



**RUEDA**  
INTERNACIONAL  
DE NEGOCIOS

Cámara de  
**Comercio**  
de Guatemala

Seeking international partners



June 19-21 2024

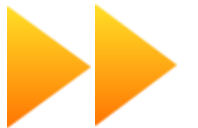




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## What is the International Business Matchmaking?

- ✓ 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





**RUEDA INTERNACIONAL DE NEGOCIOS**  
ENLAZANDO EMPRESAS

ORGANIZA

**Cámara de Comercio de Guatemala**

**Lic**

**PRESS**  
LOGISTICS

**G&T**  
MENTAL

Porto Santo  
de Castilla

**Azteca**  
es. Logras.

**N LINE**

**Cámara de Comercio de Guatemala**

**RUEDA INTERNACIONAL DE NEGOCIOS**  
ENLAZANDO EMPRESAS

**RUEDA INTERNACIONAL DE NEGOCIOS 2023**

**RUEDA INTERNACIONAL DE NEGOCIOS**  
ENLAZANDO EMPRESAS

ORGANIZA

**Cámara de Comercio de Guatemala**

CON EL APOYO DE:

**SEABOARD** **ZoLic**

**GPS** **c807**

**BANCO INMOBILIARIO** **TAMT EXPRESS**

**BANRURAL** **25 años** **G&T CONTINENTAL**

**BANCO CHN** **Porto Santo de Castilla**

**BAC** **Banco Azteca**

**EVERGREEN LINE**

A photograph of two business people shaking hands in a firm grip. They are wearing dark suits and ties. The background is a blurred city skyline at night, with many lights from buildings and streets. The image is split vertically: the left side shows the handshake, and 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

