

#7 ISSUE | JULY - AUGUST 2022

MAGAZINE

# MAKEBA

PRAISE THE MAGNIFICENT AT CPLP

Angola  
Edivaldo Machado  
Example of  
entrepreneurship

Portugal and Angola's  
summer Web Summit  
with mandatory  
presence

TRAVELING ACROSS  
THE PORTUGUESE LANGUAGE COUNTRIES





TONGORO





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# SAO TOME or BISSAU...

any destiny so close and direct.



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Foto: Luther da Cunha



## EDITORIAL

After 2 years of limited movement, we are now eager to start, or start over, exploring new places in the world! It's summer, it's time to enjoy, socialize, walk around, in short, take back the pleasures that had been put on hold.

We bring you a variety of suggestions to get lost in our countries, where there are different and varied offers to please everyone from the most adventurous to those who prefer total relaxation with sun and good food.

In the CPLP we find places that make us hold our breath, from the Plateau of Humpala, mostly known as Serra da Leba, to the mountains of Pico Basilé in Equatorial Guinea, not to mention the paradisiacal beaches of Mozambique, Brazil or the Roças of Sao Tome and Principe, or even for those who love fishing, the paradise on the waters of Guinea-Bissau. In Cape Verde, in addition to the beach, you can visit places like the salt pans, and as we are on the islands, Madeira Island is a mandatory point to visit in Portugal; and always in the islands discover the history of the Virgin Mary statue in the Tatamailau mountains in Timor.

And because we need to pack our bags, we also bring you fashion and style suggestions that are already far from the comfort mode adopted in these last years of confinement; with beach looks with a lot of elegance and style, to dresses for wedding parties, or any other celebration. Be enchanted!

We wanted to know the opinion in each of the CPLP countries on how to improve the singular in order to elevate the whole, and we were pleased with what we were told.

We hope that for you too, dear reader, each of these people can inspire you to do even more, so that together we can achieve a lot!

In the events not to be missed, we tell you about the Web Summit in Angola and Portugal.

Angola sets an example by holding this Innovation event, which is extremely important for development. The Web Summit in Portugal is Europe's largest conference on technologies, held annually since 2009. Technology and internet lovers won't want to miss these two events with speakers from all over the world.

To dance, head to the Baía das Gatas Festival scheduled for the 12th, 13th and 14th of August, in its 36th edition.

Augusto Neves, mayor of Mindelo, says it is "unanimous to recognize the importance of cultural activities" for the island of Sao Vicente, which have had the power to attract other investments. So, go straight to Sao Vicente and have fun.

I can't say goodbye without mentioning the war in Ukraine, a war that should never have started and that has been going on for 6 months. Experts predict that Africa will suffer most from the lack of wheat, one of the most important sources of food. Perhaps it is the right time to look at agriculture as a strategic and extremely important sector. Africa needs agriculture to survive, some countries like Zimbabwe were once Africa's breadbasket, Uganda and also Angola have potential. I leave you with the words of the esteemed Kofi Annan...

"If we want to extend the continent's economic successes to a majority of Africa's inhabitants, we cannot continue to neglect the communities that depend on agriculture and fisheries"; "The world's growing population needs food and Africa, our continent, is in a good position to provide it".

Mina Maria.

# MAGAZINE MAKEBA

PRAISE THE MAGNIFICENT AT CPLP



## FIRST MAGAZINE FOCUSED ON THE COMMUNITY OF PORTUGUESE-SPEAKING COUNTRIES

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23€ ANNUALLY

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# Amazing places TO Discover!

Whichever country you choose, you will be surprised.  
Start your trip now with some of the best places to visit in each of the CPLP countries.  
Emblematic places, with unique landscapes that inspire brushstrokes in paintings...  
Traveling transforms us, makes us richer, more complete and more aware of how different we are and, after all, equal. And you will arrive to the end of the trip with more memories to share, with an open soul and a fuller heart!  
And to inspire you even more...

*Can't you see that we are travelers?  
And you ask me:  
What is travel?  
I answer with one word: it's moving forward!  
experience this on yourself  
May you never be satisfied with what you are  
So that one day you may be what you are not yet.  
Always advance!  
Don't stand still on the way.*

*Saint Augustine*



## Serra da Leba, Angola

Serra da Leba is a special place, known in every corner of the country and one of the top symbols of national tourism.  
The road, which winds from above, began to be built in colonial times, in the late 60s. It is an architectural masterpiece framed in a spectacular natural setting. The best place to appreciate the snake that descends the hill is the Miradouro da Leba, from where you can perfectly appreciate the joint and perfect work between man and nature.





## Cristo Redentor, Brazil

the art deco statue that portrays Jesus Christ, located at the top of Corcovado Hill, 709 meters above sea level, overlooking a considerable part of the Brazilian city of Rio de Janeiro, is thirty meters high and it's one of the biggest statues in the world.

Symbol of Christianity, Christ the Redeemer is also a cultural icon of Rio de Janeiro, Brazil and Latin America as a whole, being portrayed in

films, television and music. The monument is an important tourist spot, which receives, on average, 2 million visitors a year. In 2007, it was informally elected as one of the seven wonders of the modern world and, in 2012, UNESCO considered Christ the Redeemer as part of the landscape of Rio de Janeiro included in the list of World Heritage Sites.



