

Bolivia

for the

World

C A M E X



Your space for **Business** Opportunities.

2nd VERSION

On-site Multisectorial Business Matching

Con el apoyo de:



How was Bolivia for the world in its first version 2021?

↓ In its first version, Bolivia for the world, multisectorial Business Matching, was held with the objective of promoting economic reactivation and opening the opportunity to know the Bolivian exportable offer.

- A total of US\$13,765,715 in business/purchase intentions were achieved.
- More than 100 Bolivian companies participated in the fair.
- International buyers, who are characterized mainly by their decision-making power, participated in the fair.
- Training was provided to the productive sector.
- As a result of the fair and with respect to the business forum, 192 meetings were held.



Which countries participated as buyers?



Twenty-two countries were identified as potential destinations for Bolivian exports.

<u>Brazil</u>		<u>México</u>	
<u>United States</u>		<u>Canadá</u>	
<u>Bolivia</u>		<u>Denmark</u>	
<u>Uruguay</u>		<u>Ecuador</u>	
<u>Perú</u>		<u>Ireland</u>	
<u>Spain</u>		<u>Nicaragua</u>	
<u>Japan</u>		<u>Panamá</u>	
<u>Germany</u>		<u>Portugal</u>	
<u>Colombia</u>		<u>South Africa</u>	
<u>Paraguay</u>		<u>Chile</u>	
<u>UAE</u>		<u>Israel</u>	

Objective

“Make Bolivian production known in order to access nationals and international markets and generate business intentions that contribute to our country’s economy”.



Participants

▲ More than 100 Bolivian producers and companies, including small, medium and large companies from different sectors.



↓ ¿How will the Bolivia for the World business forum take place? **On site version**

- 1-on-1 meetings.
- Direct contact between international buyers and national producers.
- Meetings of 10 to 15 minutes.
- Technical sheets by sector on site mode.
- Vitrina comercial donde empresas expositoras darán a conocer su producto.
- Personalized commercial agendas for exporters.
- Time coordination of commercial appointments.
- Commercial business report.
- Matchmaking - strategic liaison between national exhibiting companies and international buyers.



¿How do we promote you to the world ?



↓ Through the following digital media:

- Videos on production and logistics of the Company



- Facebook
<https://www.facebook.com/camexbolivia/>



- Youtube
<https://www.youtube.com/user/CamexLP>
- Linkedin
<https://www.linkedin.com/company/camexbolivia/>
- Videos
- Arts



- Official website “Bolivia for the world”.
<https://boliviaparaelmundo.com/>



- Positioning of national production.
- Showroom for Exporters and Entrepreneurs.
- Camex Point, Commercial Showcase, will have a place of reference for your product..
- Promotion of participating companies.
- Trade Fair Calendar.
- Commercial Showcase.

- Presentation of Virtual Catalogs.



¿Why participate?

- Bolivia for the world is a hybrid space that shows virtually and on site the exportable offer and the national positioning of Bolivian production among international / national buyers, large importers with small producers, medium and large companies.
- It is a great opportunity to meet with buyers from all over the world, in the same place and at the same time, which will allow you to make a large number of personal contacts with potential customers, intermediaries and suppliers in general.



¿What are the benefits of participating in the on site Business Matching “Bolivia for the World”?

- Direct contact with international / national buyers and Bolivian producers.
- Directory of participating companies.
- Personalized business agendas for the day of the forum.
- Negotiation experience.
- Networking - Strengthen your networks.
- Access to preferential fair prices.
- Promotion of production.
- Country brand relationship with Bolivian production.
- Relationship with conscious production.
- National and international showcase in the business forum and trade fair calendar.
- Training, promotion and fair calendar.

¿What opportunities does “Bolivia for the world” offer you?

- Access to competitive prices for producers.
- Access to national and international markets.
- Expand client portfolio.
- Identify strategic partners.
- Create strategic alliances.
- Establish a network of contacts with leading companies in their sector.



Commercial day



Training

Objective

Promote and improve the skills, knowledge and competencies of the participants of Business Matching “Bolivia for the World”.

Learning to export:

- Pricing Strategies Logistics of Export Goods at destination.
- Senasag, Senavex, ABT, National Customs.
- Implementation of cooperation programs.

