:

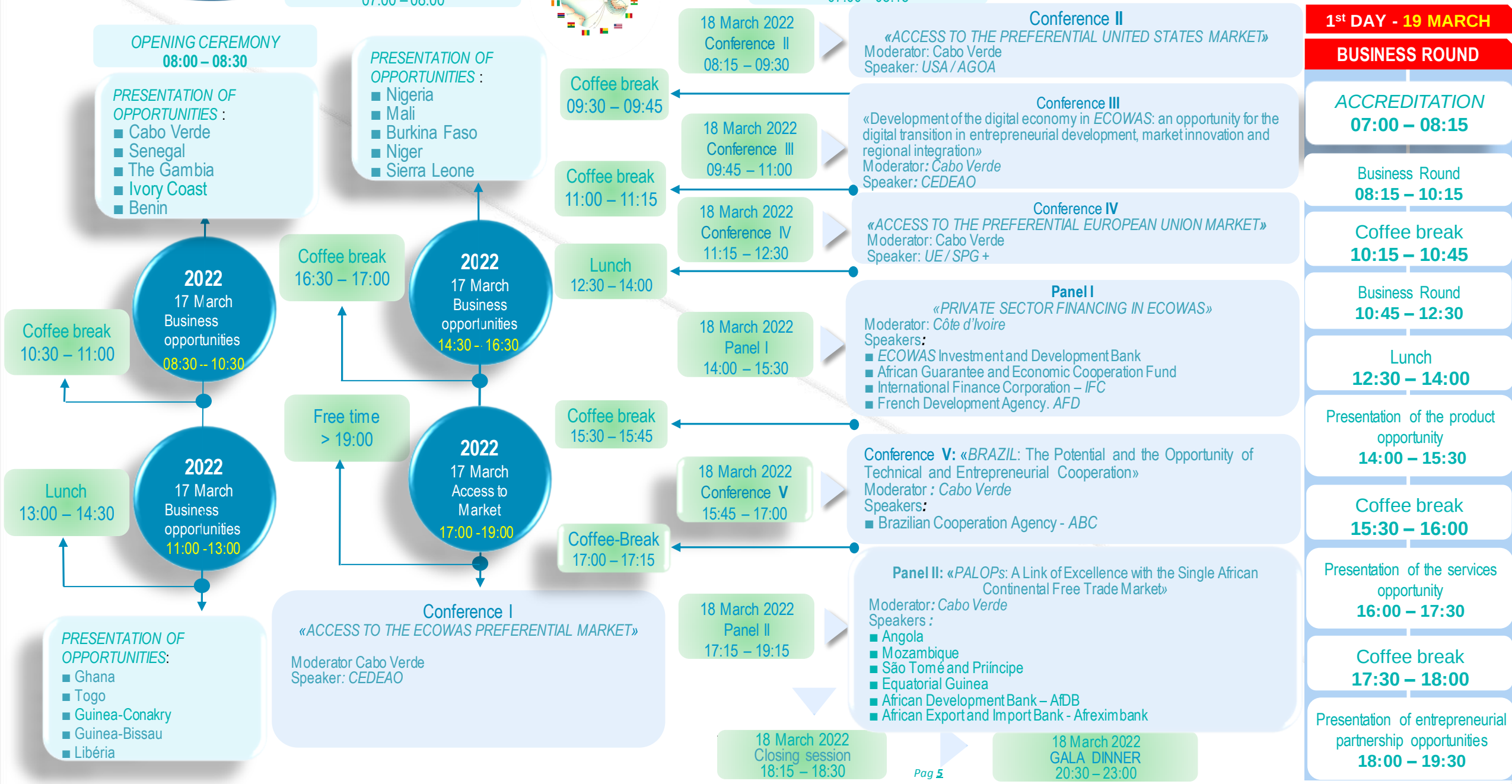
- Three (3) Business Opportunities Presentation Sessions in each ECOWAS member country;
- An economic, financial and entrepreneurial workshop with two (2) thematic panels:
 - Panel I: «Private sector financing in ECOWAS»; and
 - Panel II: «BRAZIL: The Potential and the Opportunity of Technical and Entrepreneurial Cooperation»
- Five (5) thematic conferences under the slogan: «CAPE VERDE A LINK WITH MARKETS OF EXCELLENCE»:
 - » Conference I: «Access to the ECOWAS preferential market»;
 - » Conference II: «Access to the preferential market of the United States of America»;
 - » Conference III: «Development of the digital economy in ECOWAS: an opportunity for the digital transition in the entrepreneurial development, market innovation and regional integration»; and
 - » Conference IV: «Access to the preferential market of the European Union»;
 - » Conference V: «BRAZIL: The Potential and the Opportunity of Technical and Entrepreneurial Cooperation»

