



AL-INVEST III Consortium
Executive Office Eurochambres
Avenue des Arts, 19 A/D
B-1000 Brussels
<http://www.al-invest3.org>



PRESS RELEASE

Brussels, 11 November 2005

Europe CONNECTS with Latin America: EU business to seize market opportunities

On 14-16 November in Recife (Brazil), EU Chambers of Commerce and Industry and business organisations will meet with their Latin American counterparts in CONNECT, a wide-scale networking event covering 18 Latin American countries and the 25 EU member states. The meeting will be attended by 107 representatives from business organisations from both regions, as well as representatives of all EC Delegations based in Latin America.

CONNECT is organized in the framework of the AL-Invest III Programme. Maurizio Queirazza, Director of the AL-Invest III Team, said: *“The Latin American market is often underestimated, but it offers huge opportunities for European SMEs. The trade between the two regions amounts to over €117 billion per year, and for each €1 invested, there can be €8 return. CONNECT is a chance for EU business to seize the immense business potential of all the 18 Latin American countries, and to launch cooperation projects supported by the AL-Invest III Programme.”*

The aims of the CONNECT are:

- Preparation of new co-operation projects between European and Latin American businesses;
- Presentation of the bilateral programmes between the European Commission and each Latin American country, and identification of possible synergies with AL-Invest III;
- Evaluation of the status of AL-Invest III, now reaching half of its term.

More information on the CONNECT can be found on www.connectrecifebrasil2005.com.br

Note to the editor:

AL-Invest III is a programme for EU-Latin American economic cooperation, managed by the AL-Invest III Consortium and supported by the European Commission (EC). With a grant of €42 million, AL-Invest III is the largest EC program to foster small and medium size companies of Europe and Latin America.

EUROCHAMBRES, the Association of European Chambers of Commerce and Industry, is responsible for the management and implementation of AL-Invest III, in cooperation with Bancomext (Banco de Comercio Exterior de Mexico) and other EU-LA business organisations.

FURTHER INFORMATION: Virginia Bustos, tel.: +32 (0)2 788 48 47, bustos@al-invest3.org
PRESS CONTACT: Ms. Guendalina Cominotti, tel.: +32 2-282 08 66, cominotti@eurochambres.be

All our press releases can be downloaded from: <http://www.eurochambres.be/press/>

