

*XXIII<sup>RD</sup> EDITION*

# *FIC 2019*

*CAPE VERDE INTERNATIONAL FAIR*

*Cape Verde, a circulation economy in the middle Atlantic.*



*November, 13<sup>th</sup> to 16<sup>th</sup>  
City of Mindelo*

*Invitation Dossier*

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## XXIII<sup>a</sup> Edition of FIC - Cape Verde International Fair



Ladies and gentlemen,  
Dear businessmen,  
Our cordial greetings.

It is with great satisfaction that we announce and invite you to participate in the **XXIII Edition of FIC - Cape Verde International Fair**, the largest business platform in our country.

Under the motto, “**Cape Verde, a circulation economy in the middle Atlantic**”, FIC 2019 is a space designed exclusively for our partners, exporters, importers, resellers, distributors and service providers to and from our country, with the faithful purpose of promoting business, knowledge transfer, business partnerships, and networking.

In this context, and at a time when our CIN - International Business Center is being operated as an instrument to promote international trade and to foster investments with export potential, and at the regional level, the Africa's Continental Free Trade Area Agreement (AFCFTA) is becoming a factual reality, as the world's largest market, doing business in Cape Verde, a country located at the crossroads of Europe, America and continental Africa, is strategic, so your distinctive presence at FIC 2019 is an advantage.

Thus, in addition to the natural product and service show and the B2B meetings, a parallel program will be held, including technical presentations, lectures and panel discussions, to promote business opportunities, perceive trends, and challenges of doing business in Cape Verde, a country located at the gates of the world.

**Date:** November 13-16, 2018

**Location:** FIC facilities, Mindelo city, São Vicente island (Cape Verde)

**Scope of the fair:** multisectoral

**Exhibitor Profile:** Manufacturers, builders, exporters, importers, traders, resellers, service providers, and institutional representatives.

**Visitor Profile:** entrepreneurs, technical staff, institutional and business representatives

**Data from the 2018 Edition held in the city of Praia**

- 147 Exhibitors
- 230 Stands
- More than 12,500 Visitors
- Strong foreign presence (Angola, Austria, Brazil, China, Spain, France, Guinea-Bissau, Burkina Faso, Equatorial Guinea, Netherlands, Italy, Luxembourg, Morocco, Mozambique, Portugal, Sao Tome and Principe, East Timor).

Mindful that this invitation will merit your special attention, we reiterate our anticipated thanks, hoping to meet you soon in Mindelo.

With our best regards,

**Gil Costa**

**Chairman of the Board of Directors.**

### Event:

XXIII<sup>rd</sup> Edition of  
Cape Verde International Fair



### Starting on:

November 13<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup> and 16<sup>th</sup>, 2019

### Place:

City of Mindelo | São Vicente Island - FIC's Facilities (Laginha)

### Organization:



FIC, S.A

*Onde os negócios acontecem!*

### Partners:



Câmara de Comércio do  
Norte de Cabo Verde  
North Chamber of Commerce





## USEFUL INFORMATION



- **DATE AND PLACE**

FIC Facilities at Laginha, City of Mindelo - from November 13<sup>th</sup> to 16<sup>th</sup>.

- **REGISTRATION**

To subscribe at **FIC 2019 – Cape Verde International Fair**, simply filling out the registration form which is available at page 6 and send it to our email: [info@fic.cv](mailto:info@fic.cv) or fax to 00238 232 18 89, or subscribe directly at our office in the city of Mindelo.

**Entries will only be considered valid upon payment of 50% of the total cost of participation. The remaining amount shall be settled no later than 27<sup>th</sup> September 2019.**

- **TYPE AND FEATURE OF STANDS**

**Stand Standard A (3m x 3m x 2,40m)**- Gray Aluminum profiles, white PVC panels, gray carpet. See page 15.

**Stand Standard B (2,88m x 2,88m x 2,40m)** - Aluminum profiles, white MDF panels, gray carpet. See page 16.

- **FURNITURE RENTING**

The furniture choosing process can be done through the catalog attached. See pages 11 and 12 and select the furnitures available.

- **SPONSORING AND ADVERTISEMENT**

For sponsoring and advertisement, it's available, with previous negotiation, spaces outside and inside of our facilities, as well as in the fair official catalog. See Sponsoring Modalities and counterparts at page 7.