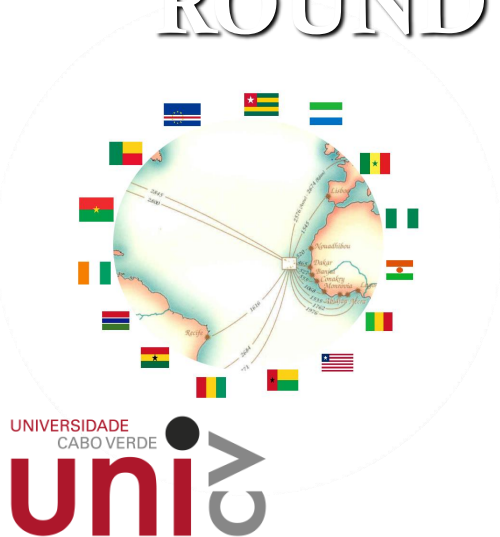
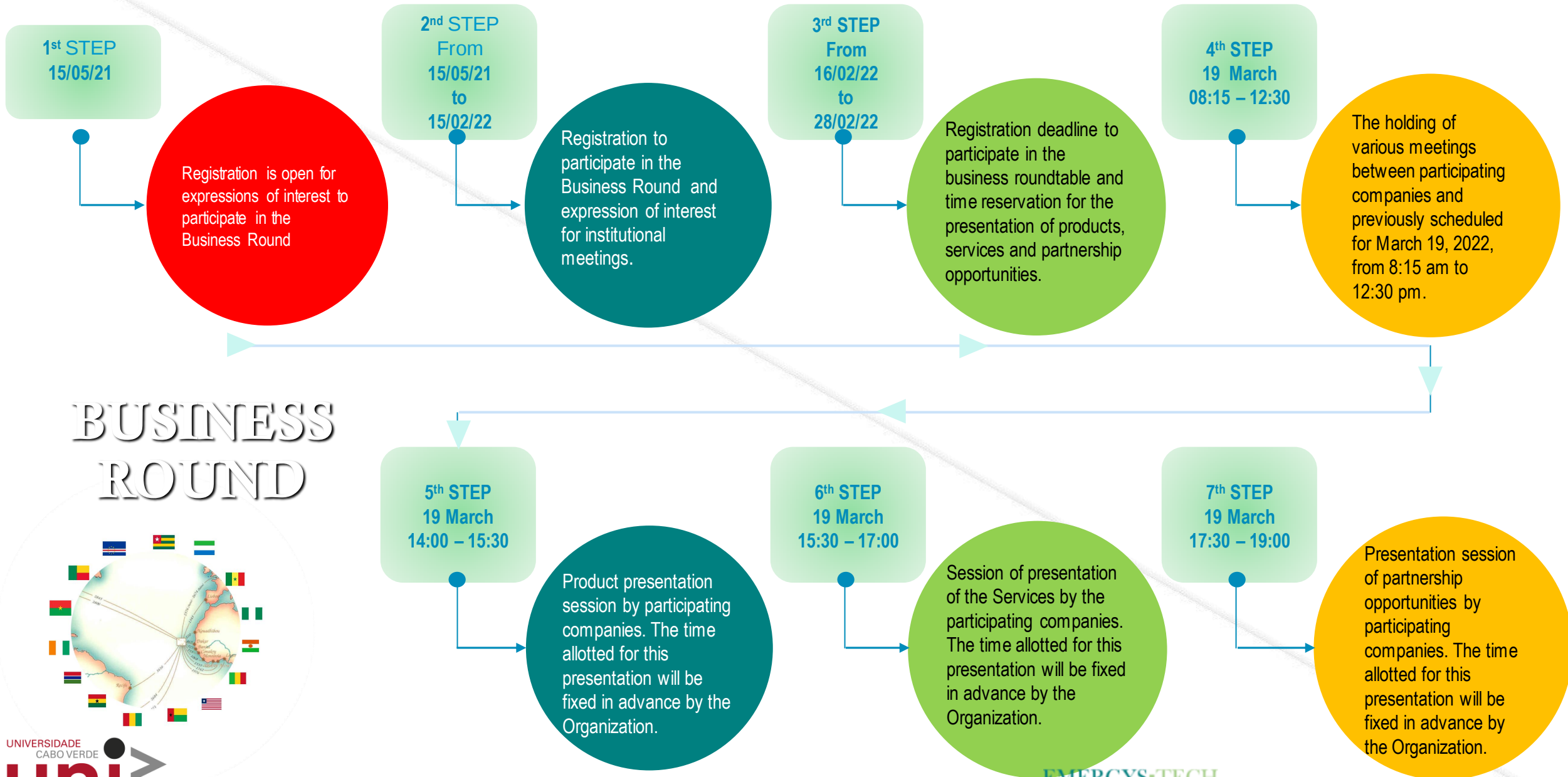
■ A Business Round, previously scheduled, will take place on March 19, 2022. Each participating company will have a predefined deadline for the presentation of the products, services and business partnership opportunities that it wishes to submit to other participants, and also the SPIN-OFF presentations.

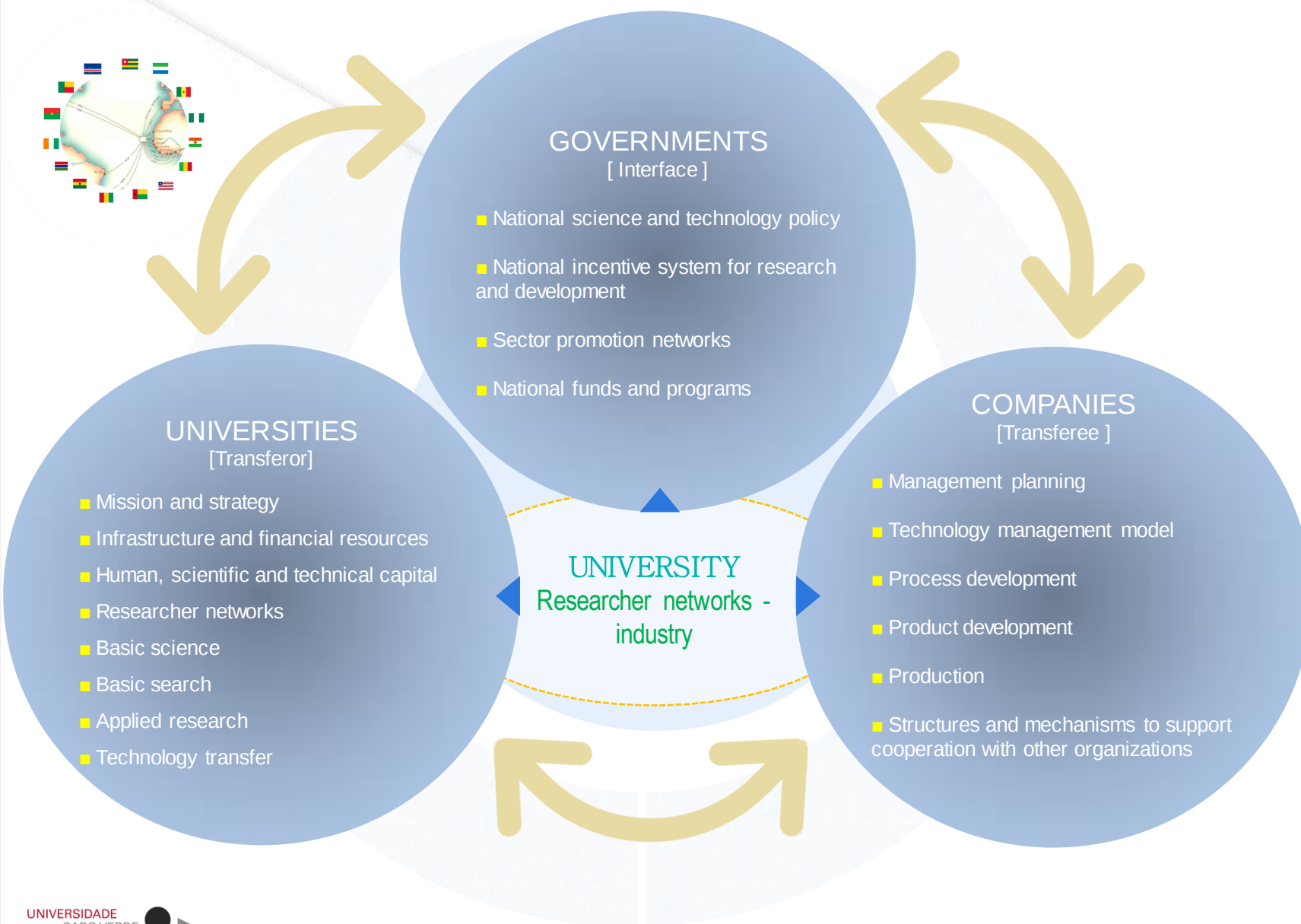
During the preparation, execution and initiatives after Business Forum, it will be taken into account the importance of universities and companies working in a network as a vehicle for the transfer of technology and technological innovations to the entrepreneurial sector.

