

23 OCTOBER 2025



Session n°19:

Transforming Agrifood Systems: Opportunities for entrepreneurs in the Caribbean and Latin America



Caribbean Agrifood Business Series ...



Funded by
the European Union



Virtual Bussines Fairs

Juan Carlos Estrada
Commercial Support Technician



Contribuyendo a la consecución
de los ODS para nuestras futuras generaciones



REDCA - CATN (Central American Trade Network)

It is a virtual regional platform for trade information and intelligence managed by SIECA.

- It serves as the largest virtual business directory in Central America
- It promotes trade within Central America and with other markets
- It has a direct and positive impact on the population economy



Central American Trade Network (CATN)



Once registered on CATN you Will be able to

- *Create and expand business networks while reducing costs and bridging distances*
- *Participate in Virtual Business Fairs*
- *Stay informed about business and trade-related events*
- *Access economic and market information and analysis*

+ 31,000

Registered businesses

43

Virtual Business Fairs accomplished

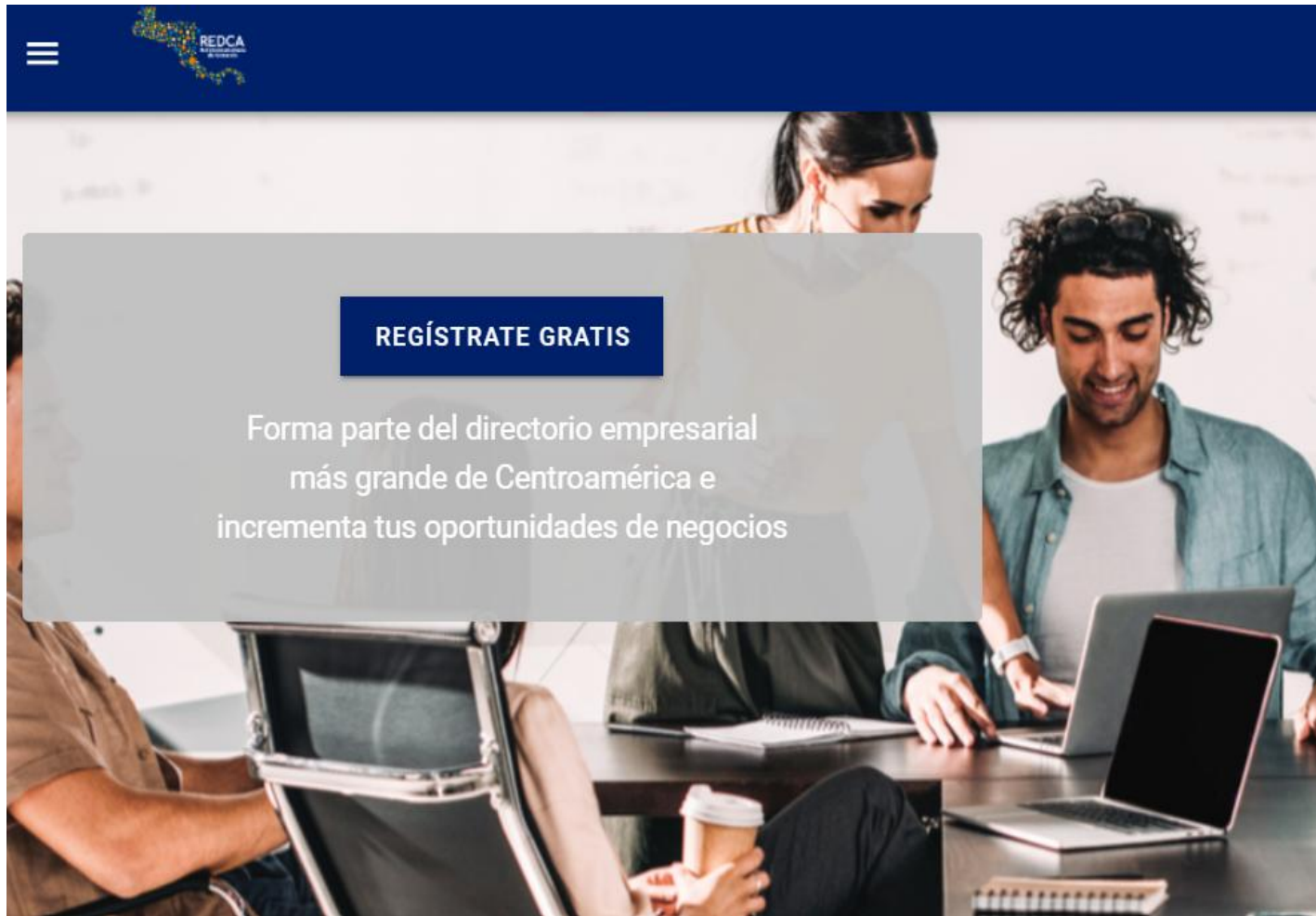
+ 14,000

Business meetings achieved

+ USD 300 millions

Estimated amount of intended business deals

How to register on CATN



1. Go to:

<https://www.redca.sieca.int/>

Virtual Business Fairs benefits

1. You will have the opportunity to interact with companies from across Central America, South America, North America, Europe, and Asia
2. You will be able to choose the companies with which you wish to schedule a meeting
3. You may schedule as many meetings as you wish, depending on the availability of the Virtual Business Matchmaking Event and the participating companies
4. You will hold videoconferences with your selected counterparts, share your screen, and use a chat function that allows you to attach documents
5. You will expand your business network free of charge while bridging distances
6. You will find potential business partners with whom to conclude deals





Organización de las Naciones
Unidas para la Alimentación
y la Agricultura



Secretaría
Ejecutiva
Consejo Agropecuario Centroamericano



SIECA
SECRETARÍA DE INTEGRACIÓN
ECONÓMICA CENTROAMERICANA



SICA
Sistema de la Integración
Centroamericana

25 AL 29
DE AGOSTO



XII EDICIÓN

RUEDA VIRTUAL DE NEGOCIOS

de las Cadenas Agroalimentarias
de América Latina y El Caribe

#OrgullosamenteSIECA



SIECA
SECRETARÍA DE INTEGRACIÓN
ECONÓMICA CENTROAMERICANA



SICA
Sistema de la Integración
Centroamericana

Join our next Virtual Business Fair!

Once registered on CATN, click on the Virtual Bussines Fair icon and you will see the current VBFs



You will need to request participation clicking on:

Request participation

We will be there for you

1. A business specialist will be available to address your questions, guide you, and assist you in completing your profile and forms
2. You will receive guidance on how to best present your company and its product or service catalogs
3. A business specialist will assist you in organizing your meeting schedule prior to the Virtual Business Matchmaking Event
4. If translation support into English is required during the business meetings, the technical team will accompany you and provide interpretation as needed.





SICA
Sistema de la Integración
Centroamericana

Hope we have you at our next Caribbean
Virtual Business Fair!

#ProudlySIECA
#OrgullosamenteSIECA

 www.sieca.int
 [@sgsieca](https://www.facebook.com/sgsieca)
 [@sg_sieca](https://twitter.com/sg_sieca)
 [/SG_SIECA](https://www.youtube.com/SG_SIECA)
 [SG_SIECA](https://www.instagram.com/SG_SIECA)
 [SG_SIECA](https://www.tiktok.com/SG_SIECA)



Contribuyendo a la consecución
de los ODS para nuestras futuras generaciones

Thank you

