

VIIIth Edition

EXPO TUR

CAPE VERDE TOURISM AND HANDICRAFT FAIR

"CAPE VERDE AND ITS DIVERSITY"



21 TO 23 | OCTOBER
SANTA MARIA - SAL



FIC, S.A

Onde os negócios acontecem!

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VIIIth Edition of EXPOTUR Cape Verde Tourism Fair

Dear Gentlemen,

Dear entrepreneurs,

Our cordial greetings.

After some time waiting for the perfect opportunity, **EXPOTUR – Cape Verde Tourism Fair**, returns this year with a new face, with a particular focus on the international tourist demand market, taking on a new dimension as a Cape Verde Tourism and Handicraft Fair.

Cape Verde, more precisely the islands of Sal and Boa Vista, already have, to a certain extent, their tourist demand markets, namely English, German, Portuguese and French; emerging tourist markets, northern Europe (Czech, Swedish, etc), who seek these islands between the months of October till April, clearly defining the high season and the low season in tourism. Therefore, this shows that Seasonality is very present and that it needs to be worked on. One of the measures to be taken to minimize its impact on the tourism sector is the diversification of tourist demand, both in time and in space, attracting new markets that come essentially during the low season, which is from May till September.

In this sense, the market on the West Coast of Africa (ECOWAS) plus some Portuguese-speaking countries, namely Angola, constitute one of the priority objectives of our policy of diversifying the origin of tourists due to territorial proximity, ease of movement/entry into Cape Verde (no visa required) and similar in language.

For this, one of the modalities for presenting Cape Verde is to invite potential Tourist Operators from the above-mentioned countries to come to know the country, the tourist projects already implemented and those in the implementation phase and establish fruitful partnerships with our Tourist Operators. That is why CTCV, in partnership with the FIC and the Ministry of Tourism, decided this year to go ahead with EXPOTUR, the Cape Verde Tourism Fair, and to add Handicrafts, which is a way of bringing together national artisans to come and show and sell their work, praising the creative industry sector that has long needed this visibility in Tourism. With the slogan “Cape Verde and its diversity”, the fair will show all visitors, exhibitors, interested parties, what these 10 islands have to offer in terms of their landscape, culture, tradition, experiences, and their people, all different from each other.

This event will be held on the 21st, 22nd and 23rd of October this year, on the island of Sal, in the city of Santa Maria.

We count on your presence and participation.

TECHNICAL INFO OF THE FAIR

Event:

VIIIth Edition - EXPOTUR

Cape Verde Tourism and Handicraft Fair

Starting on:

October, 21st, 23rd and a 23rd, 2022

Place:

City of Santa Maria - Sal Island

Organization:



Partners:



- **DATE AND PLACE**

City of Santa Maria, Sal Island, October 21 to 23, 2022.

- **REGISTRATION**

To subscribe at **EXPOTUR 2022 – Feira de Turismo e Artesanato**, simply filling out the attached Registration Form and send it to our email: info@fic.cv, 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 **October 1, 2022**.

- **TYPE AND FEATURE OF STANDS**

Stand Standard B (2,88m x 2,88m x 2,40m) - Aluminum profiles, white MDF panels, gray carpet. See page 13.

- **FURNITURE RENTING**

The furniture choosing process can be done through the catalog attached. See page 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 October 1st, will have a penalty of 50% of the cost of participation.

- **CONTACTS**

Website: www.fic.cv
Email: info@fic.cv , afortes@fic.cv
Phones: 00238 232 18 22; 00238 928 00 00
Mobile phone: 00238 9188262; 00238 9188264

REGISTRATION FORM

(Please fill in with capital letters)

DATA ENTRY LIMIT – OCTOBER 7st

COMPANY NAME:		
ADDRESS:		
TAX:	CITY:	COUNTRY:
C.P:	PHONE:	
MOBILE:		
EMAIL:		SITE:
NAME OF THE STAND (MAX 20 C):		
ACTIVITY/SECTOR OF THE COMPANY:		
PRODUCTS/SERVICE TO EXHIBIT:		
PERSON ENCHARGE OF THE PARTICIPATION:		GSM:

PARTICIPATION'S COST:

STAND: 9m² (3m x 3m) = 40.000\$00 ECV

STAND: 18m² (3m x 6m) = 80.000\$00 ECV

STAND: 27m² (3m x 9m) = 120.000\$00 ECV

STAND: 36m² (3m x 12m) = 160.000\$00 ECV

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: / / 2022.