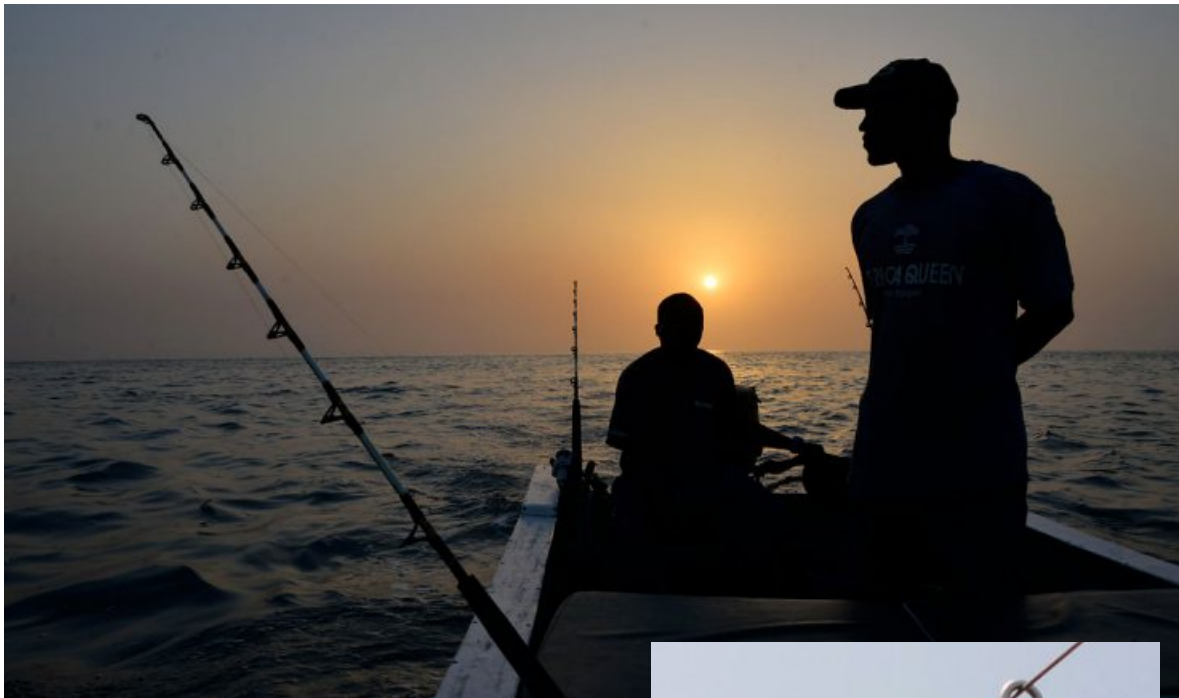
## Salt pans and Blue Eye, Cape Verde

The Pedra de Lume salt pans, located inside the crater of a volcano, are one of the main tourist attractions on the island of Sal. In addition to the view, you can bathe in the saltwater lagoon without going to the bottom. And if you want to enhance the experience even more, salt massage treatments are available.

The Blue Eye, locally called Buracona, is another of the great attractions of the island of Sal. It is a natural pool with turquoise waters and an underwater cave several meters deep, resulting from indentations caused by the sea in the volcanic rock.



## Sport fishing, Guinea-Bissau

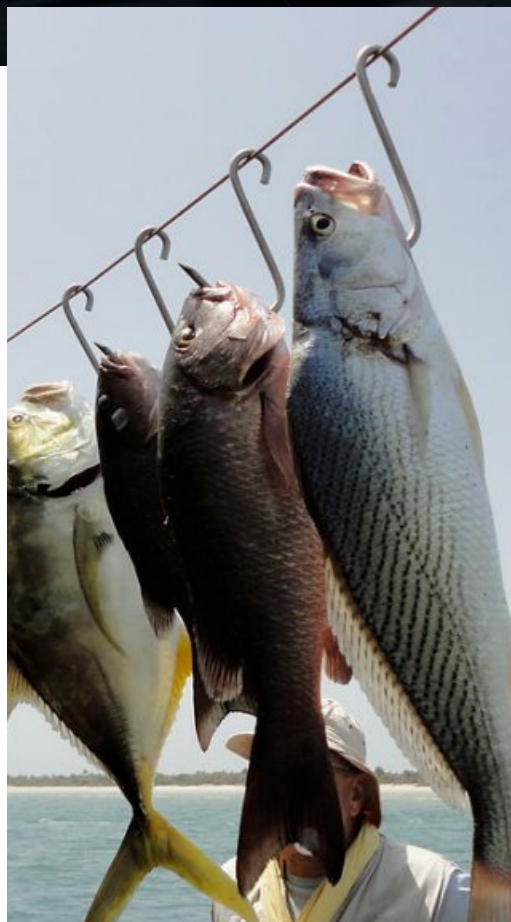


It is said that there is no rule without exception, and the Bijagós archipelago, off Guinea-Bissau, is the exception.

Classified by Unesco as a "Biosphere Reserve", it is known for its wild nature and the numerous varieties of fish. It is among the most wanted places by European sport fishermen, we can even say that it is one of the legendary places in Africa for sport fishing.

