

PARTICIPATE



2º MEETING AFRODESCENDANT IN CAPE VERDE JUNE 2025

'Entrepreneurs of African descent in the
Diaspora: An encounter with Africa!'



IN PARTNERSHIP WITH





The Aims

This meeting aims to bring together entrepreneurs of African descent from the diaspora and Africa to create a space for dialogue, collaboration and innovation and also to promote connectivity and co-operation between participants, encouraging strategic partnerships and strengthening business networks. In addition, the event seeks to boost entrepreneurship and sustainable development, with a special focus on Cape Verde as a hub for innovation and opportunities.

Conceptual Note

Following the success of the 1st Meeting of Afro-descendant Entrepreneurs in Europe, held in Portugal, we welcome you to the 2nd Meeting, which will take place on 27, 28 and 29 June 2025 in Santiago, Cape Verde, at TechPark. This event aims to bring together Afro-descendant entrepreneurs from the diaspora and the African continent, strengthening ties, exploring new business opportunities, and promoting the economic and social development of the Afro-descendant community.

The event includes a series of activities, such as lectures, panel discussions, workshops, business rounds, and cultural tours of Cidade Velha, Tarrafal and São Domingos. In addition, the celebration of African culture will be highlighted, promoting local music, dance, art and gastronomy.



Vision and Main Topic

The 2nd Meeting of Afro-descendant Entrepreneurs in the Diaspora aims to consolidate itself as a central platform for strengthening Afro-descendant entrepreneurship. We aim to create an environment that fosters the exchange of ideas and resources, boosting the prosperity of Afro-descendant communities on both sides of the Atlantic. We believe that the diaspora has the potential to be a significant catalyst for Africa's economic development, and this event will be a milestone in that trajectory.

Main topics:

1. Afro-descendant Entrepreneurship and Innovation in Africa: Exploring the challenges and opportunities of Afro-descendant entrepreneurship in Africa, with a focus on innovation and sustainability.
2. Strategic Partnerships between the Diaspora and the Continent: Discussion on the importance of strategic partnerships for economic growth and innovation in the Afro-descendant community.
3. Venture Capital and Investment: Exploring financing models and venture capital as tools for the growth of startups and companies of African descent.
4. Economic Empowerment and Sustainable Development: How Afro-descendant entrepreneurship can contribute to the creation of more inclusive and sustainable economies.
5. Africa: A Continent of Opportunities: Identification of growth sectors and strategies to overcome the challenges of investing in Africa.





Event Format:

The event will include inspiring talks, panel discussions, practical workshops, business roundtables, networking sessions and exhibitions. There will also be moments dedicated to celebrating African culture, with performances of music, dance, art and gastronomy.

Engagement Strategy: During the months of October, November and December 2024, online events will be held to engage entrepreneurs from the diaspora and the continent. Chambers of commerce, financial institutions and other strategic partners will be invited to participate, promoting the event and strengthening collaborations. The aim is to ensure broad participation and the association of prestigious brands with the event.

Expected Results:

- **Connections and Networking:** Strengthening contact networks and establishing new partnerships and collaborations.
- **Empowerment and Inspiration:** Increasing the confidence and empowerment of entrepreneurs of African descent.
- **Sharing Knowledge:** Dissemination of best practices and solutions to specific challenges.
- **Promoting Economic Development:** Discussion of strategies for sustainable economic development.
- **Valuing African culture:** Celebrating and promoting African culture.
- **Visibility for Afro-descendant companies:** Increased visibility and market potential for companies of African descent.

Participation:

Open to business people, entrepreneurs, professionals, community leaders, academics and others interested in contributing to the advancement of the African diaspora. We invite everyone to join us at this historic event in Cape Verde, a gathering that promises to catalyse positive change for communities of African descent globally.

For more information and registration, visit our official websites at <http://techpark.cv> / www.apscba.com or contact us at empresariointerafrodescendente@gmail.com

Together, we are the Future of Afro-descendant Entrepreneurship!



‘Entrepreneurs of African descent in the Diaspora: An encounter with Africa!’

Date: End of June to the beginning of July 2025

Venue: Cape Verde Digital Archipelago Technology Park – Techpark.cv

Organisation: APSC Business Alliance, Krioula Experience, Centre Euro Africa, British African Business Alliance (BABA), Techpark CV, PLTCVD, Four Vision, Cape Verde Hospitality, and Tourism School, Support from the Cape Verde Minister of Communities & Sea, Estratetizando, Global Consulting & Business Solutions (GCBS), Virtual Youth Hub Africa and, Engagement Partners.

