



RUEDA
INTERNACIONAL
DE NEGOCIOS

Cámara de
Comercio
de Guatemala

Seeking international partners



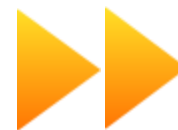
June 19-21 2024





What is the International Business Matchmaking?

- ✓ It's an in-person platform dedicated to facilitating multisectoral trade connections, bringing together international exporters and importers from Guatemala and Central America.
- ✓ This initiative stands out for promoting the creation of broader and higher quality commercial opportunities, promoting interaction with potential clients that perfectly match the profile of each participating company.
- ✓ It also offers a space for the exploration of new markets and the gestation of business ventures through networking, covering a diverse range of industry players such as producers, exporters, importers, distributors and investors.
- ✓ The International Business Matchmaking is also an ideal scenario for the presentation of innovative products, the launching of new brands, the formation of strategic alliances and the search for investment partners, among other opportunities for business growth and expansion.



BACKGROUND

1 In 2023, the First Edition of the Business Matchmaking took place, with the participation of more than 800 businesspeople.

2 50 international exporters and more than 600 Guatemalan and Central American buyers

3 563 business appointments made

4 Expected business closings of \$80,000 to \$150,000 per company






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TAP


G&T


Banco Azteca


EVERGREEN LINE


Cámara de
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RUEDA INTERNACIONAL DE NEGOCIOS 2023




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CON EL APOYO DE:


SEABOARD


ZoLic


GPS


C807


BANCO INMOBILIARIO


TAP


G&T


CONTINENTAL


BANCO CHIN


BANCO AZTECA


BAC


EVERGREEN LINE

A photograph of two business people in suits shaking hands, with a city skyline at night visible in the background. The image is split vertically: the left side shows the handshake and city lights, while the right side is a solid blue gradient.

Business Opportunities



- **Business and institutional Networking**
- **Know-how to access the Guatemalan market**
- **Opportunities to invest in Guatemala**



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International Business Matchmaking 2024 June 19, 20 & 21

SPECIFIC GOALS



01

Platform for the development of safe and trustworthy business

02

Support the diversification of products and encourage competitiveness

03

Strengthen knowledge to access the Guatemalan market

04

Commercial and institutional engagement



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Benefits for the INTERNATIONAL exporter



Commercial engagement

- Networking with more than 800 businesspeople from Guatemala and CA
- Commercial and institutional engagement