You can still find virgin places for fishing, such as the little frequented island of Kéré. Here you can find opponents such as red carp, barracuda, tarpon, etc.

The trips are made with local fishermen with a lot of creativity and know-how in this art.



## Basile Peak, Guinea-Equatorial



Formerly Peak of Santa Isabel, located on the island of Bioko, is the highest mountain in Equatorial Guinea. With an altitude of 9,878 feet, it is the summit of the largest and highest of the three overlapping basaltic volcanoes that form the island.

The island was inhabited in the middle of the 1st m BC by Bantu tribes from the mainland, who formed the Bubi ethnic group.

On the contrary from other islands in the region, Bioko had an indigenous African population.

In 1472, the Portuguese navigator Fernão do Pó was the first European to see the island while looking for a way to India.

The first ascent of the mountain by Europeans was made by English commanders between 1827 and 1828 under Owen's expedition.



## Pemba, Mozambique



The city is located at the exit of Pemba Bay, the 3rd largest bay in the world and the first in Africa in terms of depth and also one of the best protected on the Mozambican coast. Capital of the Province of Cabo Delgado, it is located in the North of Mozambique, along the Center-South axis of the Province, and to

the East it is bathed by the Indian Ocean. Until 1976 the city was called Porto Amélia, in honor of the last Portuguese queen, Queen Maria Amélia. The etymology of the name comes from the terms Muamba/Upemba which means to float, in the local language and in Macua.

## Madeira Island, Portugal



©Andre Carvalho

Don't let the fact that you're on an island make you think there's only sea! There is a lot to see, do and discover. In addition to the unmissable volcanic pools of Porto Moniz, visit one of the seven wonders of Portugal, the Laurisilva Forest, with admirable waterfalls, enjoy the largest plateau in Paul da Serra and the highest cliff in Europe, with 589m on a floor of glass. You can also venture through the

mountains and through nature to a viewpoint. Perfect spot to watch the sunrise on Pico do Arieiro, the third highest peak on Madeira Island. The south coast of Madeira Island is a popular spot to watch whales and dolphins in their natural environment. If you like, stop for a swim or snorkel along the coast while looking for bottlenose dolphins, sperm whales or Bryde's whales.