- **PAYMENT**

For the payment, follow the bank details of FIC, SA:

**BCA** NIB: 00030000 67434595 101 76; IBAN: CV64 0003000067434595101 76; SWIFT: BCATCVCV;  
**BI** NIB: 000500000 4132977 101 97; IBAN: CV64 0005000004132977101 97; SWIFT: CGDICVCP;  
**BAI** NIB: 000811000 0012495 001 43; IBAN: CV64 0008110000012495001 43; SWIFT: BAIPCVCV;  
**CECV** NIB: 00020000 21149768 101 02; IBAN: CV64 0002000021149768101 02; SWIFT: CXECCVCV;  
**BCN** NIB: 462407610151; IBAN: CV64 0004000004624076101 51; SWIFT: CANBCVCV; TOTAPTPL

**NOTE:** In case of international transfers, the cost of money transfer must also be borne by the exhibiting company.

- **QUIT CLAIM & REFUND**

**Reimbursement for withdrawal after September 27<sup>th</sup>, will have a penalty of 50% of the cost of participation.**

- **CONTACTS**

Website: [www.fic.cv](http://www.fic.cv)  
Email: [info@fic.cv](mailto:info@fic.cv) , [afortes@fic.cv](mailto:afortes@fic.cv)  
Phones: 00238 232 18 22; 00238 928 00 00  
Fax: 00238 232 18 89  
Mobile phone: 00238 9188262; 00238 9188264



FIC 2019 - CAPE VERDE INTERNATIONAL FAIR - NOVEMBER, 13<sup>TH</sup> TO 16<sup>TH</sup>

# REGISTRATION FORM

(Please fill in with capital letters)

DATA ENTRY LIMIT – SEPTEMBER 27<sup>th</sup>

<b>COMPANY NAME:</b>		
<b>ADDRESS:</b>		
<b>TAX:</b>	<b>CITY:</b>	<b>COUNTRY:</b>
<b>POX:</b>	<b>MOBILE P:</b>	
<b>PHONE:</b>		<b>FAX:</b>
<b>EMAIL:</b>		<b>SITE:</b>
<b>NAME OF THE STAND (MAX 20 C):</b>		
<b>ACTIVITY/SECTOR OF THE COMPANY:</b>		
<b>PRODUCTS/SERVICE TO EXHIBIT:</b>		

<b>PERSON ENCHARGE OF THE PARTICIPATION:</b>	<b>GSM:</b>
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PARTICIPATION'S COST:	
STAND: 9m <sup>2</sup> (3m x 3m) = 90.000\$00 ECV	STAND: 18m <sup>2</sup> (3m x 6m) = 171.000\$00 ECV
STAND: 27m <sup>2</sup> (3m x 9m) = 245.000\$00 ECV	STAND: 36m <sup>2</sup> (3m x 12m) = 306.000\$00 ECV
STAND:> 36m <sup>2</sup> : The cost of participation is calculated based on 90,000\$00 / m <sup>2</sup> . A discount price of 15% will be applied on the total amount.	

**VAT current rate: 15%**  
**Exchange rate: 1 EURO = 110, 265 CVE**  
**EACH MODULE / STAND COMPRISES: SPACE; CARPET; ELETRIC INSTALATION; OUTLET 220V; LIGHTING PROJECTOR.**

DESIGNATION	STAND'S REFERENCE /ISLAND	QUANTITY	UNIT PRICE	TOTAL
STAND				
FURNITURE				
FURNITURE				
FURNITURE				

**SUB TOTAL:**  
**VAT TAX: 15%**  
**TOTAL:**

Along we send the copy of the bank deposit at one of the FIC's bank account ([see useful information](#)) in the amount of: \$00 ECV, ( ).

DATE: / / 2019 SIGNATURE/STAMP:

# SPOSPORING OPPORTUNITIES



Being a sponsor of **FIC 2019** means to associate your brand to the largest business platform in Cape Vere, and through this, generate business opportunities with a variety of public and countries.

Through the Gold, Silver and Platinum categories, you will benefit of several advantages impacting directly on the promotion of your brand, and consequently, at your sales.