The March 17 session will begin with the formal opening session of the Forum, which will be followed by 3 blocks of presentations. Each block will be represented by 5 ECOWAS member countries. Each block will last 2 hours, leaving each country 24 minutes to present business opportunities and entrepreneurial partnerships in the respective market.









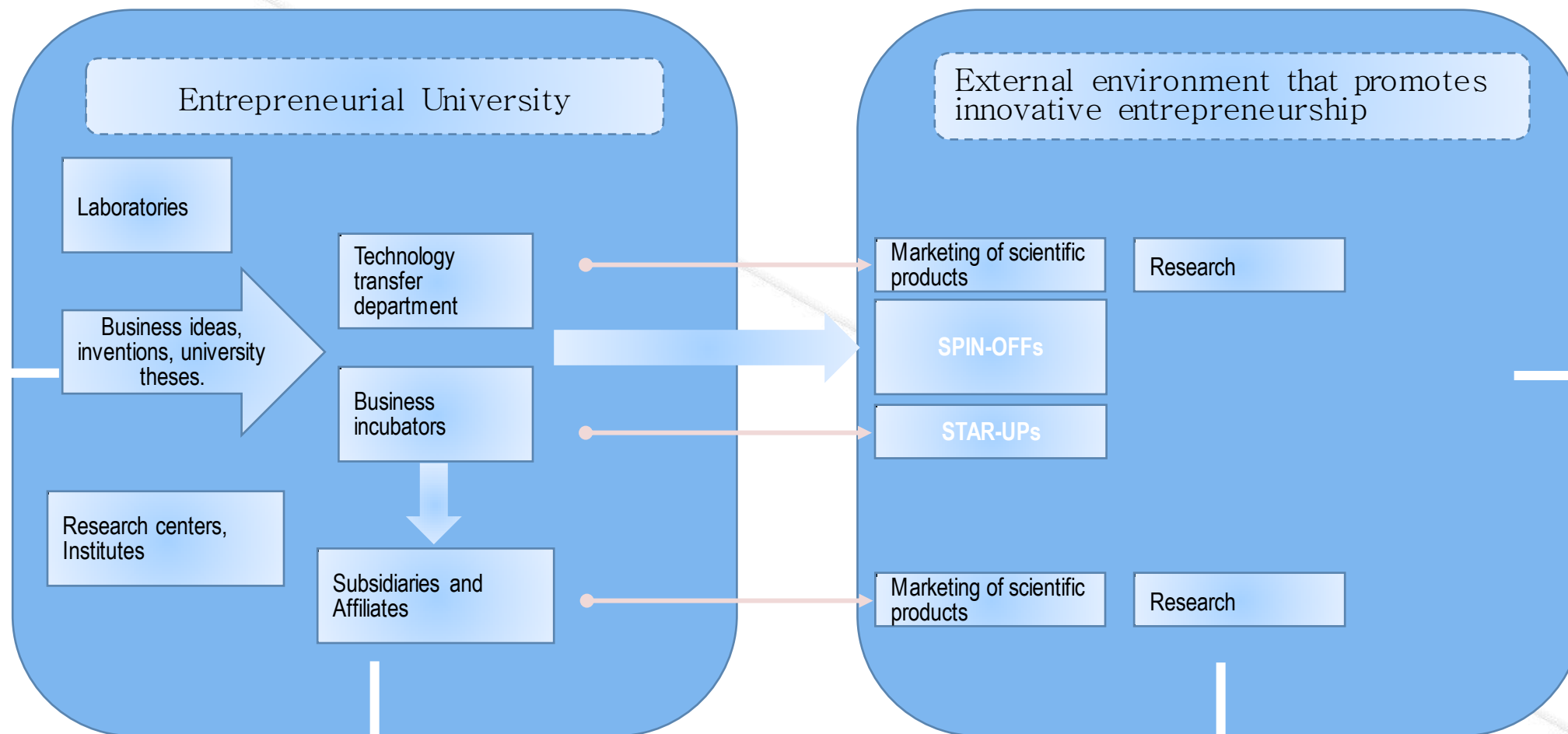
For several centuries, universities and other public research organizations have had as central functions the creation of new knowledge through scientific research and its subsequent dissemination. The increasing globalization of the economy and the intensification of competition have made scientific and technological knowledge one of the most relevant factors of competitiveness in modern economies, thus strengthening the role of the institutions responsible for its production.

Spin-Offs, that is, the creation of new technology companies with the aim of exploring new products or services, have contributed significantly to innovation in processes and products, as well as in the transfer of technology and innovation to the productive sector, thus strengthening cooperation between universities and businesses. It is in this context that, in 1993, the concept of “Entrepreneurial University” emerged to contextualize the changes made in the relations between universities and society in general and, in particular, in the transfer of knowledge from the later to the economy.

Spin-Offs, as initiatives par excellence, of groups of researchers, in research centers and universities, assume a more relevant role in the context of both young entrepreneurship and the creation of new 'opportunities for companies to integrate innovation into their respective processes or products, or even to position themselves in the markets by relying on products and services that have already been scientifically and technologically tested in academia.

It is in this context that, within the framework of the Atlantic Business Forum, Business Forum, it is planned to bring together the companies participating in this event, commercial banks, venture capital companies, insurance companies, finance and business development institutions, and universities for the presentation of a set of innovative Spin-Offs likely to evolve in the market as companies and capable of attracting business partnerships and investors.

ENTREPRENEURIAL UNIVERSITY DEVELOPMENT MODEL



Fonte: abacademies

DEADLINES FOR EXPRESSION OF INTEREST AND REGISTRATION

Registration deadline to
participate in the Business Forum
and institutional meetings.

Registration deadline to
participate in the business
roundtable and time reserve for
the presentation of products,
services and partnership
opportunities.

