



Trade Mission to the CANARY ISLANDS & AFRICAGUA

Canary Islands, European Union Business Hub, a multiplier for US Exports to Africa

Africagua Conference: Market opportunities in Morocco, Ghana, Senegal, Equatorial Guinea, Cape Verde, Cameroon and Gabon

This trade mission to the Canary Islands (Spain) on November 16-20, 2015, organized by the Virginia/DC Export District Council, has been certified by the U.S. Department of Commerce/Commercial Service. The trade mission will support the Obama Administration's *Doing Business in Africa* and *Power Africa* initiatives by assisting U.S. firms interested in pursuing opportunities in West Africa. The event is open to all qualified U.S. firms.

The purpose of this trade mission is to help U.S. firms in the energy, environmental technologies, industrial equipment and supplies, logistics, infrastructure and related sectors access West African markets; find regional business partners in the Canary Islands to sell U.S. products and services in West Africa; and highlight the advantages of setting up an operation in this booming hub. Water and renewable energy firms will have the option to participate in the Africagua Conference where they will have the opportunity to meet with Ministers and other government decision-makers from 6 West African countries.

The Canary Islands (Spain), a European Union (EU) region located just 62 miles off the coast of West Africa, are becoming a strategic platform for global companies that need to reach economies of scale to expand in the markets of Sub-Saharan Africa. The Canaries are an ideal location for operational centers and bases of expats providing top logistic services and maritime connectivity with over 40 ports in Africa, a very competitive local labor market, and a highly stable political and EU legal framework including a special 4% corporate tax regime. USAID, the UN World Food Program, and the International Red Cross, have located their logistic centers for West Africa in the Canaries.

Why West Africa? At over 5% GDP, West Africa had the strongest economic growth of the African continent in 2014. This rapid growth is generating opportunities and prosperity in all industry sectors.

The mission will help participating firms gain market insights, make industry and government contacts, and solidify business strategies with the goal of increasing U.S. exports of products and services to West Africa. The mission will include:

- Expert briefings by U.S. Commercial Service and regional government officials about the opportunities and challenges of the region and advantages of setting up an operation in the Canary Islands
- B2B business appointments with pre-screened potential partners
- Technical site visits in the islands of Gran Canaria and Tenerife
- Exclusive networking receptions with local industry and government leaders
- Optional participation in the Africagua Conference (island of Fuerteventura) for renewable energy and water firms. The conference activities will include presentations; workshops; B2B meetings; Ministers and other government decision-makers from Morocco, Ghana, Equatorial Guinea, Senegal, Mauritania, Cameroon, Gabon and Cape Verde will attend.

Apply now, as space is limited.

For additional information go to:

<http://go.usa.gov/3PnGe>

Mission Dates:

November 16-20, 2015

Stops:

Island of TENERIFE

Island of GRAN CANARIA

Island of FUERTEVENTURA (AFRICAGUA)

Application Deadline:

October 9, 2015

Participation Fee:

\$2,500 per firm (one representative)

\$300 (additional firm representative)

Expenses for travel, lodging, most meals and incidentals will be the responsibility of each mission participant.

For more information and to obtain an application contact:

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