Sustainability: :

- International certifiers.
- Experts in sustainability management.
- Climate change experts.
- Fair Trade - certifiers
- Experts in Sustainable Development Goals.

¿How to participate in a Business Matching?

- Experts in negotiation.
- Experts in Interpretation (English, French, Japanese, Portuguese).
- Unique Value Proposition Creation Consultants.

Promotion of national exhibitors



Trade fair calendar

Objective

Promote the Bolivian national offer in the internal market.
It will have Camex’s point of diffusion.

Opening of Business

Matching “Bolivia for the world” , along with the Ministry of Foreign Affairs.

CAMEX Stand

Commercial showcase to exhibit and promote the products of national companies.

Commercial Agenda



Online Business Matching

Objective

Generate international business intentions.

Multisectorial November 22nd

- Bolivian handmade.
- Andean clothing and fashion.
- Industry.
- Logistics and services.

Agri Inclusion November 23rd

- Embassies and International Cooperation.
- Inclusive Agriculture.

PRICE

General payment — \$ 180.00

Non - Camex members	Both modalities — \$ 140.00
	One modality — \$ 115.00
Camex members	Both modalities — \$ 125.00
	One modality — \$ 100.00

Bank account

Bisa Bank(Bolivian)

Bolivian / 076306-00-21

What is included?

October national promotion
Training Courses from
October 27 to November 08.

Business Matching

Virtual from November 10 to 21
On site November 22-23

Business Cocktail November 25



¿Which sectors participate ?

Andean clothing and fashion

- Exclusive Lifestyle.
- Seasonal fashion.
- Cultural clothing.
- Textile inputs according to their production.

Agri Inclusion

- Organic food - ecological
- Processed foods.
- Agricultural inputs - phytosanitary.
- Artisanal foods.
- Exotic products.
- Drinkable products.

Industry

- Eco industry.
- Extractive activities.
- Productive equipment.
- Wood and wood products for the environment.

Which sectors participate ?

Bolivian Handmade

- Andean decoration.
- Daily life with national identity.
- Handmade cosmetic.
- Cultural trend.

Logistics and Services

- International/National Transportation.
- Financial Agents.
- Freight Operators.
- Complementary Logistics Services.



Dates Bolivia for the World

October - November

Bolivia for the world calendar Octubre - Noviembre				
			Oct 27 Training course Learn how to export	Oct 28 Training course Learn how to export
Oct 31 Training course Sustainability	Nov 01 Training course How to participate in the forum.	Nov 02 HOLIDAY	Nov 03 Training course How to participate in the forum.	Nov 04 Training course How to participate in the forum.
Nov 07 Training course How to participate in the forum.	Nov 08 Training course How to participate in the forum.	Nov 09 Reúnion informativa	Nov 10 Online business Matching Agri Inclusion	Nov 11 Online business Matching Agri Inclusion
Nov 14 Online business Matching Andean clothing and fashion	Nov 15 Online business Matching Andean clothing and fashion	Nov 16 Online business Matching Industry	Nov 17 Online business Matching Industry	Nov 18 Online business Matching Logistics-Serv.
Nov 21 Online business Matching Logistics-Serv.	Nov 22 On site multisector Business Matching	Nov 23 On site business Matching Agri Inclusion Embassies and international Coop.	Nov 25 Business Cocktail	

CLOSING OF THE FAIR

Business cocktail

As part of the planned activities, a Business Cocktail will be held in order to provide a space for participants, where national producers and international buyers can generate networking, i.e. build a network of contacts to help generate business opportunities. It will be held on November 24, being the last event scheduled for the international Business Matching “Bolivia for the world” 2nd version.





Your space for Business Opportunities.



¿HOW TO PARTICIPATE?

Register in the following form

<https://forms.gle/eVVgNkmjzRBjUTfK8>

Or Contact us:



Sector Agro Inclusivo:

Marcos Antonio Huayta Pari

Camex Executive

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Andean Clothing and Fashion Sector:

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Camex Executive

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Bolivian Handmade Sector:

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Camex Executive

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Industry Sector:

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Logistics and Services Sector:

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Con el apoyo de:

