

# MatchmakingOne

## PLATAFORMA DE RONDA DE NEGOCIOS

CONGRESO HEMISFERICO CAMACOL

Discussion Paper

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Matchmaking One is an online platform designed for CAMACOL. It is based upon the successful Business Roundtable events organized by CAMACOL and held in several Latin American cities this past year. It has been featured at the CAMACOL Hemispheric Conference held annually in Miami for the past 37 years.

The purpose of Matchmaking One is to facilitate the interchange of experiences and opportunities for businesses and professionals in the U.S. and their counterparts in other countries interested in doing business in this country. This will be accomplished by direct contact, face-to-face meetings, and interviews based upon specific products and services that businesses wish to discuss.

## **I. Introduction.**

The Matchmaking One platform was created by CAMACOL to facilitate the exchange of experiences and business opportunities among its members, participants in the Hemispheric Congress, exhibitors at this event, and with entrepreneurs who are associated with the different bilateral chambers of commerce located in the city of Miami. Various consular offices are also involved.

Miami Oportunidad, Latin America Invest and Barnews Research Group were the originators of this business model that was used in 2016 in commercial missions to Buenos Aires, El Chaco, and Santiago, Chile this past April.

The first steps were implemented at the 37th Hemispheric Congress last year, and the final details will be operational at this year's event in June.

This platform provides direct "Business Roundtable" contact for commercial opportunities between interested businesses and professionals throughout the region to be available throughout the year and through the CAMACOL website by registering for Matchmaking One. It is designed to electronically disseminate and promote these opportunities in a simple and practical method.

Several chambers of commerce have already been added, especially those from Argentina, Chile, Honduras, Paraguay and, Uruguay. They are actively participating to increase the dialogue between their members and registrants of Matchmaking One.

## II. Description of the Model

### A. Basic Components of the Model

The basic items of information collected are shown below. Registrants to Matchmaking One will use the website to contact each other, exchange experiences, and introduce their products and services. The information is available 24/7 on the CAMACOL website.

The information available includes:

1. Registrants located in the Miami area
2. Participants at the Hemispheric Congress
3. Exhibitors at the Hemispheric Congress

Each of the entries in these lists will include the following information:

- First name and last name of the registrant
- Title in the organization / company
- e-mail address
- Telephone contact number
- Name of the company and / or office
- Business sector
- Products and services offered
- Observations / Comments

It should be noted that the model gives priority to the five strategic areas covered at the Hemispheric Congress, but it also provides for any category involved in international trade or sector of interest for the exchange of business/professional information.

NOTE: As an additional security measure, software will be included so all information will be confidential to only registered members to prevent any cyber-infiltration.



### B. Who Should be Interested in Participating

Matchmaking One is directed to members of CAMACOL, members of the various bilateral chambers of commerce located in the Miami area especially those that are members of the Permanent Secretariat of the Hemispheric Congress, chambers of commerce located in all countries of the region, government consular departments involved in business development, and companies/individuals interested in business opportunities in the U.S.

### C. How Matchmaking One Functions

Matchmaking One provides a direct interface for registrants to ensure that international business roundtables are organized around specific themes for the commercialization of products and services of

market interest. This platform makes it possible to establish contact and meetings between companies interested in international trade.

In the words of Commissioner Wilfredo Gort, President of the Hemispheric Congress, “We hope that large wholesalers, buyers, and providers of services in the tourism sector, and representatives from all sectors of international business will participate in these business roundtable events and in Matchmaking One. The key focus of this new CAMACOL initiative is to facilitate face-to-face contact and meetings with our members and congress participants at both local and international levels by using these additional promotional capabilities to generate new business relationships.”

## **IV. Design of the Page on the CAMACOL Website**

Access to the Matchmaking One platform will be through a special banner visible on the homepage of the CAMACOL website. All the information will be available directly on the website.

This section explains how users will enter Matchmaking One, register, and access its special features.