Scheduled B2Bs

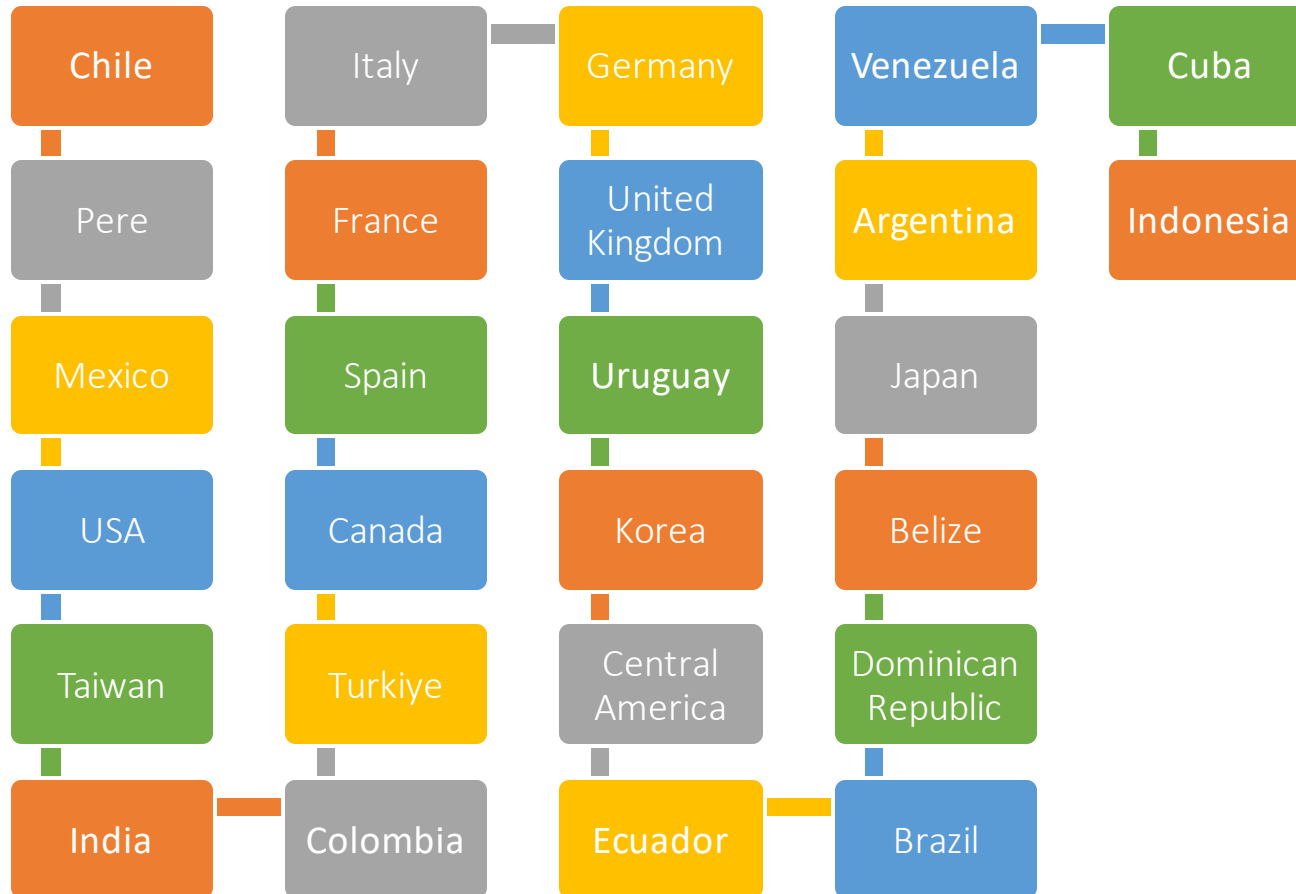
- Matchmaking according to each company profile
- 12 business appointments



Know-how update to access the Guatemalan market

- Business conference previous to the event
- Guide and benefits to invest in Guatemala

Countries Invited



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Categories and Products



Machinery and Equipment

- Machinery
- Industrial equipment
- Agricultural equipment
- Hardware products



Electronics and Household Appliances

- Electronic devices, audio and video equipment (phones, computers, videogames, speakers, surveillance cameras)
- Accesories (batteries, chargers, etc)
- Household appliances



Pharmaceuticals

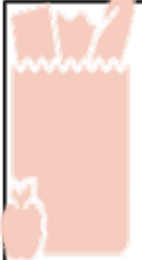
- Cosmetics, children nutrition, body hygiene, medicines, medical equipment, nutritional supplements
- Containers and packaging for the industry



Chemical Products

- Dyes, pigments and paints
- Organic chemicals
- Inorganic chemicals
- Other chemical products
- Agrochemicals

Categories and Products



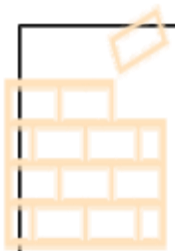
Food

- Processed food
- Raw materials
- Chemicals and additives for the food industry
- Spices and cereals
- Gluten-free and Sugar-free products
- Beverages
- Gourmet food



Manufacturing

- Plastics
- Containers and packaging
- Paper and cardboard
- Accessories and automobile parts
- Household decoration
- Cleaning products and supplies
- Jewelry and costume jewelry



Building materials and finishes

- Flooring and tile
- Faucet
- Sanitary ware
- PVC Products
- Wood in logs
- MDF
- Plywood
- Melamine
- Construction finishes