2021

May
17

2022

February
15

2022

February
28

2022

March 17
PRESENTATION OF
OPPORTUNITIES IN
ECOWAS

2022

March 18
WORKSHOPS AND
THEMATIC
CONFERENCES

2022

March
17 and 18

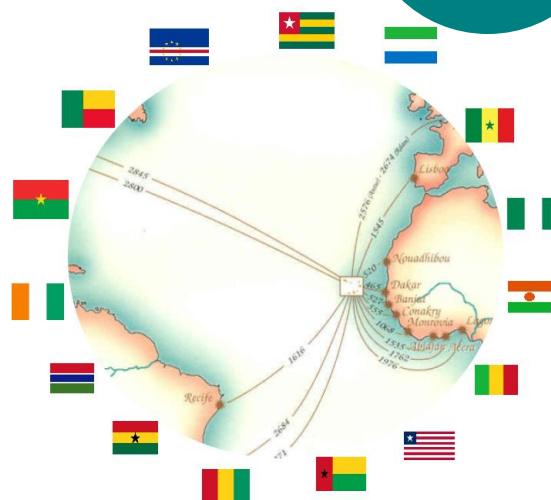
2022

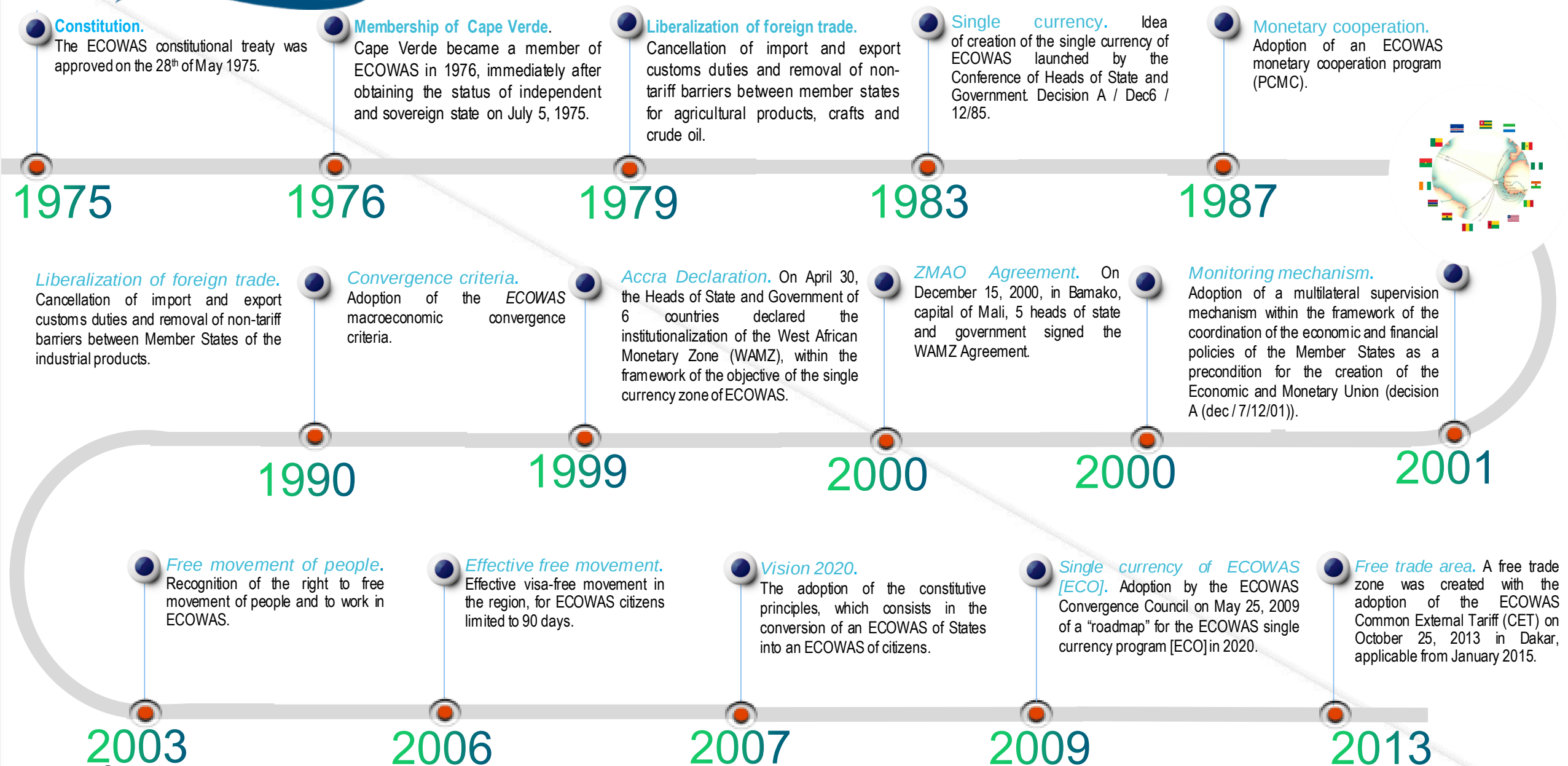
March
19

BUSINESS FORUM

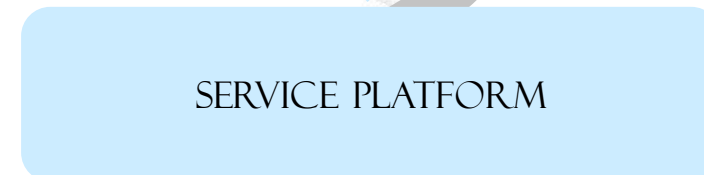
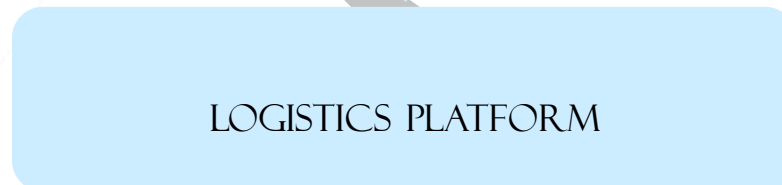
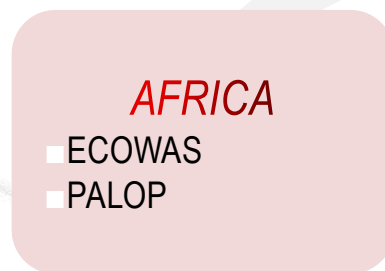
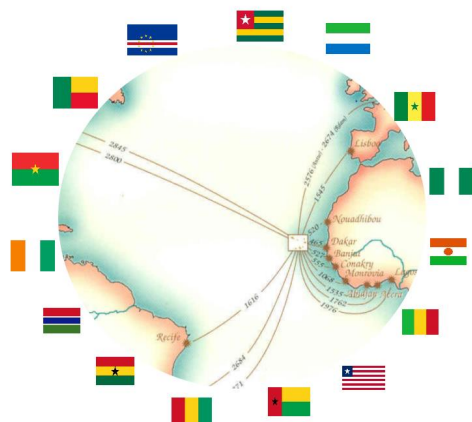
BUSINESS ROUND

