



Virginia/DC District Export Council

Energy and Environmental Technologies 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 & Mauritania

This trade mission to the Canary Islands (Spain) on November 3-7, 2014, has been certified by the U.S. Department of Commerce/Commercial Service, and is organized by the Virginia/DC District Export Council. 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 purpose of this trade mission is to help U.S. firms in the energy, environmental technologies and related industry sectors access the West African markets, find regional business partners in the Canary Islands to sell U.S. products and services in West Africa and to highlight the advantages of setting up an operation in this booming hub. The participation in Africagua includes meetings 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 Africa? At 6.7% GDP, West Africa had the strongest economic growth of the African continent in 2013. 6.9% growth is projected for 2014. This rapid growth is generating opportunities and prosperity in all industry sectors, including energy and environmental technologies.

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
- One-on-one 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
- Participation in Africagua Conference (island of Fuerteventura). The conference activities will include presentations; workshops; B2B meetings; and will be also attended by Ministers and other government decision-makers from Morocco, Ghana, Equatorial Guinea, Senegal, Mauritania and Cape Verde.

Apply now, as space is limited.

For additional information and application go to:

<http://go.usa.gov/NrPH>

Mission Dates:

NOVEMBER 3-7, 2014

Stops:

Island of TENERIFE

Island of GRAN CANARIA

Island of FUERTEVENTURA (AFRICAGUA)

Application Deadline:

September 30, 2014

Participation Fee:

\$1,800 per firm (one representative)

\$200 (additional firm representative)

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

For more information, contact:

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