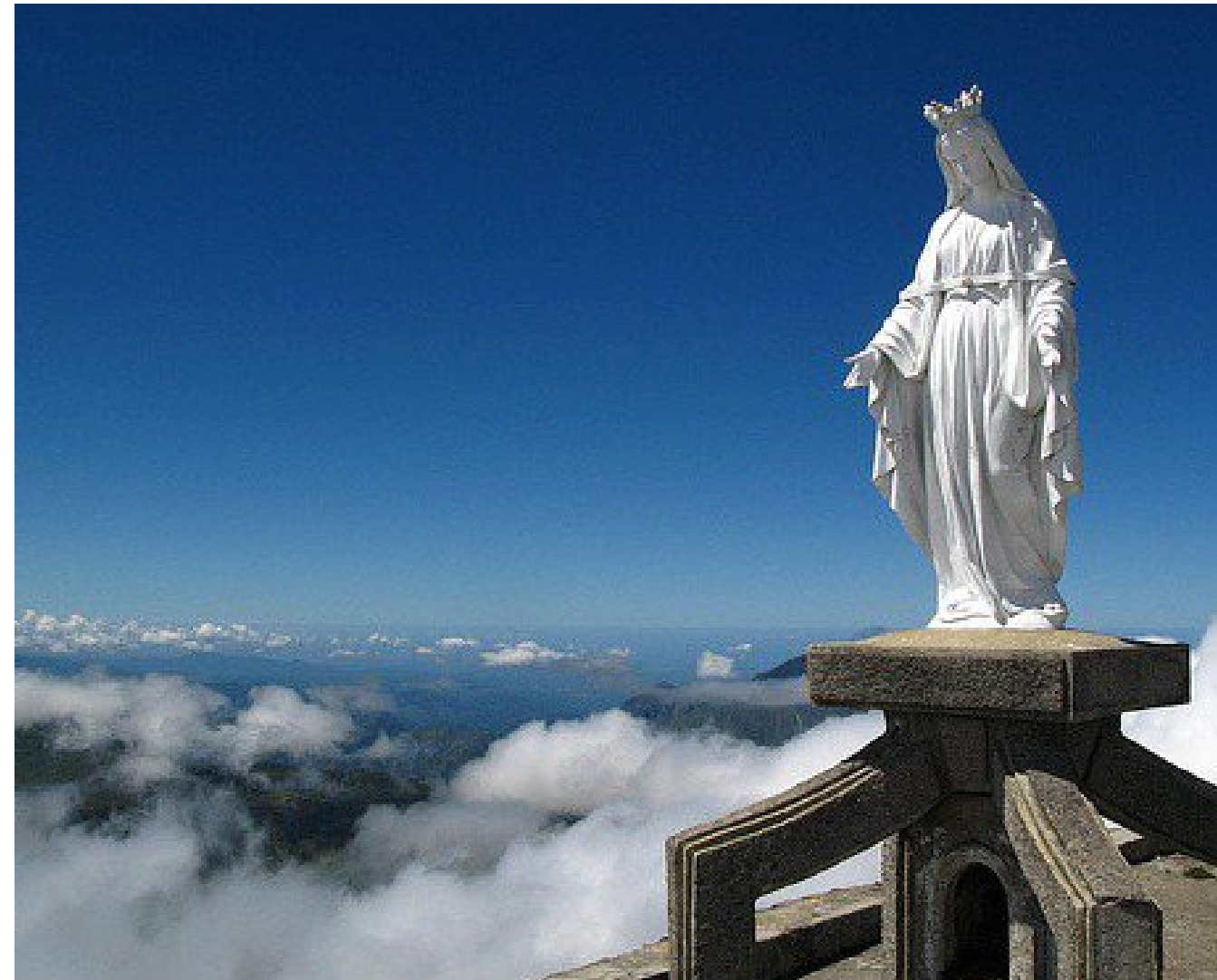
## Roças, Sao Tome and Principe



“There is a special place in Africa, even unique in its characteristics, which, although small and limited in geography – two small islands in the Gulf of Guinea – contains an unrivaled architectural and territorial ensemble. It is the archipelago of São Tomé and Príncipe and its cities, but above all its celebrated gardens.” – Duarte Pape and Rodrigo Rebelo de Andrade. In its genesis, the word “roça” means “clearing the bush”, “opening clearings” or “land where

the bush was cleared”, the fact is that the creation and organization of these constructions with multiple architectural influences, are much more than a heritage of Sao Tome and Principe, but of all Lusophony. They constitute the deepest heritage of a people, which must be safeguarded and protected, for the sake of Lusophone culture and the future development of the archipelago.

## Tatamailau Mountain, Timor



Tatamailau, or Tata Mailau, sometimes referred to as Monte Ramelau, is the highest mountain in East Timor and also on the island of Timor at 2,986 m. The mountain is located approximately 70 km south of the capital Dili, in the district of Ainaro. The name “Tatamailau” is of Mambai origin, the local language, and means “Everyone’s grandfather”.

“Ramelau” is the name of the massif mountain. The Tatamailau is dedicated to the Virgin Mary and is the object of an annual pilgrimage commemorating the Annunciation of the Blessed Virgin Mary, around March. There is a 3m tall statue of the Virgin Mary on the peak, which came from Italy and was erected during the Indonesian occupation in 1997.



# Glamour and Fashion

We could have mixed the trend colors, but we decided that green deserves a special highlight. This vibrant color that means hope, freedom, health and vitality. And it is the color of living nature. The warmer days have arrived and with them we leave a little more skin on display, and according to the trend with cheerful and bright colors! From more formal pieces, to total looks with summer colors, and even more practical and timeless pieces like denim, we have a lot to choose from! Summer calls for bright colors and vivid colors are something that is not lacking this year. Among oranges, pinks, yellows, greens and reds, the hot season is the perfect time to transform our wardrobe into a real rainbow with pieces that will Bloom our summer. With temperatures soaring, we have entered the best time to fall in love with an immensity of flowery patterns. And we already know, that there are dresses that are worth a thousand words! Have fun and happy shopping!



## Green, the season's favorite



Jumpsuit  
PINKO



Bag  
BOTTEGA VENETTA



Bathing suit  
DROPE



Perfume  
BULGARI



Body  
AGENT  
PROVOCATEUR



Mascara  
QUEM DISSE  
BERENICE?



Dress  
PINKO



Dress  
THREE GRACES



Skirt  
PRADA



Sandal  
CHRISTIAN  
LOUBOUTIN



Bag  
MARC JACOBS



Suit  
MSGM



Bag  
YVES SAINT  
LAURENT



Earrings  
ESPAÇO A



Eye Shadow  
HUDA BEAUTY



## Everyday in style



Perfume  
YVES SAINT  
LAURENT



Dress  
KOCCA



Mascara  
LANCÔME



Dress  
MOI MIMI



Top and skirt  
MIU MIU



Eye Shadow  
DIOR



Dress  
CAROLINA  
HERRERA



Sandal  
GUCCI



Bag  
CAROLINA  
HERRERA



Pantaloon  
MAX MARA



Dress  
SAINT LAURENT



Dress  
MOI MIMI



Sandal  
GUCCI

## Let's go to the beach



Pareo  
AMIR SLAMA  
GANGA



Sunscreen  
LIERAC



Hat  
ARKET



Glasses  
MISSONI



Bikini  
CLUBE BOSSA



Bag  
MAM



Flip flop  
HAVAIANAS



Bag  
MISSONI



Bikini  
DROPE



Beach towel  
LA REDOUTE



Bathing suit  
ANDREA IYAMAH



Sunscreen  
VICHY



Bikini  
LISA MARIE FERNANDEZ





## Celebrate is necessary



Dress  
ANDREA  
IYAMAH



Necklace  
PURIFICACION  
GARCIA



Bag  
JIMMY CHOO



Sandal  
AQUAZZURA



Bag  
YVES SAINT LAURENT



Dress  
GUCCI



Dress  
PINKO



Earrings  
DINNY HALL



Sandal  
SOPHIA  
WEBSTER



Dress  
PINKO



Sandal  
YVES SAINT  
LAURENT



Dress  
KOCCA



Eye Shadow  
NARS



Dress  
GRANDADO



Dress  
MIU MIU



Top and pants  
FOURSOUL



Baton  
FENTY BEAUTY



Glasses  
MARC JACOBS



Bag  
FURLA



Dress  
GUIDO MARIA

## ...because it's summer





# NPILI SCHOOL PROJECT AN ACHIEVEMENT!

Neima Ferreira, Founder of Npili School Projct

Before I started working at the African Development Bank 7 years ago, I volunteered on many projects while raising my daughter at home.