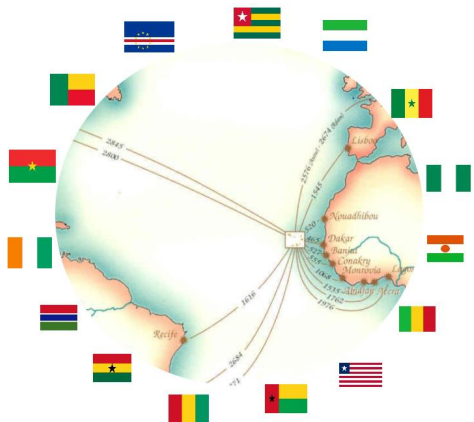
Registration is open for
expressions of interest to
participate in the Business Forum
and Business Round.





LINK WITH MARKETS OF EXCELLENCE



**CORE REGIONAL ECONOMIC BLOCKS :**■ **ECOWAS MARKET:**

- » 15 Member countries
- » 397.205.519 inhabitants
- » 188.423.476 internet users
- » 47.4 % Penetration [% Population]

■ **EU / GSP + MARKET**

- » 27 Member countries
- » 513.635.012 inhabitants
- » 461.255.831 internet users
- » 90.4 % Penetration [% Population]

■ **AGOA:**

- » 333.812.486 inhabitants
- » 292.892.868 internet users
- » 89.0 % Penetration [% Population]

■ **BRAZIL:**

- » 210.867.954 inhabitants [2017]
- » 149.057.635 internet users [2017]
- » 70.7 % Penetration [% Population] [2017]

■ **CANADA:**

- » 37,742,154 inhabitants [2017]
- » 35,477,625 internet users [2019]
- » 94.0 % Penetration [% Population] [2019]

■ **PALOP:**

- » 5 Member countries
- » 68,807,417 inhabitants [2021]
- » 16,170,267 internet users [2020]
- » 23.5 % Penetration [% Population] [2020]

Cape Verde became a full member of ECOWAS in 1976, immediately after obtaining the status of independent and sovereign state on July 5, 1975. It is currently one of the 15 member countries of this community of countries and peoples.

Within the framework of economic cooperation, regional integration and trade, Cape Verde adhered in 2007 to the Special Partnership Agreement (EPA) with the European Union (EU) to promote cooperation, trade and investment, in particular through the Generalized System of Preferences (GSP +). The European Union is currently one of Cape Verde's most important development partners.

The African Growth and Opportunity Act (AGOA) provides preferential tax-free access to the United States of America for various products from Cape Verde. With the United States being one of Cape Verde's main partners, it is estimated that the Cape Verdean diaspora community residing there is larger than the population residing in Cape Verde.

Cape Verde and Brazil are part of the same economic and cultural bloc, the Community of Portuguese Speaking Countries (CPLP), share the same language, as well as a common historical journey. The potential for sharing between Cape Verde and Brazil extends to several areas, namely economic, commercial, scientific and technological.

Thanks to the New Opportunities for Africa program and other cooperation instruments available to Canada, in addition to trade, it is perhaps in the scientific and technological field, involving the academic institutions of Canada and Cape Verde, that the potential and opportunities are best presented in the short term, especially in the development of one of Cape Verde's most important natural resources: basaltic rocks.

The 5 African countries of Portuguese official language (PALOP): Angola; Cape Verde ; Guinea Bissau; Mozambique and São Tomé and Príncipe share a common language and history that spans more than 5 centuries. Angola, Mozambique and São Tomé and Príncipe offer positions in Cape Verde in the most relevant economic regions of the African continent (SADC, ECCAS and CEMAC), thus allowing the full integration of Cape Verde in the Market area. Unique African Continental Free Trade, ALCCA,. Cape Verde also offers these countries a position in the relevant economic region of ECOWAS.

Position in the region of economic integration

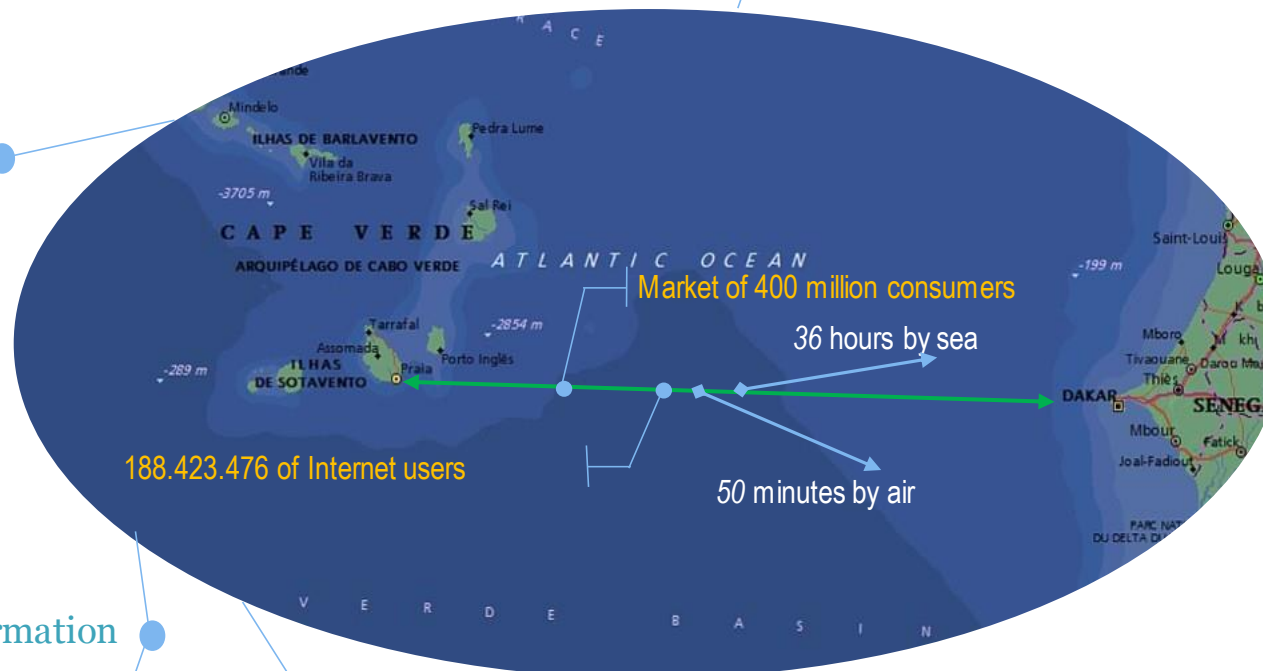
Cape Verde is a member country

The importance of regional markets :

- » Elimination of customs barriers,
- » Facilitation of the free movement of people and goods,
- » Reciprocal opportunities for all countries and companies
- » Tax and customs benefits.

