

# Portugal as a Platform Into Portuguese Speaking Markets: Angola, Brazil and Mozambique

WIS INTERNATIONAL ATTENDS TRADE SEMINAR.

WIS International [www.wis/int.com](http://www.wis/int.com) was in attendance at the trade seminar held at the Cultural Centre, Belem, Lisbon on the 8<sup>th</sup> of May . The event was organised by the UK Trade Trade and Investment (UKPI) team from the British Embassy in Lisbon.

Lord Green of Hurstpierpoint Minister of State for Trade and Investment opened the event. The seminar attracted 15 United Kingdom companies and around 150 representatives from Portuguese industry as well as local organisation and Chambers of Commerce.



The theme of this event was to use Portugal as a platform for British companies wishing to do business in the emerging Portuguese speaking countries. This was a follow up to the successful event held in London in February, which launched this concept. WIS International was also present in London.

WIS International was there in their capacity as being a Portuguese and UK company with offices in both countries. Their main aim was to talk to companies interested in investing in these Portuguese speaking countries, about the importance of undertaking business intelligence and due diligence into any prospective partners or contractors they intend to associate with in these countries.

Roy Whitehouse MD of WIS International, who is also a board director of the British Portuguese Chamber of Commerce said, “It is very important that companies do their due diligence into partners and contractors especially when they are undertaking business in foreign countries. They need to be in receipt of all the facts before making key decisions and by not doing so can cause untold financial and reputational damage.”

The all day event was divided in two, for the morning session there was a panel discussion where companies shared their experiences and gave advice. In the afternoon there were pre booked ‘one to one’ meetings between British and Portuguese companies.

WIS International have been established for over 30 years and specialize in business intelligence and due diligence in all Portuguese speaking countries as well and many other countries around the globe. They talked to several

companies that attended the seminar and found the event very beneficial for networking and new business.

WIS International can be contacted at [info@wis-int.com](mailto:info@wis-int.com) or visit their website [www.wis-int.com](http://www.wis-int.com)