During this period, I visited Guinea-Bissau for the first time after being away for almost 16 years and I encountered several challenges on the ground. Education levels were critically low, adding to the fact that conditions in the education system had deteriorated dramatically in recent years due to constant political instability. Education was characterized by a high level of teacher absenteeism, a poor teaching and learning atmosphere, where the ratio of pupils to teachers was very high, poor school facilities, and a considerably high dropout rate among the girls.

The concept of the Npili School for girls in Guinea-Bissau was born to deal with the context that the country was facing. The project aims to have a demonstrative effect on decision-makers and civil society in the hope to create an egalitarian society and laying the

foundations for a future large middle class that will support the country to move to the next level of more inclusive and sustainable development. (Un)fortunately, I started working, and stopped leading the project. However, thanks to a group of volunteers from the Atena Foundation for Children and Women in the people of Karina Ferreira, Isa Bergh Lopes da Costa, Ana Palomino, Karyna Serqueira, Eneida Marta, Remna, Irley Barbosa Rivera, and many others, the Npili pilot project has been operational since 2021. However, excess demand makes more resources necessary to build more classes to accommodate girls transitioning to primary school.

If you want to support or know more about this project, please contact:

Karina Nosolini Ferreira at [geral@npili.org](mailto:geral@npili.org)

<https://youtu.be/4Wj6cZNtafI>

Donations:

<https://www.givingway.com/campaign/7a9bdc>





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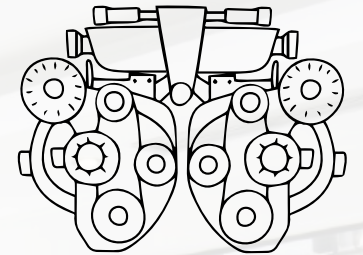
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# THE SUCCESS

Rui Motty's article, CEO & Optometrist at Optocentro



The optics sector is passionate and absorbing. The diversity of content comprises areas such as visual health, innovation and technology, fashion, luxury and human relations. Few business areas integrate so many variables, all contributing to people's comfort and well-being. This is what Optocentro seeks to defend daily, the well-being of people. Providing customer service presupposes a balance between the knowledge that the provider masters, his generosity, empathy and the consumer's desire. Once this chain has been established, success comes more easily and we achieve the goals of our mission, making another happy customer, in fact, just at that very moment. Happiness requires an exercise in continuity, it is not an infinite state, it needs careful maintenance and constant renewal of vows. Especially in the context of the relationship between the professional and the client. Most consumers are erratic in their choices. But everyone is incessantly looking for the reference of trust in order to settle down. Yes, it's true, we are all consumers. Never has the optics sector been subject to so many challenges and, at the same time, so many adversities. I am not referring to public health or war catastrophes on a global

scale, such as the ones we are currently experiencing. I am referring to the dynamics of the modern consumer, their perception of power, the democratization of knowledge, the awareness of sustainable consumption. I am referring to a mature, highly competitive market, to promoters devoid of ethics, to the unequal conditions of resources in the market, between economic groups and micro and small companies. We are witnessing a greater risk in view of the high proportion of investments. It is true that the world is more complex and more dangerous, but the exception of this market, its technological and human ecosystem, gives the most daring a window of opportunity. This remains the motto of the market economy. It is essential to invest in human resources and technology. Scientific knowledge and a culture of accountability establish the message to customers. These are the values that we believe to prevail in the midst of adversity. When the soul is given over to a particular project and the vigor of a generation is deposited in it, the chances of its success increase. Of course, it should be said that there isn't one single formula for success. Success is a shifting sine wave. At Optocentro, we are aware of this great challenge and we strive daily to maintain the peak of this wave. In addition to the relationship with customers, the technical and scientific training of its professionals and the choice of quality products, determines differentiation and closes the circle for the affirmation of a responsible brand.



*Cartier*

**OPTOCENTRO**  
LISBOA | PORTO | MAPUTO



**EDIVALDO  
JOSÉ  
MACHADO**



## BANK OFFICER, MENTOR AND FOUNDER OF THE “CAFÉ COM O CEO” AND “LEADERSHIP TALK’S” PROGRAMS

### WHO ARE YOU?

My name is Edivaldo José Machado, I’m Angolan, I’m 36 years old, I’m a lawyer by training, a banker by profession and mentor of the “Café com o CEO” program.

### HOW DO YOU SEE YOUR COUNTRY IN THE CPLP?

With rejoicing!

The CPLP is a cultural and cooperation vector between its members, Angola has been an important player in the consolidation of the Lusophony objectives, especially in the international arena, in my view, it is a precursor in the adoption of economic, financial and environmental measures. The latter earned, the recognition and investment of the United States of America in the order of USD 2 billion, aiming at the best international practices. The fight against corruption, in the most diverse manifestations, has been its flag of order. The way it has mediated the conflict in the Great Lakes region, a case study of paramount importance, reveals Africa’s multifaceted capacity to resolve its internal conflicts, and to make considerations in the pacification of international conflicts, many of them, imposed by the current political-geographical situation.