Temporary storage space

- » Storage with suspension of rights
- » Tax-free export
- » Total exemption from indirect taxes
- » Total exemption from taxes on income and dividends in the first 10 Years
- » Customs incentives

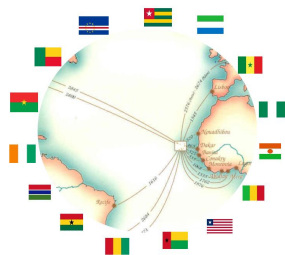


Characterization and information

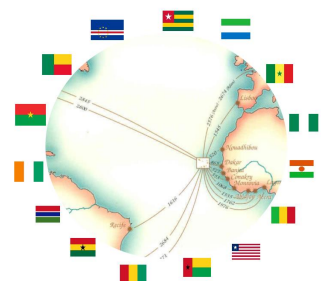
- » Entrepreneurial development
- » Network operation and cooperation
- » Public facilitation instruments
- » Robustness and scale in business

Export and re-export

- » Reduction of income tax in the first 5 years
- » Import and export to and from the large market of 400 million tax-free consumers
- » Free export of products
- » Import of raw materials into ECOWAS free of duties and taxes



MARKETS



ECOWAS MARKET

- 15 Member countries
- 397.205.519 inhabitants
- 188.423.476 internet users
- 47.4 % Penetration [% Population]

AMERICAN MARKET¹

- 3 Member countries
- 582.422.594 inhabitants
- 461.255.831 internet users
- +80.0 % Penetration [% Population]

¹ AGOA + Brazil + Canada



EU / GSP+ MARKET

- 27 Member countries
- 513.635.012 inhabitants
- 461.255.831 internet users
- 90.4 % Penetration [% Population]

Cape Verde enjoys a strategic geographical location, located in the middle of the Atlantic Ocean, west of Senegal, on the West African coast and presents exceptional conditions for privileged partnerships for business development in ECOWAS, with Brazil, with the European Union, and with the United States of America within the framework of AGOA.

This is why a strategy that favors the export and re-export from Cape Verde finds a reliable and fiscally advantageous framework in Cape Verdean legislation, namely: the concept of International Business Center (CIN) and the concept of International Service Delivery Center (CIPS).

Within the framework of economic cooperation, regional integration and trade, Cape Verde joined, in 2007, the Special Partnership Agreement (EPA) with the European Union (EU) to promote cooperation, trade and investments, in particular through the generalized system of preferences (GSP+). The GSP+ allows preferential access to Cape Verdean products exported to the EU market, free of quotas and tariffs.

In this context, the relationship between Cape Verde and Brazil, at different levels, presents itself as a primordial opportunity, with indisputable advantages and benefits for the respective economic operators, scientific and technological agents.

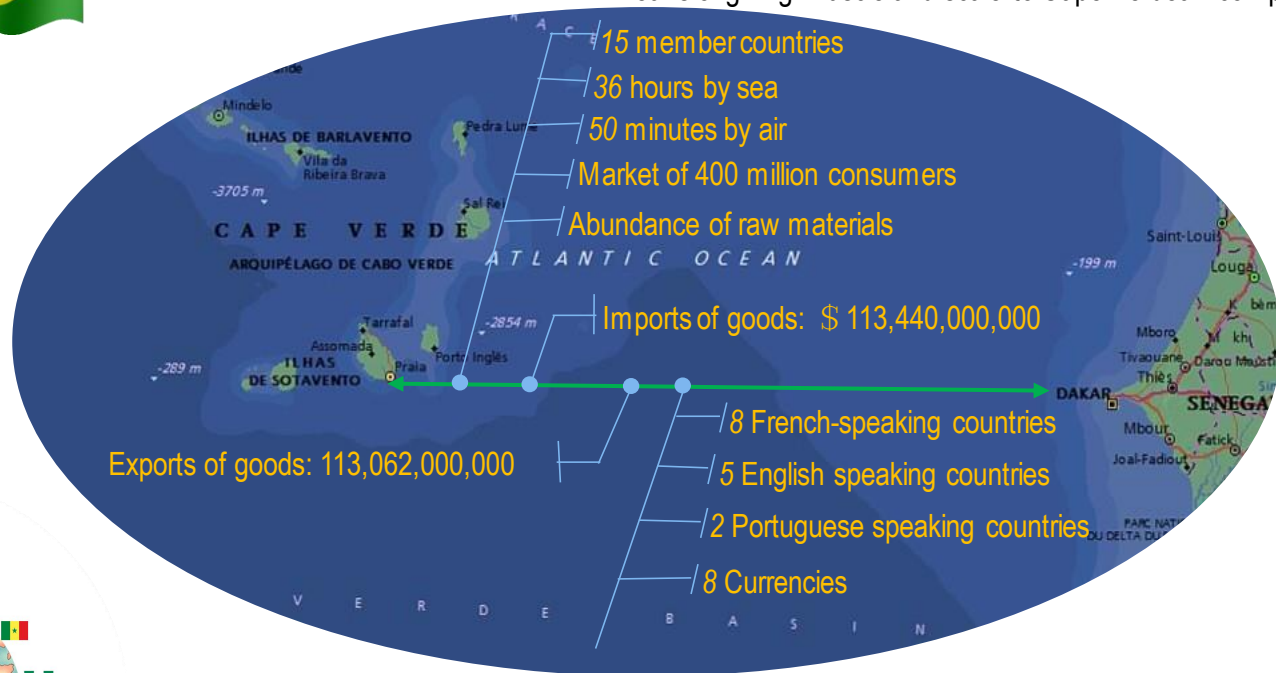
The ECOWAS Trade Liberalization Program (ELTC) provides for the elimination of customs duties, taxes and measures of equivalent effect for products exported from Cape Verde to the 14 other ECOWAS member countries. As a market of 400 million consumers and rich in raw materials, Cape Verde can import these inputs from the ECOWAS region free of charge, process them and export finished products to this market free of taxes and fees.

The Africa Growth and Opportunity Act (AGOA) provides preferential access to the United States of America for a variety of Cape Verde products, without taxes or quotas.

THE GUEST COUNTRY
BRAZIL

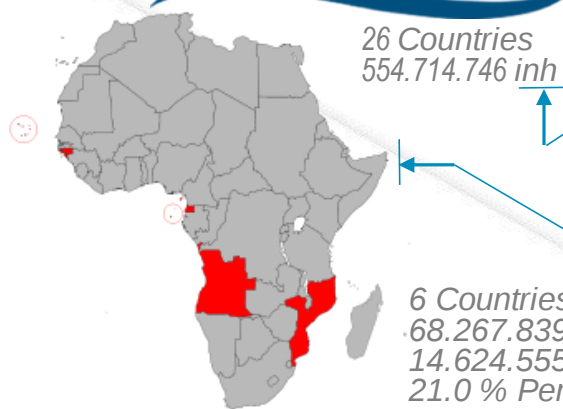
In each edition of the “Atlantic Business Forum”, a country outside the ECOWAS region will be specially invited to participate. In the 2022 edition, Brazil is the guest country. Cape Verde and Brazil are an integral part of the same economic block, the Community of Portuguese Speaking Countries (CPLP), share a common language, the Portuguese language, as well as a common historical way.

The relationship between Cape Verde and Brazil, at different levels and dimensions, presents itself as a first-rate opportunity, with indisputable advantages and benefits for the respective economic operators, scientific and technological agents, who, due to their dimension and their characteristics, constitute an important opportunity as one of the possible means of giving muscle and scale to Cape Verdean companies, in their competitive position on the international market.



Currently, Brazil has more than 210,867,954 inhabitants; more than 149,057,635 internet users, which corresponds to more than 70.7% penetration [% population]; 26 states, also designated as units of the federation and a federal district, which houses the country's capital, the city of Brasília.

The emergence of the first industries in Brazil took place in 1810. The organization of the Brazilian industrial sector began around 1827. By 1889, Brazil had about 600 private industries, with activities mainly in the consumer goods sector. Brazilian industry currently generates over 1.2 trillion reais (approximately \$ 229.099 million) for its economy; it contributes around 21.6% of Brazil's GDP; represents 51% of Brazilian exports; employs over 12 million people. According to the map of companies in Brazil, made available at the end of 2020 by the Ministry of the Economy, Brazil had 19.7 million active companies. Each federal state has a Federation of Industries and a Federation of Commerce, grouping together the majority of industries and commercial establishments in Brazil.



- European Union
- ASEAN
- MERCOSUR
- SADC
- CEEAC
- CEMAC
- Portugal
- Timor - Leste
- Brazil
- Angola » Mozambique
- Angola » E. Guinea » São T. and Príncipe
- Equatorial Guinea

Market position

Position in the economic region

- ECOWAS - Economic Community of West African States
- PALOP - Portuguese Speaking African Countries
- CPLP - Community of Portuguese Speaking Countries
- SADC - Southern African Development Community
- ASEAN - Association of Southeast Asian Nations
- ECCAS - Economic Community of Central African States
- CEMAC - Central African Economic and Monetary Community
- EU / SPG+ - Generalised Scheme of Preferences
- USA / AGOA - African Growth and Opportunity Act
- MERCOSUR - Southern Common Market

- SADC
- CEEAC
- CEMAC

- Angola » Mozambique
- Angola » Equatorial Guinea » São Tomé and Príncipe
- Equatorial Guinea

Market position

Position in the economic region

THE GEOECONOMIC DIMENSION OF CABO VERDE

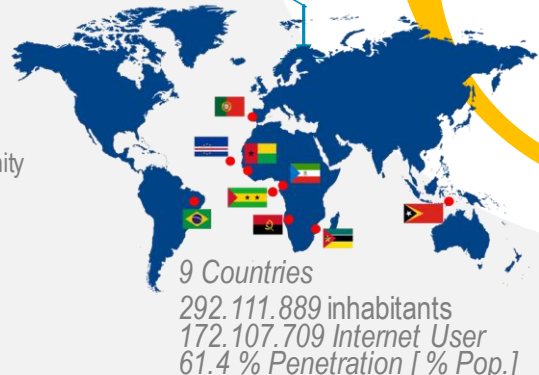
PALOP
Cape Verde is a member country

ECOWAS
» Cape Verde is a member country of ECOWAS

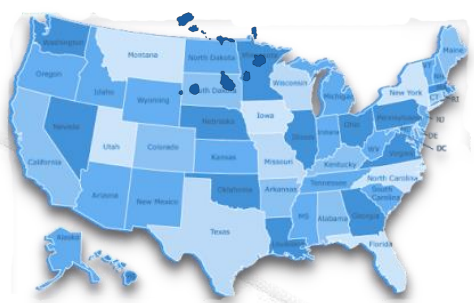
EU / SPG+
» CAPE VERDE AND THE EUROPEAN UNION HAVE SPECIAL PARTNERSHIP AGREEMENTS

USA / AGOA
» Cape Verde integrates a preferential system agreement with the United States