Modalities	Modalities
<p><b>Sponsor GOLD</b> (1.000.000\$00)</p>	<ul style="list-style-type: none"> <li>- Offer off a 04 Modules Stand (3 x 3 m2) with basic FIC furniture, centrally located (safeguarding <b>Priority</b> in the choice), or equivalent space, if the sponsor intends to costumize it's own stand;</li> <li>- Assignment of a space outside the pavilion for promotional purposes (max. 9m2);</li> <li>- Highlighting as a Gold Sponsor on the FIC website and in the event catalog;</li> <li>- Advertising of the company on the exterior and interior walls of the exhibition space;</li> <li>- Placement of the company logo with emphasis on the posters and leaflets of FIC 2019;</li> <li>- Reserve an A4 page for publicity in the Exhibitor's Dossier;</li> <li>- Preferential / referential treatment with the press (TV, Radios and Newspapers);</li> <li>- Reference / appreciation in the official opening and closing acts;</li> <li>- Publicity of the advertising spot of the company in the multimedia space of the event;</li> <li>- Providing a room for the presentation of the Sponsor;</li> <li>- Invitation for parallel activities developed under FIC 2019;</li> <li>- 50 free tickets for the 04 days of the fair. In case of need, additional invitations will be available at no cost;</li> <li>- Negotiable: other modalities of return</li> <li>- Additional: Sectorial partner (conditions to be specified in case of interest)</li> </ul>
<p><b>Sponsor SILVER</b> (550.000\$00)</p>	<ul style="list-style-type: none"> <li>- Offer off a 02 Modules Stand (3 x 3 m2) with basic FIC furniture, in a prominent place to be agreed, or equivalent space, if the sponsor intends to costumize it's own stand;</li> <li>- Highlighting as a Silver Sponsor on the FIC website and in the event catalog;</li> <li>- Advertising of the company on the interior walls of the exhibition space;</li> <li>- Placement of the company logo with emphasis on the posters and leaflets of FIC 2019;</li> <li>- Reserve an A4 page for publicity in the Exhibitor's Dossier;</li> <li>- Invitation for parallel activities developed under FIC 2019;</li> <li>- 30 free tickets for the 04 fair days. In case of need, additional invitations will be available at no cost;</li> <li>- Negotiable: other modalities of return.</li> </ul>
<p><b>Sponsor PLATINIUM</b> (350.000\$00)</p>	<ul style="list-style-type: none"> <li>- Offer off a 01 Modules Stand (3 x 3 m2) with FIC basic furniture, in a prominent place to be agreed, or equivalent space, in case the sponsor intends to costumize it's own stand;</li> <li>- Highlight as Platinum Sponsor on the interior walls of the fairground;</li> <li>- Reserve an A4 page for publicity in the Exhibitor's Dossier;</li> <li>- Company advertising on the exterior walls of the exhibition pavilion;</li> <li>- Placement of the company logo with emphasis on the posters and leaflets of FIC 2019;</li> <li>- 20 free tickets for the 04 fair days.</li> </ul>
<p><b>Special Participation</b> (100.000\$00)</p>	<ul style="list-style-type: none"> <li>- Placement of an advertisement panel at a location agreed;</li> <li>- Placement of the company's logo at FIC's 2019 catalogue</li> <li>- 15 free tickets for the 04 fair days.</li> </ul>

**OBS:** The manufacturing and setting up of advertisement materials at the locations indicated by FIC, being them outdoors, giant screens, panels, tents, etc., will be under the sponsors responsibility but with our supervision. The materials remained and promotional acts of **FIC 2019** will be done according to the plan of communication and marketing of the event.

The sponsoring formalization process has to be done until **September 27<sup>th</sup> 2019**, after which you can be subject to its acceptance. **The amount referent to sponsoring modalities already have VAT included.**

## FIC 2019 STAND AWARD

With the purpose of recognizing, on the one hand, the effort of the exhibiting companies to have, at each edition, a differentiated participation in the FIC - Cape Verde International Trade Fair, and on the other, to encourage their strategic focus on the quality of it's participation, the FIC 2019 organization will assign the honors awards of **Best Desing** and **Best Stand**, whose results will be announced at the fair closing cocktail ceremony.

For the **BEST DESIGN AWARD**, the structure of the stand will be analyzed, considering the following criteria:

- a) The architecture;
- b) Visual communication;
- c) Applied technology;
- d) Innovation;
- e) Creativity;



For the **BEST STAND AWARD** it will be considering the following criteria:

- 1) Promotional action during the fair
- 2) Product exhibition
- 3) Sustainability



The Jury will be composed of 03 (three) members previously selected by the FIC 2019 organization, being that none of them should be part of the FIC 2019 organization, be an exhibitor, or in anyway have contributed to the assembly of the stand of some exhibitor, or even employees and others who maintain any direct link with both.

The winners of the **STAND FIC 2019 AWARDS** will receive from the organizers, specially made trophies, as well as a Certificate from FIC, SA, in addition to the free publicity in the invitation dossier for FIC 2020.

To this end, the regulation of the **FIC 2019 STAND AWARD** will be available at [www.fic.cv](http://www.fic.cv) as well as at FIC 2019 catalog.



# FIC 2018 STAND AWARD WINNERS

FIC 2018 - CAPE VERDE INTERNATIONAL FAIR



CV Móvel

## ADVERTISING PRICES

### I. FAIR OFFICIAL CATALOG

Standard Measurement of the Official Fair Catalog: A5 - 21cm x 14,85cm

<b>Name</b>	<b>Dimension</b>	<b>Price</b>
Back Cover	A5 - 21cm x 14,85cm	150.000\$00
Verse: Post-cover	A5 - 21cm x 14,85cm	100.000\$00
Verse: Back Cover (penultimate page)	A5 - 21cm x 14,85cm	80.000\$00
1 Page	A5 - 21cm x 14,85cm	60.000\$00
1/2 Page (Horizontal)	A6 - 14,85cm x 10,5cm	30.000\$00
Logo + Contacts	A6 - 14,85cm x 10,5cm	10.000\$00

### II. ADVERTISING IN THE FAIR

Placing of Banners, Mupi, Posters and Rental of Room for presentation of Products.

Banner/Panel/Outdoor	Over 5m	60.000\$00
	Max: 5m (proportional height x width)	40.000\$00
Mupi	Over 2m	20.000\$00
	Max: 2m (proportional height x width)	10.000\$00

### III. Showroom (Rental)

To be agreed with the organization of the Event (FIC, SA).

**Note:** FIC is not responsible for the creation and design of any advertising product, so it must be developed and provided by the advertising company.

## WHERE TO STAY DURING THE FAIR



The diversity and quality of the hotel units existing, the kind and friendship environment they propose you, make it more pleasant to all FIC 2019 visitors. See our suggestion below.

### Hotel Oásis Porto Grande

**Telephone:** 00238 232 31 90 / 232 31 91

**Booking:** portogrande@oasisatlantico.com

**Web:** www.oasisatlantico.com/pt/porto-grande

**Address:** C.P. 103, Praça Amílcar Cabral, Mindelo – São Vicente, Cabo Verde



### Hotel Don Paco

**Telephone:** 00238 231 93 81

**Booking:** info@donpacohotel.com

**Web:** www.donpacohotel.com

**Address:** Rua Cristiano de Sena Barcelos 461, Mindelo – São Vicente, Cabo Verde

### Mindel Hotel

**Telephone:** 00238 232 88 81/85

**Booking:** mihotel2011@gmail.com

**Address:** Avenida 5 de Julho Mindelo, Mindelo – São Vicente, Cabo Verde

### Las Rochas Residence

**Telephone:** 00238 2318880

**Booking:** residence@las-rochas.com

**Web:** http://www.las-rochas.com

**Address:** Lazareto, Mindelo – São Vicente, Cabo Verde

## HOSTESS

The hostess service is unquestionable a plus at the international events, so hiring qualified professional with higher experience should make part of your participation strategy.

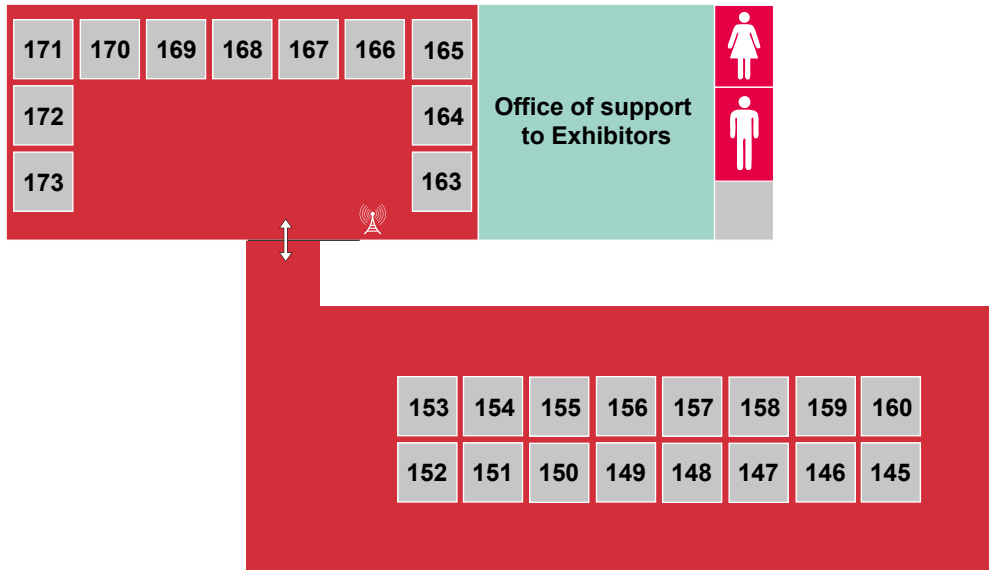
The **FIC 2019** organization recommends the services from SP Lda company, with the following references:

**Manager & Booker:** Ms. Sílvia Pires

**Telephone:** 00238 584 38 03

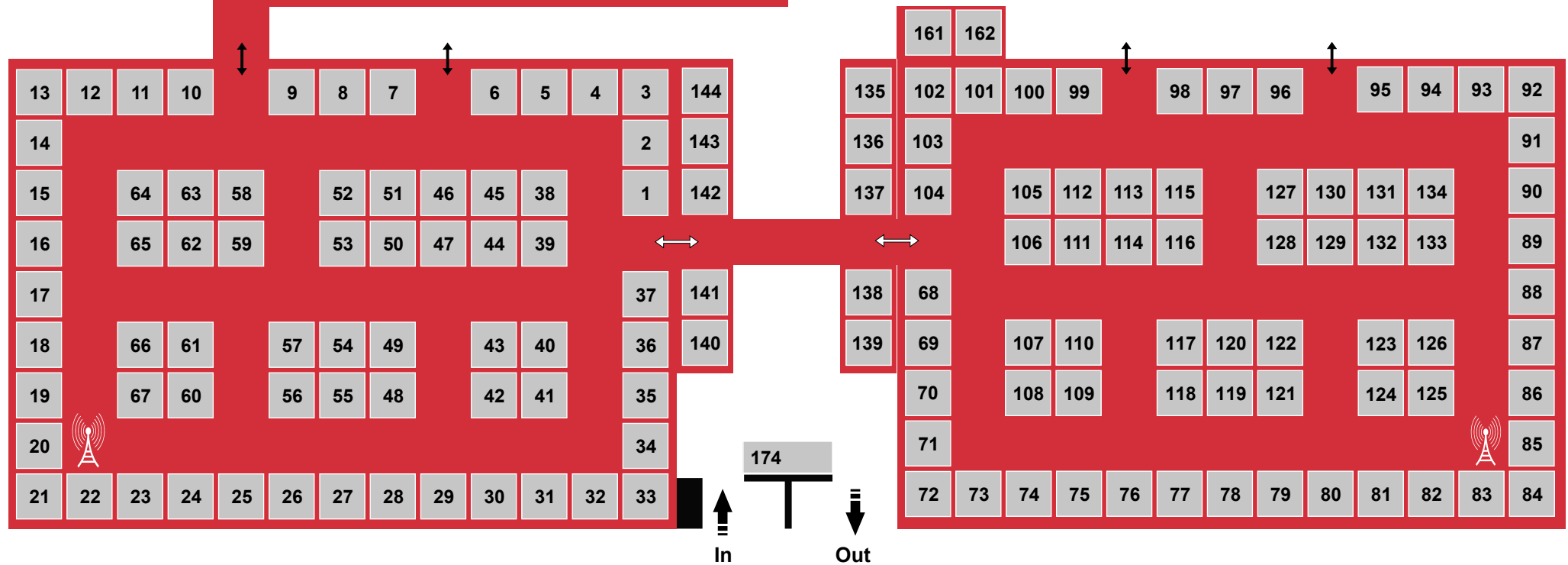
**e-mail:** spuniplda@gmail.com





**THE LAYOUT IS TOTALLY UNDER THE RESPONSIBILITY OF THE ORGANIZATION, WHICH OBEYS THE FOLLOWING CRITERIA:**

- Sponsoring Category (Gold, Silver, Platinum)
- Number of stands required by exhibitor
- Receiving date of the registration form
- Registration confirmed
- Strategic alignment





## SÃO VICENTE ISLAND

**City of Mindelo:**

(about 64.000 inhabitants)