JUN
2025



ENCONTRO INTERNACIONAL
AFRO DESCENDENTE

CABO VERDE

2º INTERNATIONAL MEETING

of the Afro-descendant Businesses

SANTIAGO - PRAIA



Event Details:

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Date: Late June 2025

Locations:

- **City of Praia, Santiago** –  TechPark CV
- **City of Mindelo, São Vicente** –  TechPark CV (To be confirmed)



Duration: 5 days (3 days in Praia and 2 days in Mindelo)

Target Audience: Afrodescendant entrepreneurs, investors, government leaders, academics, and representatives of international organizations.

Objectives:

- Foster networking among Afrodescendant entrepreneurs in the diaspora and local businesses.
- Facilitate partnerships and investments in Cape Verde and the African continent.
- Discuss policies and strategies for sustainable economic development.
- Showcase business opportunities in key sectors of Cape Verde's economy, such as tourism, renewable energy, and technology.
- Strengthen cultural and economic ties between the African diaspora and the African continent, promoting the exchange of ideas and experiences.



Proposed Program:

Days 1-3 (City of Praia):

- Opening ceremony with local and international authorities.
- Panel discussions on technology, sustainable tourism, renewable energy, and entrepreneurship.
- Workshops on innovation and startup financing.
- Networking and matchmaking sessions to foster partnerships.
- Technical visits to local companies and innovative projects.

Days 4-5 (City of Mindelo):

- Investment forum focusing on specific opportunities in São Vicente.
- Panels on the blue economy, renewable energy, and port development.
- Pitch sessions for local startups and investors.
- Cultural closing with artistic performances and local celebrations.



Plan of Action of the International Afrodescendant Group (GIA) for 2024-2025

Main Objective:

Ensure the successful organization and delivery of the 2nd Afrodescendant Business Meeting in the Diaspora in Cape Verde, promoting collaboration and strengthening ties between the Afrodescendant diaspora and the African continent, with a focus on creating business opportunities and economic development.

Structuring and Organization

1. General Coordination

- Leadership: GIA and APSC Business Alliance as the main organizers.
- Management Team: Form a dedicated event management team to coordinate strategic planning, logistics, and partner engagement.
- Coordination Meetings: Hold quarterly meetings with all partner institutions to ensure alignment and activity progress.

2. Key Partners

- **APSC Business Alliance** (Founder and Manager of the Event): Responsible for outlining the event's scope, developing marketing materials, managing GIA branding, identifying speakers and strategic topics, as well as handling registrations.
- **BABA - British Africa Business Alliance**: Support in organizing networking between British and African investors.
- **TechPark CV**: Contribute with technological innovations and promote digital transformation as a central theme.
- **Minister of Communities and the Sea, Eng. Jorge Santos**: Support communication with the diaspora and facilitate the integration of community development policies.
- **GCBS (Global & Consulting Solutions)** - Partner and Investor Engagement: Mobilize potential investors in Portugal, Angola, and other strategic markets to participate in the event and explore opportunities in the PALOP (Portuguese-Speaking African Countries).
- **Euro Africa Center**: Support in organizing networking between investors in Europe and Africa.
- **Four Vision**: Support in organizing networking between investors in Brazil, Angola, and the USA.
- **Cape Verde School of Hospitality and Tourism**: Support in organizing catering during the event.
- **Inprintis**: Partner company responsible for developing merchandising materials for the event.
- **Travel By Moniz**: Partner travel agency responsible for creating travel packages for the event.
- **PRAIATUR**: Agency responsible for developing corporate experiences for guests in Cape Verde.
- **Virtual Youth Hub Africa** - Partner and Investor Engagement: Mobilize potential investors in Africa, Kenya, and other strategic markets to participate in the event.



Conclusion

The International Afrodescendant Group (GIA), in partnership with a wide range of companies and institutions, is committed to delivering the 2nd Afrodescendant Business Meeting in the Diaspora as a benchmark event for strengthening commercial ties between the diaspora and the African continent. This action plan outlines the strategic steps already being implemented and those that will be taken to ensure the event's success, fostering the growth and development of Afrodescendant communities.