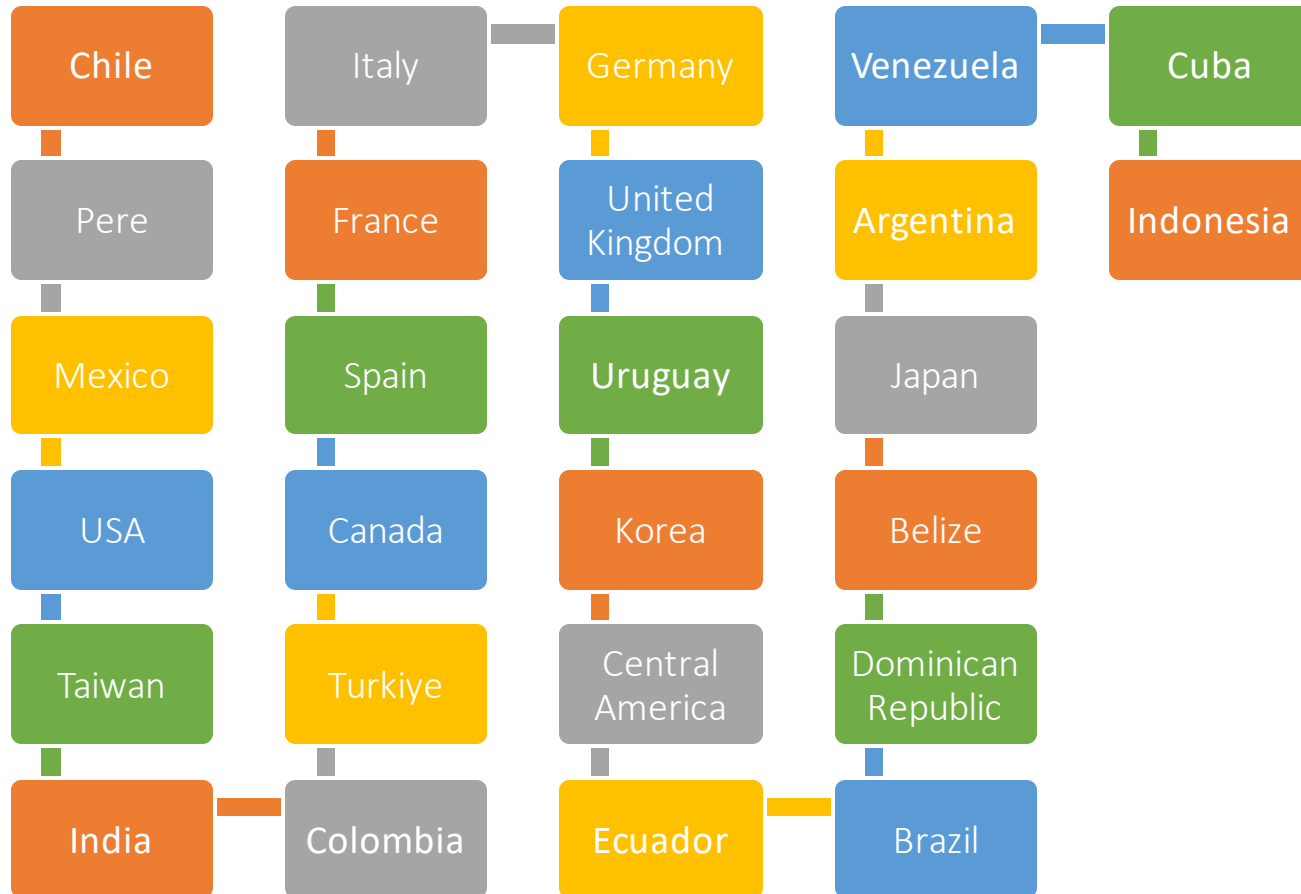


## Know-how update to access the Guatemalan market

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



# Countries Invited



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# Categories and Products



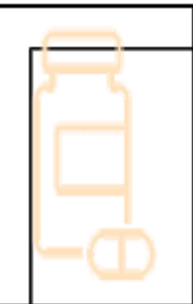
## Machinery and Equipment

- Machinery
- Industrial equipment
- Agricultural equipment
- Hardware products



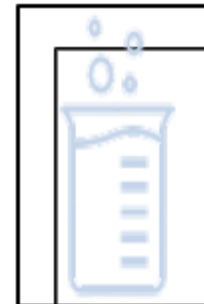
## Electronics and Household Appliances

- Electronic devices, audio and video equipment (phones, computers, videogames, speakers, surveillance cameras)
- Accessories (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