This and other arguments give my country prominence and increased responsibilities on the regional, continental and world stage. I believe that one of Angola’s legacies, if not the main one, for all it has achieved, is to pave the way for the affirmation of other Lusophone so that they can also earn and surpass their achievements.

### IF YOU COULD IMPROVE ONE AREA IN YOUR COUNTRY, WHICH WOULD IT BE AND WHY? HOW WOULD YOU DO IT?

It would certainly be the area of Education!

I would reverse the current teaching framework in Angola by adopting measures, in fact and not in appearance, such as increasing the value attributed to the Education sector in the General State Budget. As a member of the CPLP, Angola was studying successful cases of combating illiteracy, establishing 2025 for a significant reduction in absenteeism from teaching. Furthermore, I would made access to basic education textbooks free, bet on school lunches, in tele class/telecourse, and would reduce the taxes inherent to the industrialization of the education sector.

Education, like health, is a fundamental stone for the development of any society, the bible says “my people perish for lack of knowledge”, so ignorance, here referred to as the absence of education, is the worst evil. that someone can be subject, therefore, it is necessary to fight illiteracy. Last but not least, I taught my people to think “Homeland and Lusophony”, through the creation and institution of the “CPLP Notebook” in secondary and university education. M

### MESSAGE TO OUR READERS

“Magazine Makeba reawakens in me a sense of belonging, leads me to reflect on the challenges of Lusophony, and the desire to be part of their solution, so I recommend reading its editions regularly, and adopting them as a philosophy of life.



### WHO ARE YOU?

I'm Renata Torres, 48 years old from Rio de Janeiro, I live in Niterói. I have over 23 years of experience in the corporate technology market, leading large-scale and diverse teams in companies such as Accenture and TIM. Graduated in Computer Engineering from PUC-Rio, with specializations in Management from COP-PEAD and Diversity & Inclusion Strategies from the Harvard Kennedy School. In early 2021 I made a career transition and decided to undertake in the area of Diversity and Inclusion. I am a Co-founder of Div.A Diversity Now!, and I work as a consultant, behavioral trainer and speaker on Diversity, Inclusion and Leadership.

### HOW DO YOU SEE YOUR COUNTRY IN THE CPLP?

Brazil has great relevance within the CPLP because it is the largest Portuguese-speaking country and also because of aspects related to its cultural wealth. All of this also brings with it a great responsibility to lead impact actions to promote both the Portuguese language and Brazilian culture itself in other countries. And I understand that we have taken important actions in this regard. An example of this is Network Brasil Cultural, present in more than 40 countries, on five continents, and responsible for offering Portuguese language courses and activities related to Brazilian culture. On the other hand, we also have the importance of the CPLP for Brazil. This year, for example, the CPLP was confirmed as an observer of the 2022 General Elections by the TSE, fulfilling an important role for the Electoral Justice and for Brazilian democracy.

### IF YOU COULD IMPROVE ONE AREA IN YOUR COUNTRY, WHICH WOULD IT BE AND WHY? HOW WOULD YOU DO IT?

I would definitely focus on the area of public education. We have suffered a lot of losses in this field in recent years, in all aspects, from basic education to higher education. An area that should have received much more investment and attention during the pandemic, was scrapped and witnessed important setbacks. If we look at it from the point of view of diversity, then we don't even talk about it. In 2021 our National High School

Exam, the ENEM, had a 50% drop in the number of blacks, browns and indigenous. How can we expect people to have fair opportunities if they can't even have access education? And we continue to go backwards as a society in so many aspects that I wonder how to get out of a crisis that is much more than economic, but mainly political and social. In my view, only by investing heavily and consistently on education, and in the long term, will it be possible for Brazilian society to stop being one of the most unequal on the planet. It has to be a plan to be shared as a growth strategy for the country, shared by different administrations. The first thing I would do would be to revoke the 20-year investment freeze in education that came into effect in 2016. **M**

### MESSAGE TO OUR READERS

“A message of optimism for the coming times. we live in a very challenging period of the History of Humanity, with many social inequalities, destruction of the environment that we still have for economic exploitation, extremist speeches that encourage prejudice and intolerance, but I believe in the power of transformation of people. I believe that a new generation of people who are more human and aware of the value of differences is on the way and I hope for a future, both soon and further afield, that will be better for all of us!

**RENATA  
TORRES**

CO-FOUNDER  
Div.A  
DIVERSIDADE  
AGORA!,  
A SOCIAL IMPACT  
COMPANY  
FOCUSED ON  
CONSULTING FOR  
DIVERSITY AND  
INCLUSION