**Area:**

227 km<sup>2</sup>

**Population:**

76.000

## FIC FACILITIES

**Location:**

Laginha - Mindelo

**Area:**

5.000m<sup>2</sup>

3 Pavilions + Outside Area

**Coordinate:**

16°53'40.3"N 24°59'30.7"W







# FIC 2019 FURNITURE CATALOG - RENTING



Ref: 08CPZ

700\$00 + IVA



Ref: 08CCE

900\$00 + IVA



Ref: 08CR

1.000\$00 + IVA



Ref: 08MPV

2.000\$00 + IVA



Ref: 07MT02

(1.50 X 0.60 X 0.75)  
2.500\$00 + IVA



Ref: 05BV

(1.30 X 0.45 X 0.90)  
3.000\$00 + IVA



Ref: 04AB

(0.60 X 0.70)  
2.500\$00 + IVA



Ref: 07MVG3

(0.65 X 0.75)  
3.000\$00 + IVA



Ref: 03ART W

(1.10 X 0.45 X 0.63)  
3.000\$00 + IVA



Ref: 03ART W 1

(0.90 X 0.50 X 0.68)  
3.000\$00 + IVA



Ref: 03ART B

(0.85 X 0.40 X 0.75)  
3.000\$00 + IVA



Ref: 06EV 1

(0.90 X 0.40 X 1.60)  
3.000\$00 + IVA



Ref: 03ART2

(0.65 X 0.40 X 1.50)  
4.500\$00 + IVA



Ref: 01CI

(0.40 X 0.40 X 0.40)  
500\$00 + IVA  
CADA CUBO



Ref: 09CI

(0.40 X 0.40 X 0.40)  
300\$00 + IVA  
CADA CUBO

## LIMITED STOCK



Ref: EXM01

900\$00 + IVA



Ref: EXM02

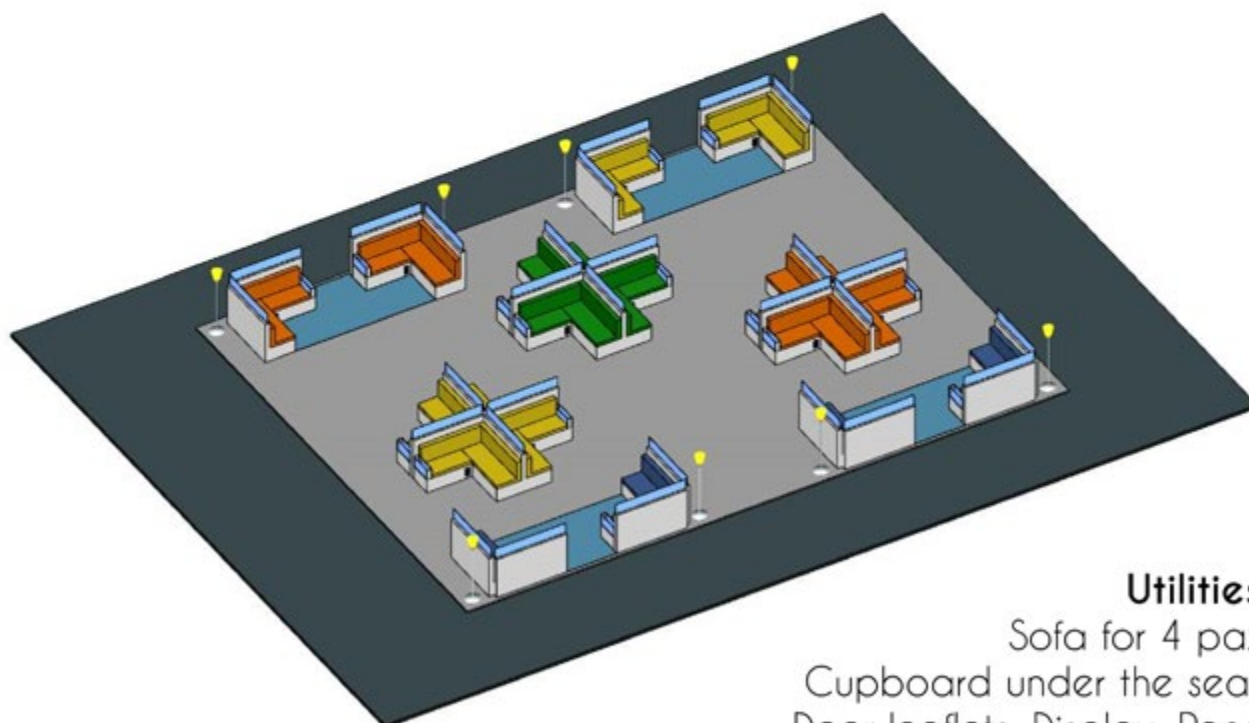
700\$00 + IVA



Ref: EXM03

700\$00 + IVA

## SOFÁS MAPLES



### Utilities:

Sofa for 4 pax;  
Cupboard under the seat;  
Door leaflets; Display; Panel

Ref: EXM07

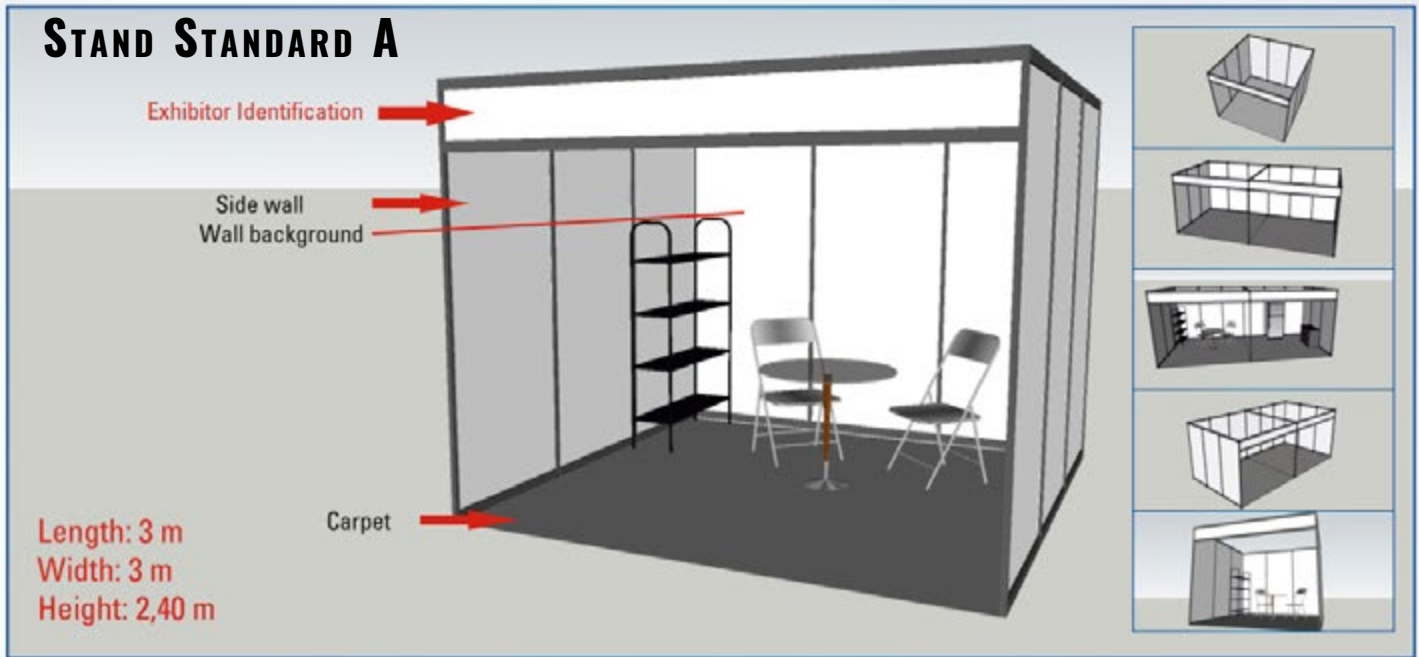
(1.50 X 1.50 X 1.20)