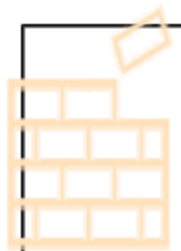
## Food

- 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



## Footwear 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

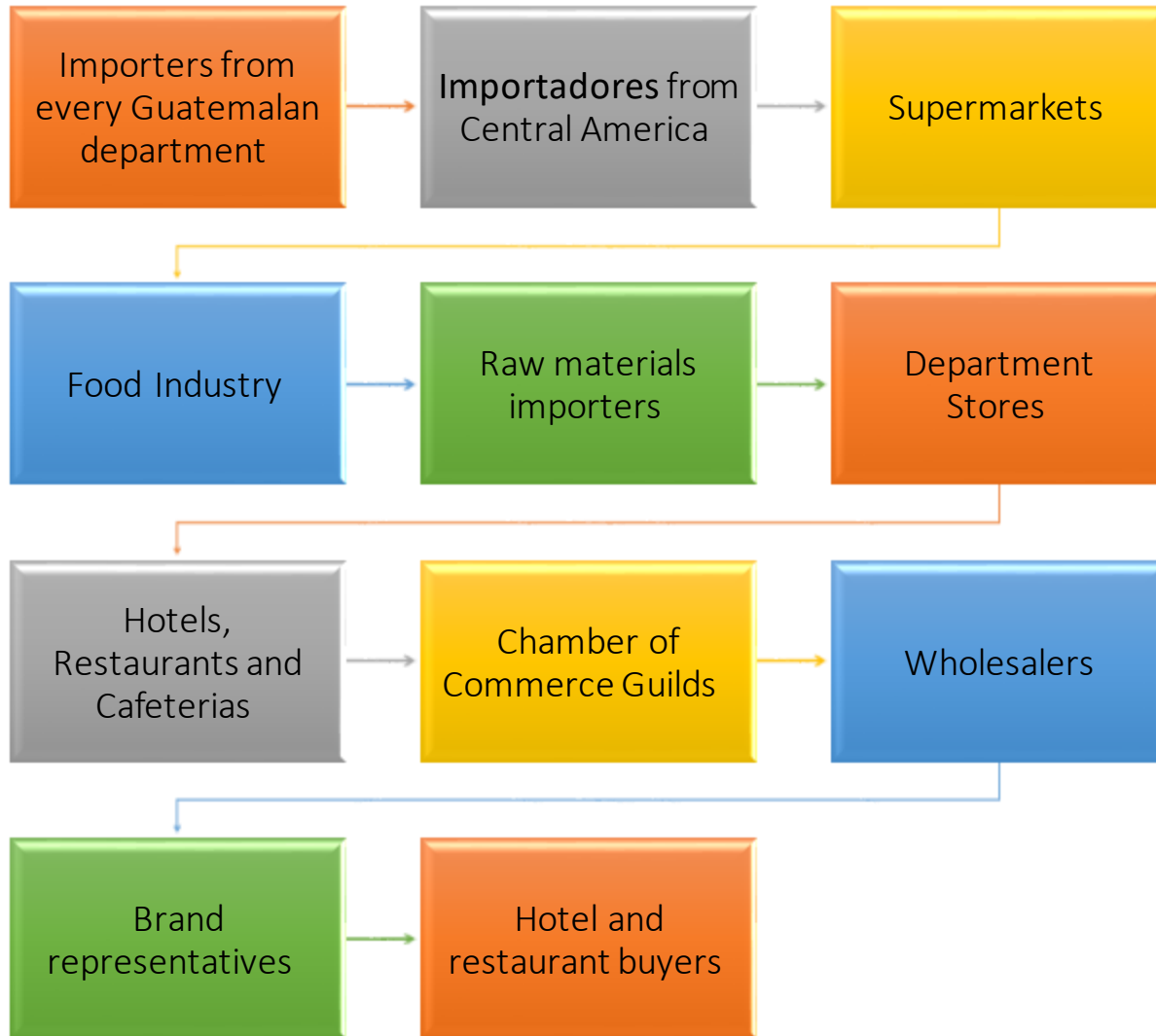
Registration of buyer  
companies

B2Bs between  
international exporters  
and local buyers



Profile of the  
Guatemalan and  
Central American  
Importer





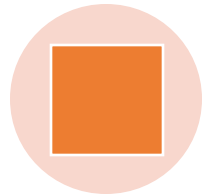
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A person in a dark suit and tie is holding a small globe of the Earth. The globe is surrounded by a network of white human icons connected by yellow and orange lines, symbolizing global connectivity and international trade. The background is a dark, slightly blurred grey.

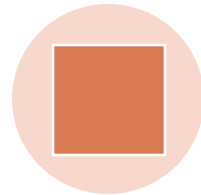
# International Exporter Profile



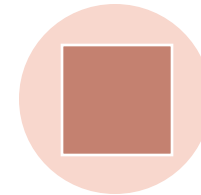
# Basic requirements to participate



Company formally established in your country



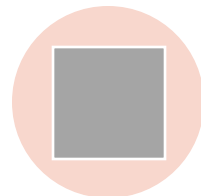
Exporter or ready to export



A viable product for the Guatemalan or Central American market.