## PAULINO DIAS

CHAIRMAN OF PD CONSULTING AND MEMBER OF THE  
ADVISORY BOARD OF INST. PEDRO PIRES FOR LEADERSHIP

### WHO ARE YOU?

I tend to define myself, half joking and half serious, as a professional poet-dreamer, passionate about the beautiful things in life, but that in my spare time I am an economist and consultant to pay my bills... lol. Above all, I am a person who seeks to fulfill his responsibilities towards my country, my planet, the others around me and the next generations, as a human being, committed citizen, professional, husband



and father. I was born 45 years ago in the mountains of my beautiful island of Santo Antao, the last of 8 children of a couple of small farmers who taught me, and still continue to teach me, the most valuable thing you can teach a human being: noble values and principles, a sense of justice, honor and dignity and, from my mother above all, a certain detachment from material things and a strong sense of altruism and generosity. I have a degree in Economics and a Masters in Management, cementing this symbiosis between two areas that fascinate me. I had, and continue to have, the privilege of a good and diversified professional career, which has greatly enriched me. I had the responsibility of taking on top positions in some of them, which taught me a lot, above all, how to lead diverse teams. At the same time, I was “testing” my creativity and dreamy vein with some entrepreneurial projects, some that worked, others that absolutely did not – but in all of them I was learning, always learning. I am currently a member of the Advisory Board of the Pedro Pires Institute for Leadership, Vice-President of the Business Angels Association of Cape Verde and Member of the Technical Council of the Business Incubator Center, a public business incubator, based in the City of Praia.

### HOW DO YOU SEE YOUR COUNTRY IN THE CPLP?

I believe that the CPLP has a potential that has not yet been fully explored. Both in terms of diplomacy and geopolitics, articulating positions in the international arena, in defense of common interests, whether in the economic, social and cultural spheres, or even in terms of identity. We need to advance further, faster and more pragmatically, in issues such as the free movement of people and goods, technical-normative harmonization in key sectors, technical, economic and financial co-operation, among others, to transform the CPLP into a more concrete, more “palpable” organization that translates into effective benefits for our people, companies and institutions. All member countries will only gain. Cape Verde, despite its small size, can make an important contribution to further solidifying CPLP. We are a nation that resulted from the intersection of people from different geographies, with different cultural matrices and with different needs and aspirations; and a State that emerged from the awareness of our own identity, based on values such as the defense of freedom and sovereignty and later evolved to incorporate other values associated with democracy, pluralism and respect for differences, the defense of freedoms and individual guarantees. All this journey of five centuries resulted in a long learning process, which may also serve as an inspiration for the consolidation of the CPLP as a community that is united in its differences, capable of also building its own identity before the world, at the same time that respects and values the specificities of each country member.

### IF YOU COULD IMPROVE ONE AREA IN YOUR COUNTRY, WHICH WOULD IT BE AND WHY? HOW WOULD YOU DO IT?

Education. Cape Verde’s recent path after independence has demonstrated the enormous transformative power of Education, especially in a small archipelagic country, without natural resources, and structurally vulnerable. We are now faced with new contexts – with important challenges, but also with enormous opportunities – that perhaps require a “new Cape Verdean”: more creative and innovative, more productive and efficient, more and better inserted in the world, more active as a cit-

izen and civil society, more solidary – with the other, but also with future generations. For this purpose, I believe that it is very important to continue the efforts being made in terms of restructuring/reforming the formal education systems in Cape Verde. Including applicable legal and institutional frameworks, curriculum plans, teacher education and training, greater adoption of technology in the sector, greater dialogue with the private sector. But it is also imperative to invest in the formation of a transforming elite, endowed with robust technical skills and with a strong sense of leadership, capable of inspiring and guiding the next steps of our journey as a nation and as a State. M

### MESSAGE TO OUR READERS

“I would like to leave a positive message, of confidence, of encouragement. We are all aware of the enormous challenges that the world is facing, arising from the still effects of the COVID-19 pandemic, the war between Russia and Ukraine, the impact of climate change, among others. More than ever, we are called to raise high flags like creativity and innovation to design solutions to concrete problems, courage, perseverance and pragmatism to put them in practice, and solidarity – with each other and with future generations, I repeat – to ensure that “no one is left behind” and that no one is harmed there in the front. But I am absolutely convinced that we will be able to overcome these crises – and learn from them, emerging as human beings – and CPLPians! – more resilient, stronger, more supportive.





Photo: Depositphoto

## Young and creative look

By Executive & Stylish

More and more men take care of themselves and worry about their image. The beachwear trends for 2022 refer to simple details that give a much more modern, spontaneous and authentic look.

This summer, use more vibrant colors to have a youthful, creative and relaxed look. The phrase “men don’t wear pink” is long gone! Use light, summer-protected pastel colors. For those models with prints, tropical designs, flowers, leaves and fruits are a reference.

Take a look at our suggestions.