Footware and textiles

- Fabrics
- Apparel
- Leather footwear
- Synthetic footwear
- Sandals
- Handbags



Activities



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Activities Agenda



June 19

Networking with logistics,
transportation,
registration and
regulatory companies

Registration and delivery
of final agendas to
international exporters

Welcome cocktail and
networking



June 20

Registration of buyer
companies

B2Bs between
international exporters
and local buyers



June 21

From 8:00am to 12:00pm

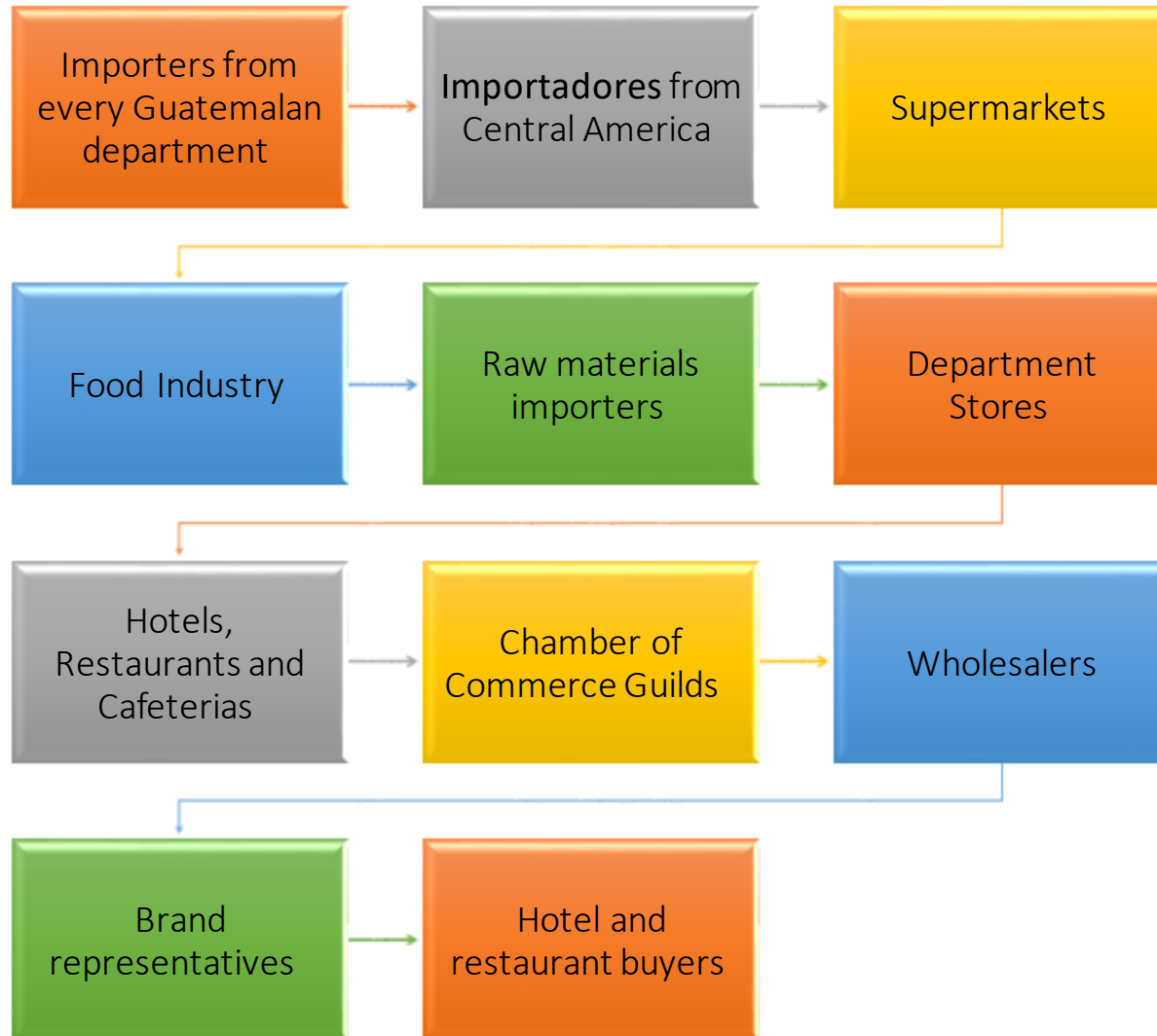
Registration of buyer
companies

B2Bs between
international exporters
and local buyers



Profile of the Guatemalan and Central American Importer



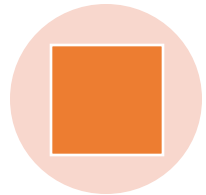


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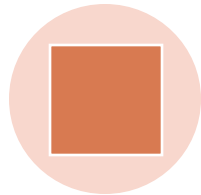
A person in a dark suit and striped tie is holding a small globe. The globe is decorated with white human figures and yellow lines representing a global network. The text "International Exporter Profile" is overlaid in white outline font.