SIGNATURE/STAMP:

SPONSORING OPPORTUNITIES

Being a sponsor of **EXPOTUR 2022** means to associate your brand to the largest business platform in Cape Verde, 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>Sponsor GOLD (250.000\$00)</p>	<ul style="list-style-type: none"> - Offer off a 04 Modules Stand (2,88 x 2,88 m²) with basic FIC furniture, centrally located (safeguarding Priority in the choice), or equivalent space, if the sponsor intends to costumize it's own stand; - Assignment of a space outside the pavilion for promotional purposes (max. 9m²); - Highlighting as a Gold Sponsor on the FIC website and in the event catalog; - Advertising of the company on the exterior and interior walls of the exhibition space; - Placement of the company logo with emphasis on the posters and leaflets of EXPOTUR 2022; - Reserve an A4 page for publicity in the Exhibitor's Dossier; - Preferential / referential treatment with the press (TV, Radios and Newspapers); - Reference / appreciation in the official opening and closing acts; - Publicity of the advertising spot of the company in the multimedia space of the event; - Providing a room for the presentation of the Sponsor; - Invitation for parallel activities developed under EXPOTUR 2022; - 60 free tickets for the 03 days of the fair. In case of need, additional invitations will be available at no cost; - Car Parking: 01 Vehicle - Negotiable: other modalities of return - Additional: Sectorial partner (conditions to be specified in case of interest)
<p>Sponsor SILVER (125.000\$00)</p>	<ul style="list-style-type: none"> - Offer off a 02 Modules Stand (2,88 x 2,88 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; - Highlighting as a Silver Sponsor on the FIC website and in the event catalog; - Advertising of the company on the interior walls of the exhibition space; - Placement of the company logo with emphasis on the posters and leaflets of EXPOTUR 2022; - Reserve an A4 page for publicity in the Exhibitor's Dossier; - Invitation for parallel activities developed under EXPOTUR 2022; - 40 free tickets for the 03 fair days. In case of need, additional invitations will be available at no cost; - Negotiable: other modalities of return.
<p>Sponsor PLATINIUM (62.500\$00)</p>	<ul style="list-style-type: none"> - Offer off a 01 Modules Stand (2,88 x 2,88 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; - Highlight as Platinum Sponsor on the interior walls of the fairground; - Reserve an A4 page for publicity in the Exhibitor's Dossier; - Company advertising on the exterior walls of the exhibition pavilion; - Placement of the company logo with emphasis on the posters and leaflets of EXPOTUR 2022; - 20 free tickets for the 03 fair days.
<p>Special Participation (25.000\$00)</p>	<ul style="list-style-type: none"> - Placement of an advertisement panel at a location agreed; - Placement of the company's logo at EXPOTUR 2022 catalogue; - 10 free tickets for the 03 fair days.

OBS: he 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 **EXPOTUR 2022** will be done according to the plan of communication and marketing of the event. The sponsoring formalization process has to be done until **October 1st 2022**, after which you can be subject to its acceptance. **The amount referent to sponsoring modalities already have VAT included.**

ADVERTISING PRICES

I. FAIR OFFICIAL CATALOG (Digital)

Standard Measurement of the Official Fair Catalog: A4 - 29,7cm x 21cm

Name	Dimension	Price
Back Cover	A4 - 29,7cm x 21cm	100.000\$00
1 Page	A4 - 29,7cm x 21cm	40.000\$00
1/2 Page (Horizontal)	A5 - 21cm x 14,85cm	20.000\$00

II. ADVERTISING IN THE FAIR

Placing of Outdoors, Indoors, Banners, Mupi and Others.
Showroom rental for product presentations.

Outdoor/Indoor	Max: 6m (Vertical)	30.000\$00
Banner	Max: 3m (Horizontal)	20.000\$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 EXPOTUR 2022 visitors. See our suggestion below.