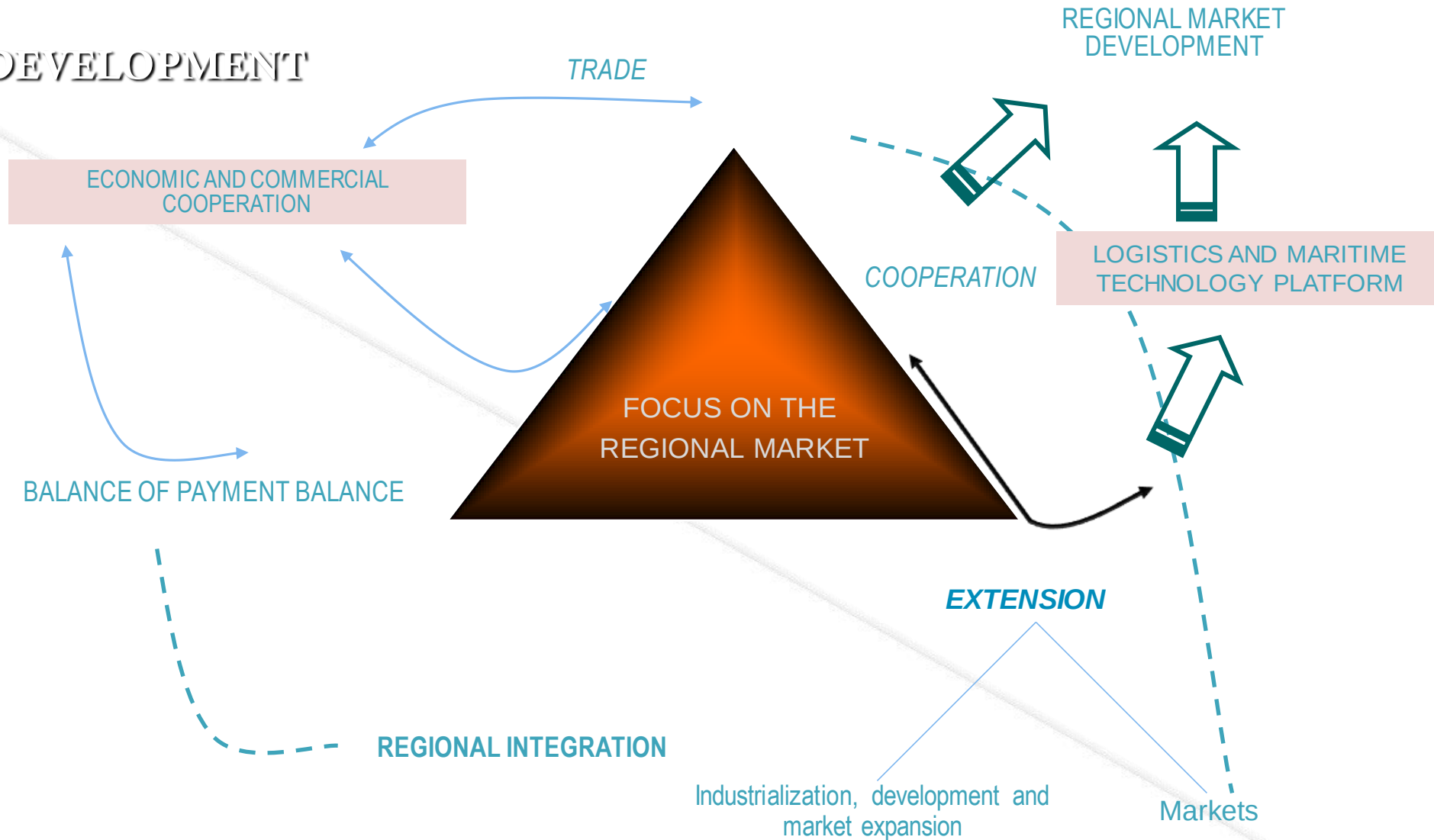
By sea, by air and by digital channel Cape Verde links its business to 2.8 billion consumers on 4 continents.



CABO VERDE
ZEE: 734.265 Km2



COOPERATION AND ENTREPRENEURIAL DEVELOPMENT



HOW TO PARTICIPATE

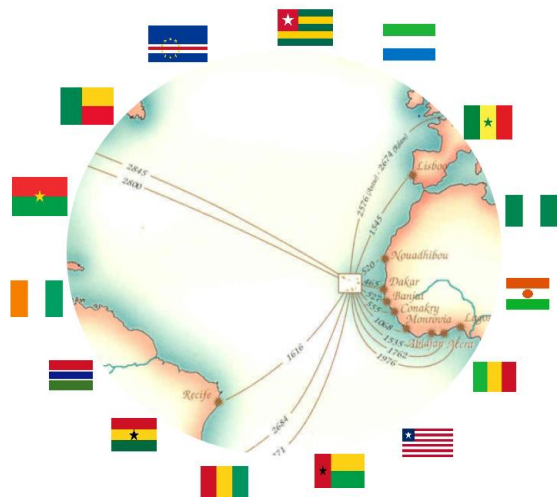
All interested parties are invited to participate to the Business Forum on the theme: «Business Opportunities and Business Partnerships in the ECOWAS Space».

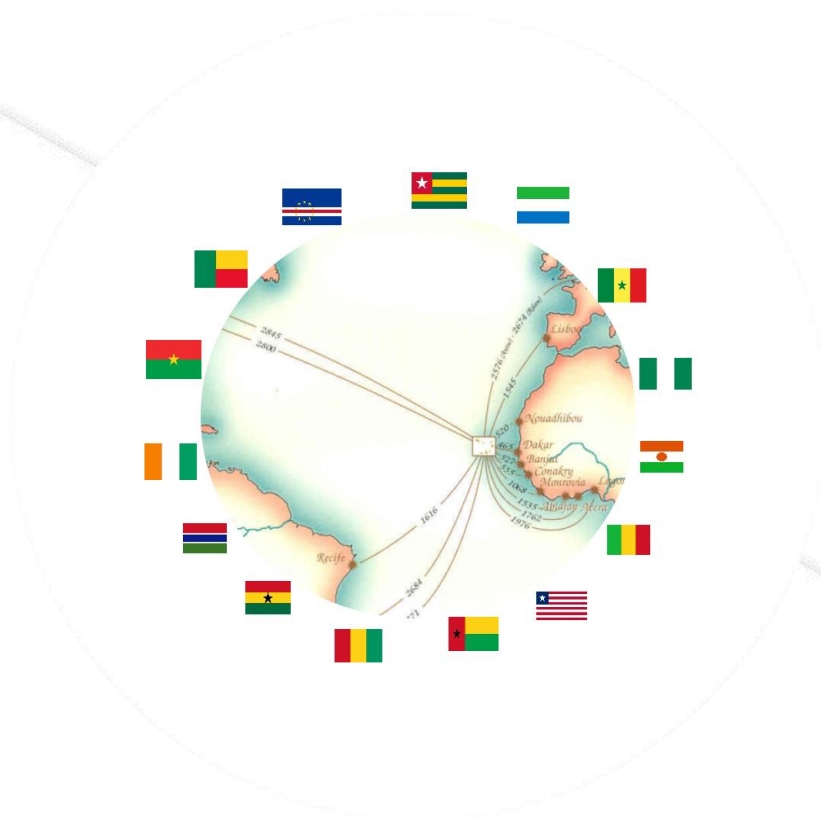
To participate in the Forum you need to register in advance, which can be done in one of the following ways

1. Online registration through the platform www.atlanticbusinessforum.com; 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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PRAIA
SANTIAGO ISLAND
CABO VERDE





CABO VERDE 17 - 19 MARCH 2022 PRAIA SANTIAGO ISLAND CABO VERDE

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