International Exporter Profile

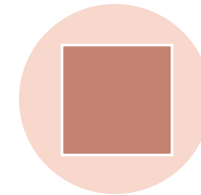
Basic requirements to participate



Company formally established in your country



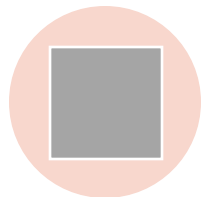
Exporter or ready to export



A viable product for the Guatemalan or Central American market.

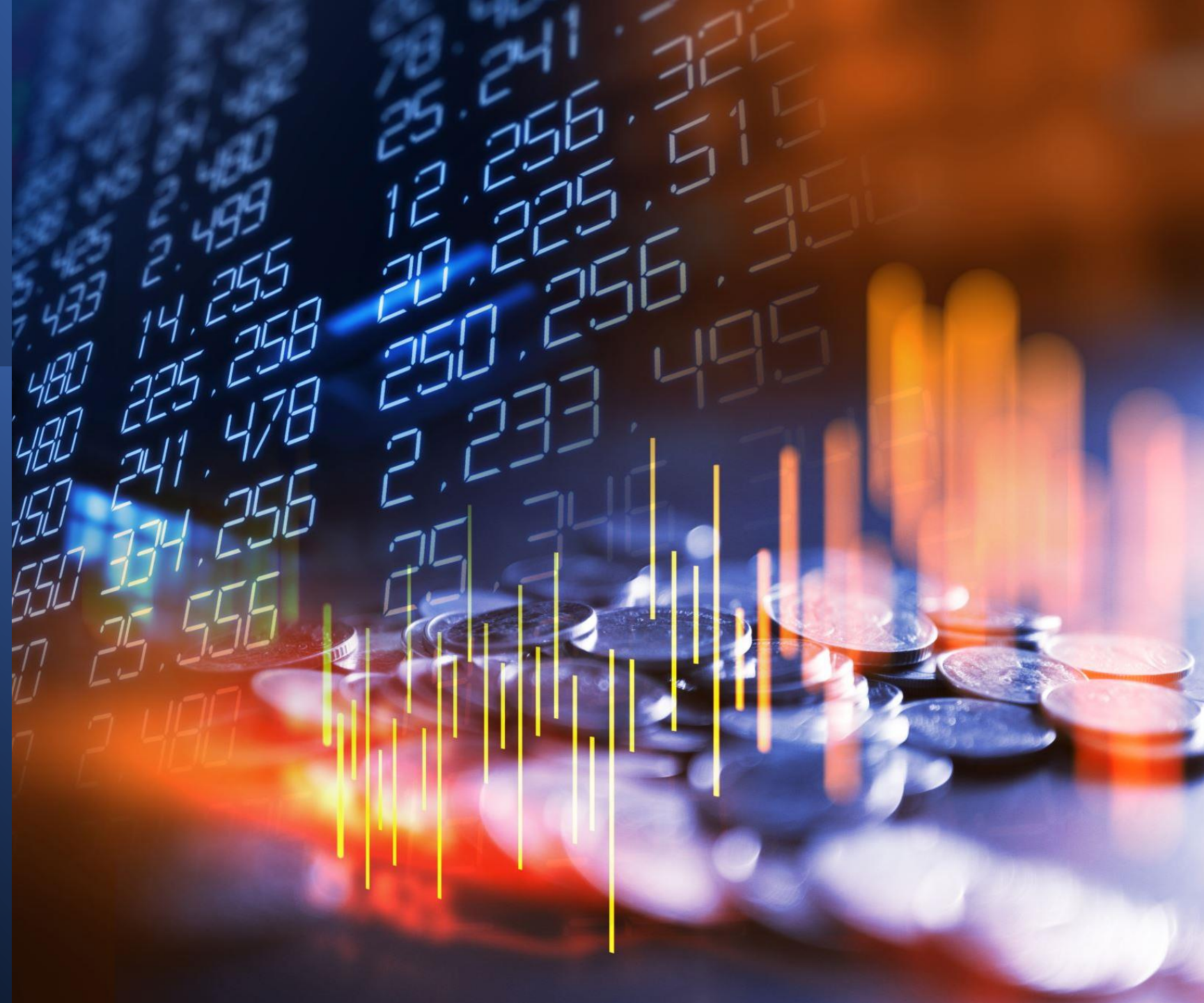


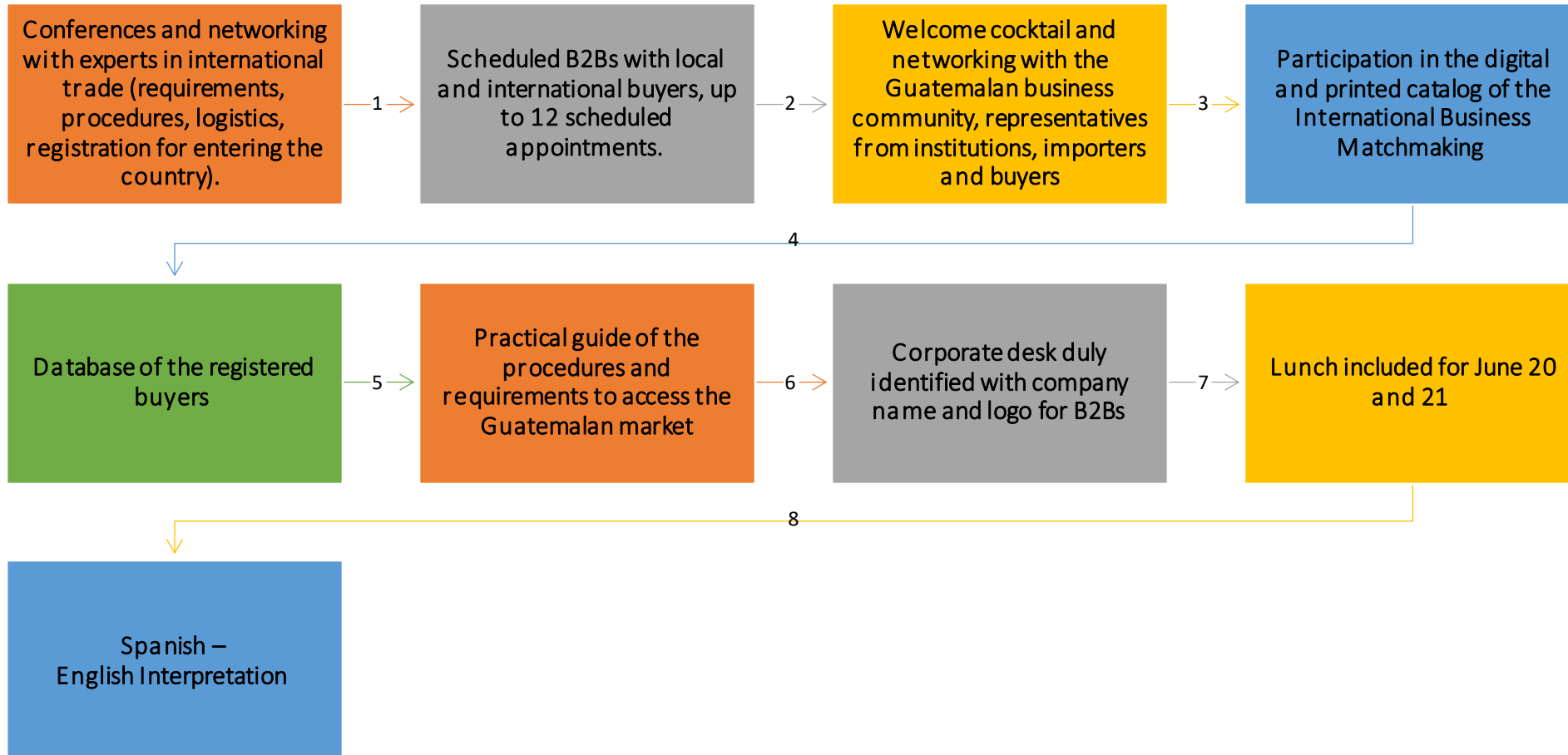
Registrations or permits of the products to be offered