Hotel Odjo D'agua	Contact: Manika Lobo	I. Sal	Email: diretor@odjodagua-hotel.com
Hotel Belorizonte	Contact: Filipe Nazare	I. Sal	Email: Filipe.nazare@oasisatlantico.com
Hotel Dunas do sal - Pires e Leite	Contact: Marta Vaz	I. Sal	Email: marta.vaz@hoteldunasdesal.com
The Resort Group	Contact: Kais Mberek	I. Sal	Email: nadia.rocha@theresortgroupplc.com
Morabeza	Contact: Célia Reis	I. Sal	Email: celiareis@hotelmorabeza.com
Pensão Nha Terra	Contact: Francisco Lopes	I. Sal	Email: hotelnhaterra@gmail.com
Hotel Farol - Blumarín	Contact: Daniele Canepa	I. Sal	Email: farol.dir@voihotels.com
Murdeira	Contact: Irene Pereira	I. Sal	Email: dirhotel@murdeiravillageresort.com
Porto Antigo Services	Contact: Younes Enbaoui	I. Sal	Email: younes@portoantigohotel.com
Ocean Azul	Contact: Renato Evarchi	I. Sal	Email: renatoevarchi@gmail.com
Hotel da Luz	Contact: Nicoleta Luz	I. Sal	Email: contabilidade@hoteldaluz.cv
Hilton	Contact: Suziane Spencer	I. Sal	Email: suziane.spencer@hilton.com
Atmos - Exploração Turístico	Contact: Luis Piscareta	I. Sal	Email: luispiscarreta@aguahotels.pt
HC Hotel	Contact: Sandro Rocha	I. Sal	Email: hotelcentralsal@gmail.com
Robinson CV	Contact: Maria Rivas	I. Sal	Email: maria.escudero@robinson.com
Hallos	Contact: Leonilda Gomes	I. Sal	Email: administracao@haloscasaresort.com
Júlia/Pontão Ouril	Contact: Manuel Mendes	I. Sal	Email: manuelmendes@grpmendes.com Email: moisesmendes@grpmendes.com
Hotel Sobrado	Contact: Vanessa Soares	I. Sal	Email: direcao@hotelsobrado.com
Grupo Riu	Contact: Daniele Rossi	I. Sal	Email: palace.caboverde@riu.com



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.

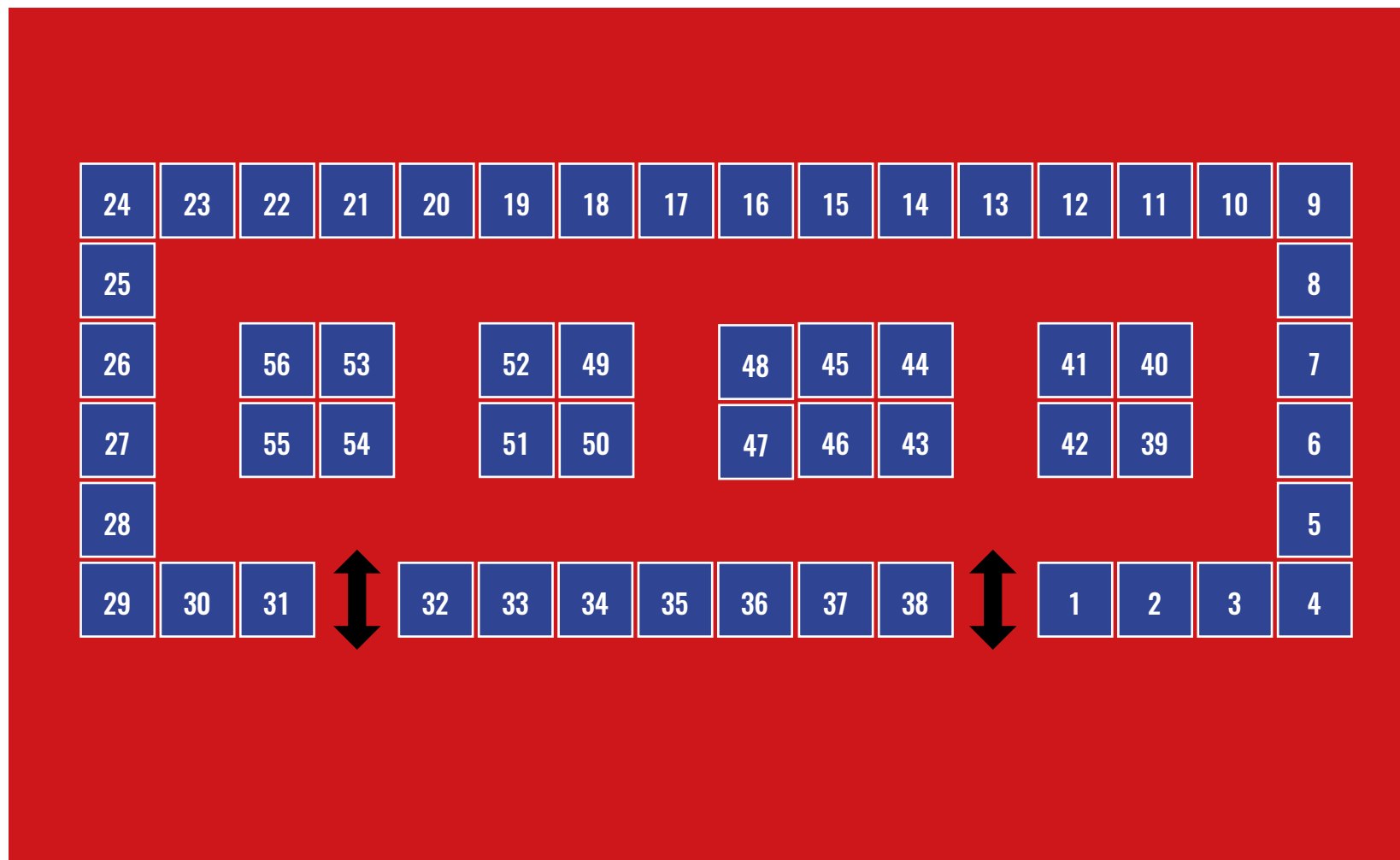
The **EXPOTUR 2022** organization recommends the services from TALENT, SOLUÇÕES EM RH, with the following references:

Manager & Booker: Ofélia Monteiro

Telephone: 994 34 05

E-mail: monteiro_ofelia@hotmail.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*



SAL ISLAND

City of SANTA MARIA



POPULATION

around 25,775 inhabitants



AREA

216 Km²



CITY

around 8,000 inhabitants

FIC FACILITIES:

Location:

Area:

Coordinates 16° 35' N e 16° 51' N

FURNITURE CATALOG – RENTING



Ref: 08CCE

900\$00 + VAT



Ref: 08CR

1.000\$00 + VAT



Ref: 07MT02

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



Ref: 05BV

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



Ref: 04AB

(0.60 X 0.70)
2.500\$00 + VAT



Ref: 07MVG3

(0.65 X 0.75)
3.000\$00 + VAT



Ref: 03ART W

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



Ref: 03ART B

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



Ref: 06EV 1

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



Ref: 03ART2

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



Ref: 01CI

(0.40 X 0.40 X 0.40)
500\$00 + VAT
EACH CUBE

STAND STANDARD: _Module A - 3x3m = 9 m²



PALA - EXHIBITOR IDENTIFICATION



VIEW RIGHT SIDE WALL (-LEFT) / BACK WALL



9 metros²
STAND

PVC White Plate

Aluminium Profile



FIC, S.A

Onde os negócios acontecem!

FIC, S.A - FEIRA INTERNACIONAL DE CABO VERDE

Rua Angola 10 RC, Cidade do Mindelo (Centro), São Vicente, Cabo Verde, C.P 249

Tel: (+238) 232 18 22 - (+238) 928 00 00 - Email: info@fic.cv - Site: www.fic.cv

NOVO CORONAVIRUS

causam doenças que variam de uma gripe simples a condições mais graves, como Síndrome Respiratória Aguda Grave.



Transmissão

O vírus pode transmitir-se através de contacto com animais e pessoas infetadas.

Principais sintomas

Febre alta

Tosse

Mal-estar geral

Dificuldade em respirar

Formas de prevenção



Lavar as mãos frequentemente com água e sabão e desinfetar com álcool gel:



Cobrir a boca ao tossir e espirrar com lenço descartável ou com antebraço e deite o lenço no lixo imediatamente após o uso, e lave novamente as mãos:



Usar máscara em locais onde há risco de transmissão:



Evitar o consumo de produtos de origem animal crus ou mal cozido:



E evitar contacto próximo com pessoas com febre e tosse e superfícies circundantes.



Nas situações mais grave a infeção pode causar **pneumonia, síndrome respiratória aguda grave, insuficiência renal** e em alguns casos pode levar a morte.



Em caso de dúvidas, contacte os serviços de saúde mais próximo de si.

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