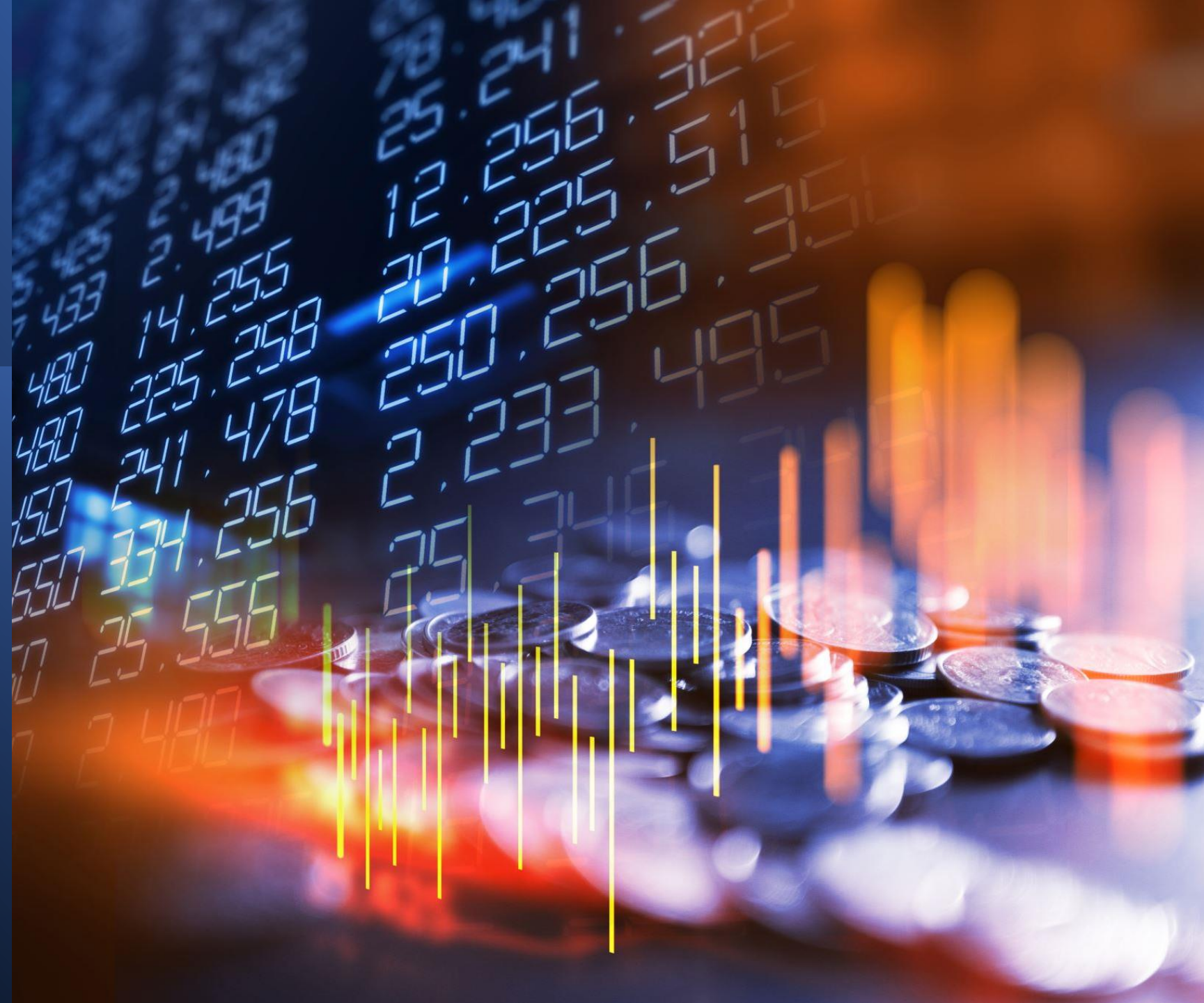


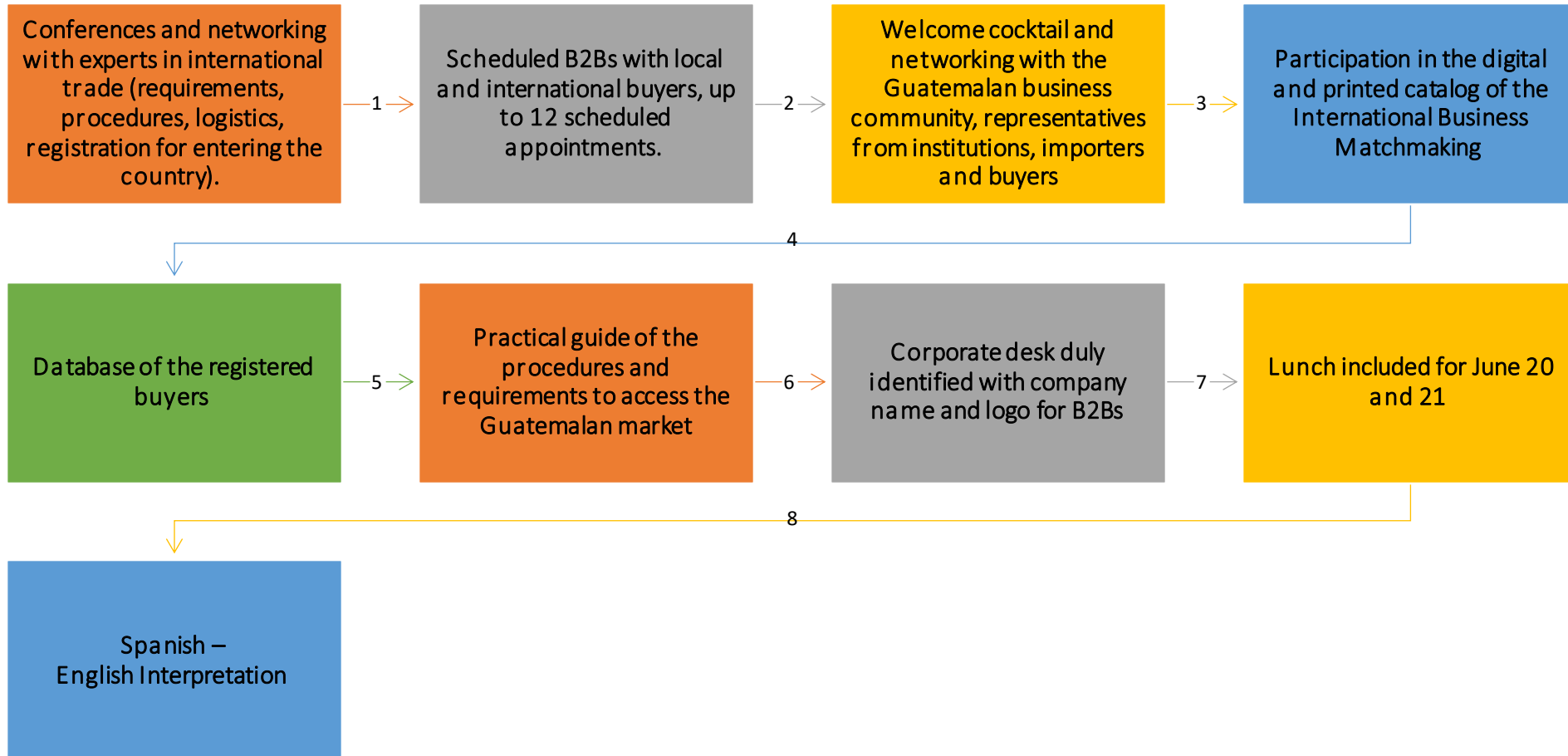
Registrations or permits of the products to be offered



Website or product catalog

Benefits for  
the exporter

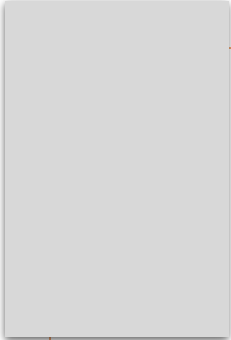




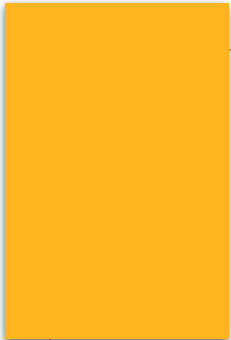
Participation  
in the digital  
and printed  
catalog of  
exporters



## Exporter investment



\$750.00



\$600.00

**\$750.00 individual participation**  
**\$600.00 group participation**

Deadline for  
Confirmation

May 15th 2024



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