Website or product catalog

Benefits for the exporter

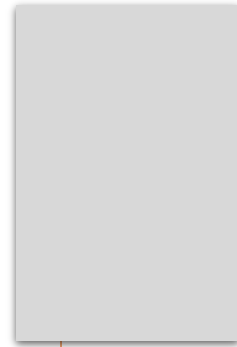




Participation
in the digital
and printed
catalog of
exporters



Exporter investment

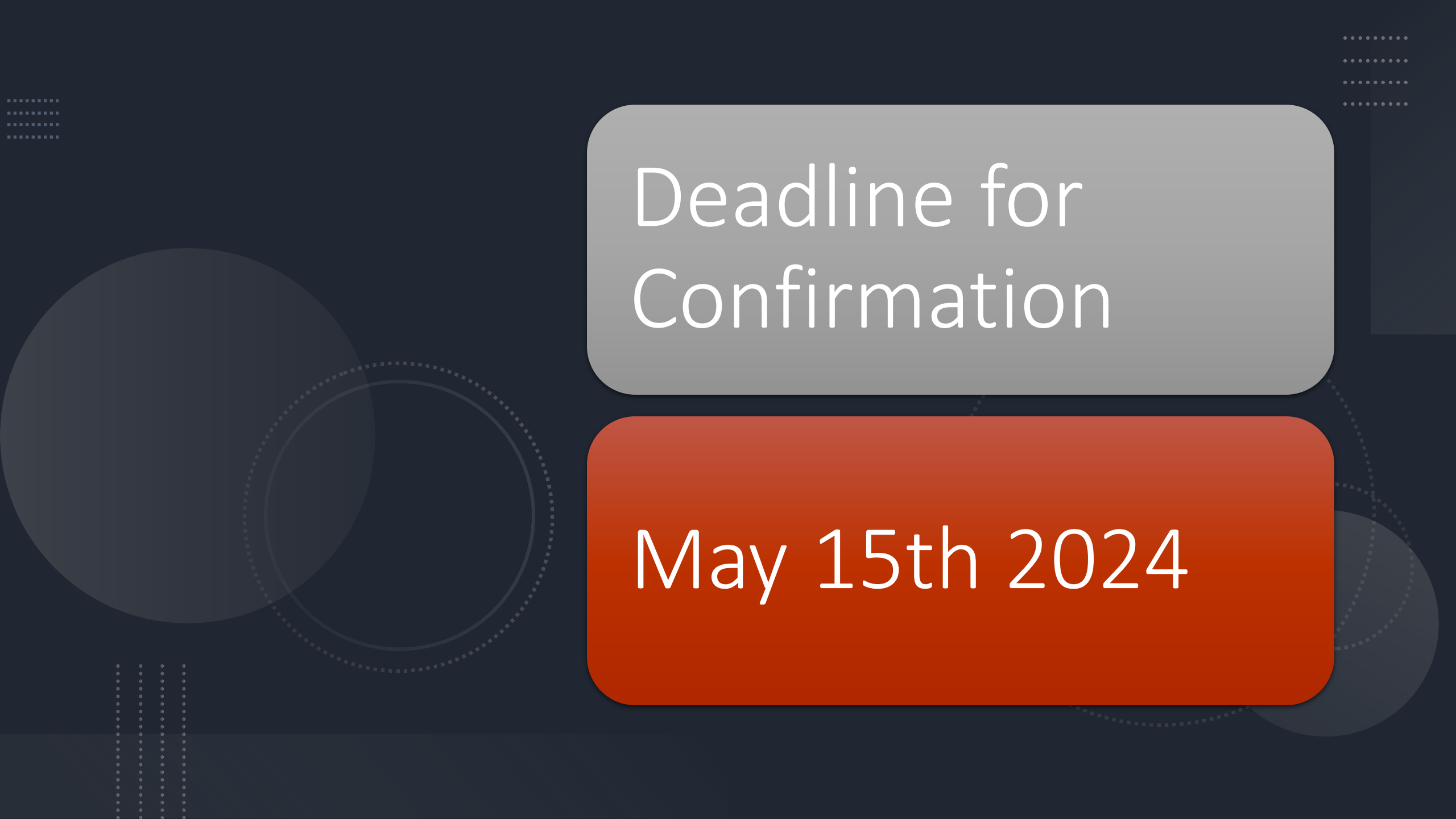


\$750.00



\$600.00

\$750.00 individual participation
\$600.00 group participation



Deadline for
Confirmation

May 15th 2024



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