



## Learn and explore new opportunities in Southern Europe

# Minority Business Focused Trade Mission to Italy, Spain and Portugal

### May 15 - 21, 2022

The United States Department of Commerce, International Trade Administration (ITA), is organizing an executive-led Minority-Business Focused Trade Mission (MBTM) to Southwestern Europe: Italy, Spain, and Portugal from Sunday, May 15, 2022 to Saturday, May 21, 2022.

This mission is aligned with a key goal of the Biden-Harris Administration to build back better with equity. The purpose of the mission is to provide opportunities for U.S. companies to access the Southwestern European regional market and increase U.S. exports to the European Union (EU) region by connecting U.S. firms and trade associations to pre-screened business prospects. Trade mission activities will be designed to target the export assistance needs of minority businesses.

These three European countries represent approximately 23% of the total European GDP, totaling over \$3.1 trillion reaching a population of over 117 million. In 2020 U.S. exports to these markets reached over \$34.4 billion.

### Targeted Sectors

- Information and Communication Technology (ICT) including cybersecurity, smart city infrastructure and technology solutions, artificial intelligence, and cloud computing
- Energy
- Environmental Technology
- Safety and Security Technology

### Why you should join?

Over the course of one week, mission participants will benefit from the guidance and insights of ITA's commercial teams working in these markets, opportunities to network with U.S. companies already doing business in the region, and customized, one-on-one business appointments with pre-screened prospective buyers, agents, distributors, and joint venture partners, as well as with local government officials and industry leaders, where applicable. Leading up to the mission a series of webinars will be held on country market opportunities.

### Country Market Opportunities Webinars in January 2022

#### Trade Mission Stops

Milan, Italy - May 15-17, 2022  
Madrid, Spain - May 17-19, 2022  
Lisbon, Portugal - May 19-21, 2022

#### Deadline to Apply

March 4, 2022

**Apply now!**  
**Limited spaces available.**



<https://tinyurl.com/mbftm2022>

#### Costs

- \$5,500 for small and medium enterprises (<500 employees)
  - \$8,100 for large companies or trade associations
  - \$1,000 - each additional representative with a limit of 2 per participating company.
- \*Expenses for travel, lodging, meals, and incidentals will be the responsibility of each mission participant.



#### For more information

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#### For sponsorship opportunities

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