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Morocco Road Show 2022-2023

Inova-Ria, along with associated companies Wavecom Technologies and R5 Marine Solutions, aimed to explore the Moroccan market and create business opportunities for the involved companies. The main objective of the event is to promote the internationalization of Portuguese information technology and electronics companies, encouraging collaboration and commercial exchange with Moroccan businesses.

The Road Show is an initiative that is part of the PT HUB ICT internationalization project, which aims to strengthen commercial relations between Portugal and other countries, driving the technology and innovation sector. The action is promoted in partnership with aicep Portugal Global, an entity that supports the internationalization of Portuguese companies, ANJE National Association of Young Entrepreneurs, representing the interests of young companies in Portugal, CIP - Portuguese Business Confederation, and ANETIE - National Association of Information and Electronics Technology Companies, an organization that represents the information technology and electronics sector in Portugal.

With the active participation of Inova-Ria and its associated companies, the Morocco Road Show 2022-2023 sought to establish a solid presence in the Moroccan market, a protocol was signed with APEBI to explore internationalization opportunities between the Portuguese and Moroccan markets in the ICT sector.



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