4.500\$00 + IVA - Preço Unitário

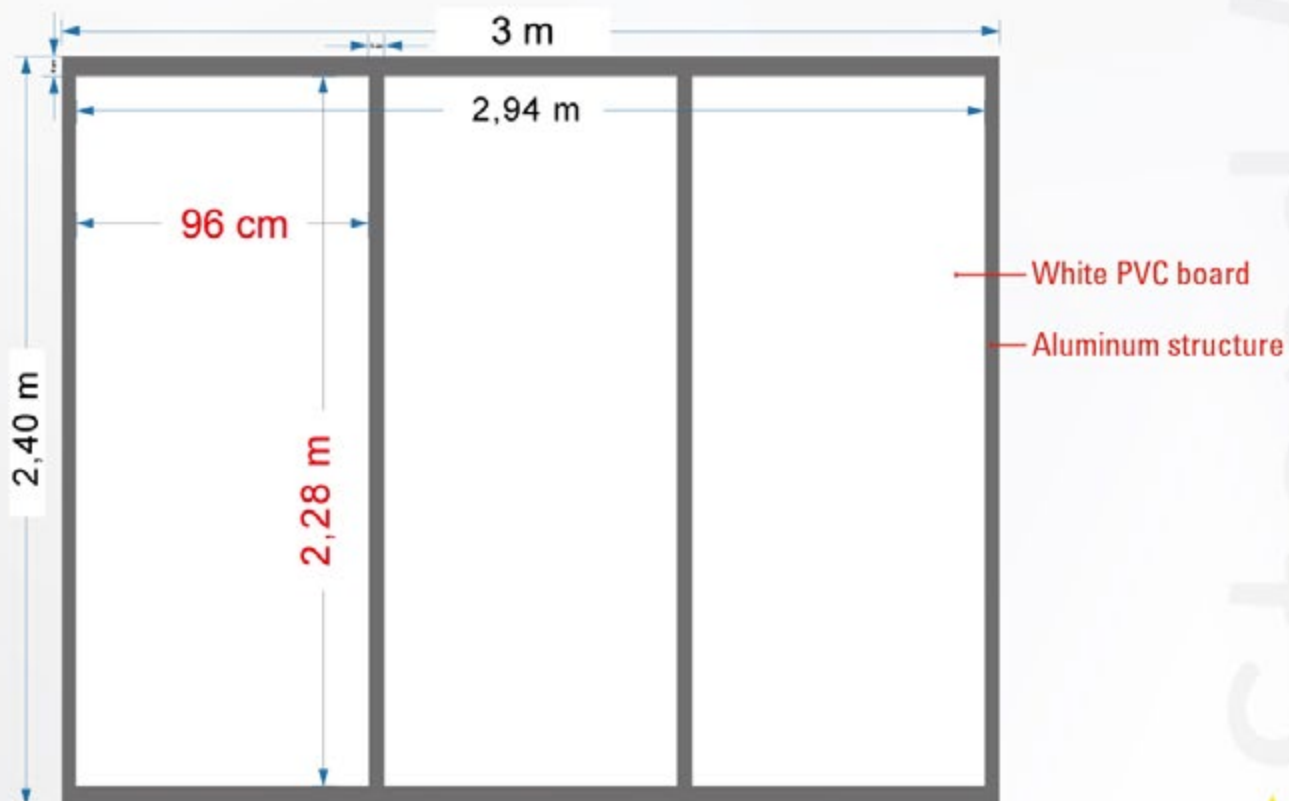


# STAND STANDARD A: \_\_\_\_\_ Module 3x3m = 9m<sup>2</sup>

## STAND STANDARD A



Side Wall / Bottom Wall View



Pala - Exhibitor Identification



**FIC, S.A**  
*Onde os negócios acontecem!*



# STAND STANDARD B: \_\_\_\_\_ Module 3x3m = 9m<sup>2</sup>

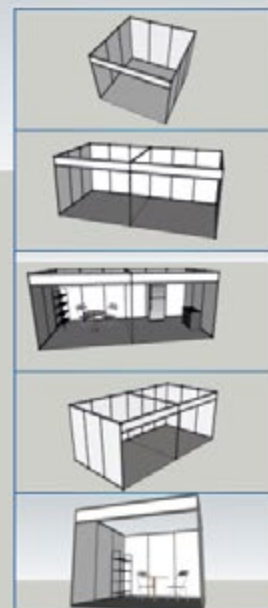
## STAND STANDARD B

Exhibitor Identification

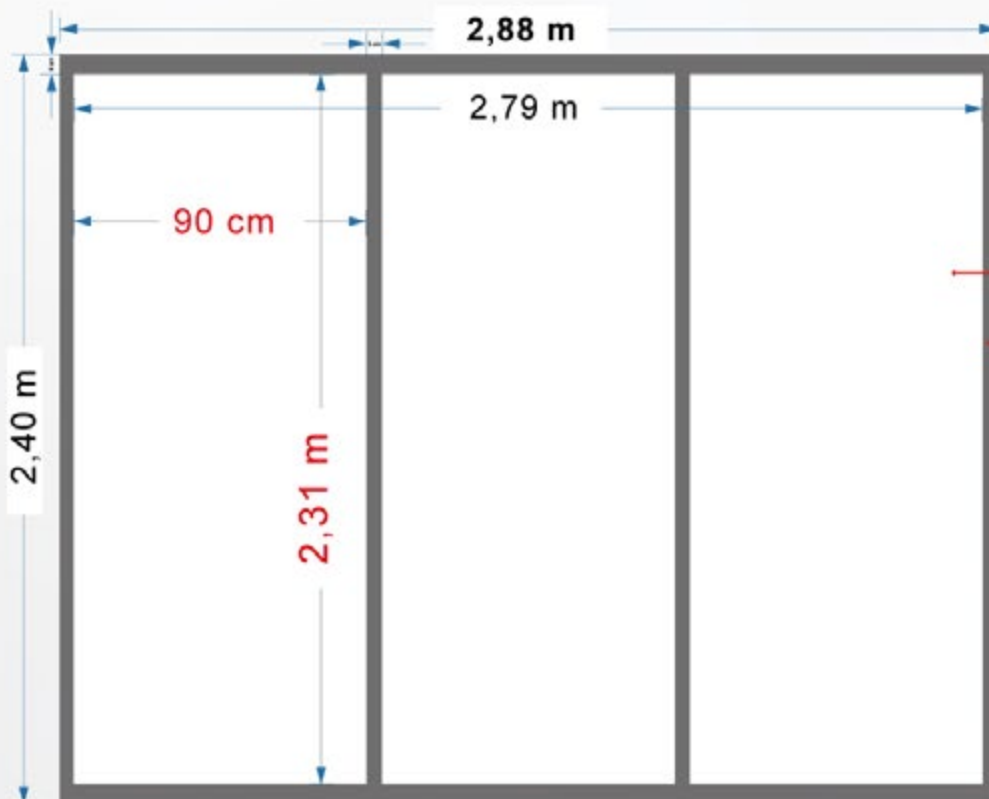
Side wall  
Wall background

Carpet

Length: 3 m  
Width: 3 m  
Height: 2,40 m



Side Wall / Bottom Wall View



Pala - Exhibitor Identification



**FIC, S.A**  
*Onde os negócios acontecem!*



**FIC, S.A**

*Onde os negócios acontecem!*

**FIC, S.A - CAPE VERDE INTERNATIONAL FAIR  
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POX 249, Cabo Verde**

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