Some promotional links for the 1st Afro-descendant Business Meeting held in Portugal before and after the event:

- <https://www.sesimbra.pt/noticia-72/sesimbra-recebe-conferencia-de-empresarios-afrodescendentes-na-europa>
- <https://www.estrategizando.pt/noticia/proempresa-impulsionou-negocios-afrodescendentes-J100pKpCnq000>
- <https://www.estrategizando.pt/noticia/integracao-e-sustentabilidade-no-empreendedorismo-afrodescendente-F100pKpCne000>
- <https://www.estrategizando.pt/noticia/experiencias-e-expectativas-no-empreendedorismo-afrodescendente-R100pKpCni000>
- <https://www.estrategizando.pt/noticia/a-magia-da-conexao-internacional-o-poder-dos-encontros-empresariais-em-cabo-verde-8100pKpCnX000>
- <https://www.forbesafricalusofona.com/remessas-de-emigrantes-impulsionam-economia-cabo-verdiana/>
- <https://www.forbesafricalusofona.com/empresarios-afrodescendentes-discutem-investimentos-sustentaveis-em-lisboa/>
- <https://www.estrategizando.pt/noticia/cabo-verde-um-futuro-de-oportunidades-8100pKpE1X000>
- <https://www.youtube.com/watch?v=FHlKfXgWMEs>
- <https://www.youtube.com/watch?v=UKWMVlcN3Y0>
- https://www.youtube.com/watch?v=qaY2gmi7F_k
- <https://www.youtube.com/watch?v=pojL9mabR2Q>
- <https://www.youtube.com/watch?v=j627tFx7i2A>

Institutions interested in participating in the 2nd Afro-descendant Business Meeting:

1. APSC Business Alliance a Fundadora e a Equipa de Gestão da Organização do Evento
2. BABA - British Africa Business Alliance - Instituição Parceira na Organização do 2º Encontro
3. TechPark CV - Instituição do Governo em Cabo Verde parceira na Organização do 2º Encontro
4. Ministro das Comunidades e Mar - Eng. Jorge Santos - Instituição parceira 1º e 2º Encontro
5. Krioula Experience Tour Operator
6. Apex Habitação
7. Bolsa de Valores de Cabo Verde
8. Pro Garante de Cabo Verde
9. Pro Empresa de Cabo Verde
10. Pró Capital de Cabo Verde
11. Clínicas Monteiro UK
12. Restaurante Glorioso UK
13. Maria Ruby Portugal
14. Enfermeiras em Casa Cabo Verde
15. Domaine de L'oiseau Blanc França
16. Hypercube Itália
17. Imprints Cabo Verde
18. Embaixada de Cabo Verde em Portugal
19. Vinhos Kretcheu e Pilon de Cabo Verde com sede em Portugal
20. RTP África (Mídia parceira)
21. Estrategizando (Mídia parceira)
22. Forbes África Lusófona (Mídia Parceira)
23. AC Dias (Mídia Parceira)
24. Rent-a-car Intercidades Cabo Verde
25. Travel By Moniz - UK
26. PLTCVD (Plataforma Associação Cabo Verde Diáspora)
27. Associação de Cabo Verde em Portugal
28. RTC - (Televisão de Cabo Verde)
29. Afrosondagem Cabo Verde
30. Electrotel Cabo Verde
31. Cabo Verde Airlines (CVA)
32. Helios (Agência de Turismo em Cabo Verde)
33. Nice Kriola Restaurante Cabo Verde
34. VVV Translation França
35. Economia Digital de Cabo Verde
36. Variadora Santo Antão - Clara Fonseca
37. Variador da Câmara da Praia - Jorge Garcia
38. Hotel Sao Jorge Village
39. Casa do Sol Ilha do Fogo
40. Vinhos Chã - Mário Cardoso
41. Deputado Jaime Monteiro - Cabo Verde - Itália
42. Presidente da Câmara de São Lourenço dos Órgãos - Dr. Carlos Vasconcelos
43. Cabo Verde Airlines
44. Influencer - Lisa Miranda
45. Ministro das Finanças e Vice Presidente de Cabo Verde Dr. Otavio Correia
46. Euro Africa Centre
47. **Escola de Hotelaria e Turismo de Cabo Verde (por confirmar)**
48. Elite Crowd Group
49. Silvatur UK
50. Travel by Moniz
51. Instituto de Turismo de Cabo Verde
52. Ministro do Turismo e Transportes de CV
53. Associação de Cabo Verde em Portugal
54. Four Vision
55. Euro Centre Africa
56. GCBS (Global Consulting & Business Solution)
57. Virtual Youth Hub Africa



Dive headfirst into
the opportunities
that come your way.

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