



AfrICANDO

21st Annual US-Africa Trade and Investment Conference/Trade Show

Using Strategic Advantages to Expand Market Share

October 15- 17, 2019

TUESDAY, OCTOBER 15, 2019

11:30 am -1:30 pm	Registration / Orientation / Booth Assignment	Miami Airport Convention Center (MACC)
11:30 am -3:00 pm	Exhibitor Set-up	
3:30 pm - 6:00 pm	Tour of Miami Dade County	

WEDNESDAY, OCTOBER 16, 2019

8:30 am -7:00 pm	Registration/Exhibit Hall Open	Miami Airport Convention Center (MACC)
8:30 am -9:00 am	Continental Breakfast/Networking	
9:00 am – 10:00 am	Welcome Remarks	
10:15 am -10:30 am	VIP Tour of EXPO Hall	
CONCURRENT SESSIONS		
11:00 am -12:15 pm	Export Readiness: <i>US Guidelines for Exporting to the US and Pricing Your Products to Sell</i>	
11:00am -2:00 pm	Using Strategic Advantages to Expand Market Share: <i>Part 1 - MIA as a Gateway</i>	
12:30 pm – 1:45 pm	Luncheon Program	
2:00 pm - 3:15 pm	Financing Strategies for SMEs	
3:30 pm – 4:45 pm	Marketing and Social Media Strategies	
7:00 pm	Expo Hall Closes	

THURSDAY, OCTOBER 17, 2019

9:00 am -5:00 pm	Registration/Exhibit Hall Open	Miami Airport Convention Center (MACC)
9:00 am – 9:30 am	Continental Breakfast/Networking	
9:30 am–10:45 am	How to use AGOA Benefits, Prosper Africa and the Build Act to Make Money, Money, and More Money!	
11:00 am–12:15 pm	Buyers/Sellers B2B Workshop & Networking	
	Country Presentation of Products/Investment Opportunities (Doing Business with African Entrepreneurs)	
11:00 am -2:00pm	Using Strategic Advantages to Expand Market Share: <i>Part 2 - PortMiami as a Gateway</i>	



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12:30 pm - 1:30 pm	Lunch	
2:00 pm - 3:30 pm	ATDC Academy: Using the ATDC Platform to Do Business in the US, the Western Hemisphere and Africa	
4:00 pm	EXPO Hall Closes	
7:00 pm - 9:00 pm	21st AfrICANDO Gala and Awards Dinner	