Sunscreen  
URIAGE



Hat  
BRASIIAN BIKINI



Trunks  
AMIR SLAMA GANGA



Sunscreen  
PIZ BUIN



Trunks  
OSKLEN



Flip flop  
IPANEMA



Bathing Shorts  
ZEGNA



Bathing Shorts  
TOM FORD



Polo  
THOM BROWNE



Shorts  
PRÉVU



Tennis Shoes  
OFF WHITE



Shirt  
ZEGNA



Shorts  
GUCCI



Suit  
TAGLIATORE



Perfume  
TERRE  
D'HERMES



Blazer e Pants  
ZEGNA



Glasses  
GUCCI



Shoes  
PRADA



Sandals  
ZEGNA



Bills clipper  
ZEGNA



Traveling Bag  
GUCCI

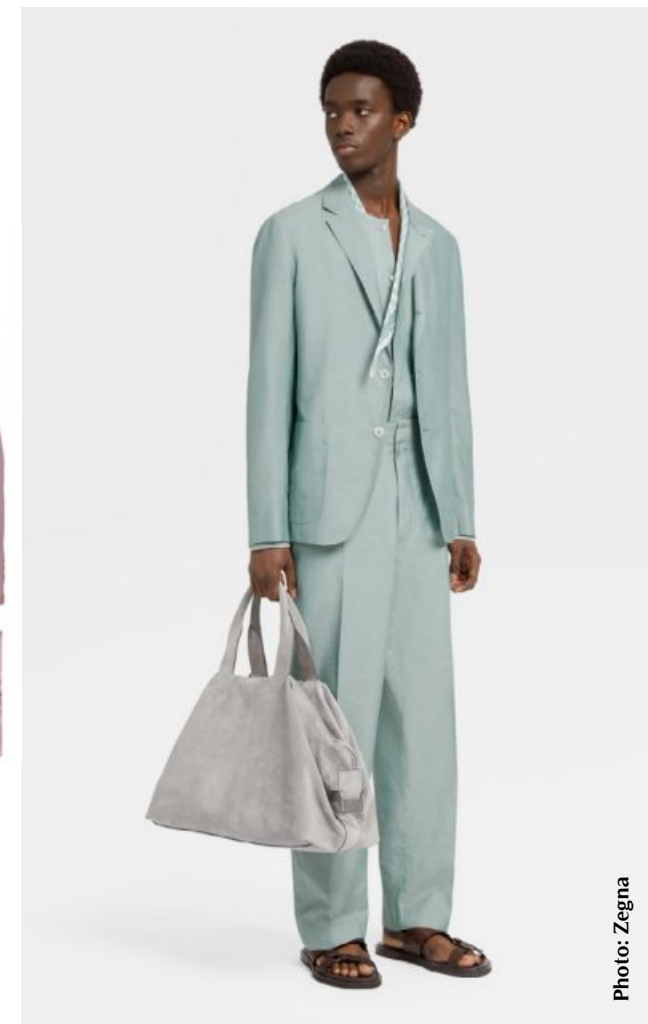


Photo: Zegna



## SPECIALIZED IN PEOPLE MANAGEMENT WITH EMPHASIS ON ORGANIZATIONAL LEADERSHIP

### WHO ARE YOU?

Born in Guinea-Bissau, I'm just a citizen of the world who every day does my part so that we can live in a better and fairer world, a proud son of Africa, and that's it.

### HOW DO YOU SEE YOUR COUNTRY IN THE CPLP?

With the enormous challenges facing the CPLP, my country Guinea-Bissau needs to reinforce the role and approach of youth to affirm a space united not only by the Common Language, but also by the promotion of Peace, security, the defense of democracy and human rights through dialogue between equals with respect for the diversity of cultural values, within a framework of promoting citizenship and in a climate of pluralism, tolerance and mutual respect.

### IF YOU COULD IMPROVE ONE

#### AREA IN YOUR COUNTRY, WHICH WOULD IT BE AND WHY? HOW WOULD YOU DO IT?

Nelson Mandela said, "Education is the most powerful weapon to change the world".

According to a study and diagnosis of Higher Education and Scientific Research of the Faith and Cooperation Foundation, there are flaws in the education system in Guinea, I believe that there must be public policies of the State so that these situations are improved, I think that education and a change of mentality are key factors to improve the state of things in my country, and how can we do it? as agents of change? from my point of view, it is the creation of a common platform, an interactive space, where the central idea is to listen and support young people with opinions and innovative ideas to give voice to their own vision of the future; address the issues of employment, inclusion, peace and security, as well as climate change, education, mental health and much more. **M**

## ANAXIMANDRO MONTEIRO



### MESSAGE TO OUR READERS

“ In this dramatic context in which we live in the world, it is very important for each one to feel that peace depends on each one of us, and that we build bridges against the walls of division and that each one can feel that their gestures do not only contribute for their individual happiness but have a real effect on society and can, in their own way, serve the world.





**NATHALIE  
NCHAMA  
MBA**

## VICE-PRESIDENT OF THE FEDERATION OF WOMEN ENTREPRENEURS AND ENTREPRENEURS OF THE CPLP

### MESSAGE TO OUR READERS

“The introduction of the economic pillar in the CPLP created many expectations, it is now up to us to develop projects with a positive impact on the population, taking into account the enormous resources that our countries have, which can be used to minimize hunger, misery and diseases that the vast majority of our populations still suffer.

### WHO ARE YOU?

I am a versatile, optimistic, enterprising and creative woman. In addition, I believe in the autonomy of women. I grew up in a very Christian family, where my faith had deep roots in the Catholic religion, which I still practice today. Despite taking care of my family as a married woman, I also dedicate part of my time to social issues that allow me to know the needs of the people around me. I play the role of Ambassador, and I have been Vice-President of the Federation of Women Entrepreneurs and Entrepreneurs of the CPLP since 2020. I am always looking for new challenges and knowledge, being still is not something that satisfies me. I am committed to what I am committed to, dedicated and action-oriented. I have easy interpersonal communication and good cultural adaptation. From my academic background, I have a degree in Accounting, Control and Auditing; I am also a Master in Business Management from Lusophone University of Lisbon.

### HOW DO YOU SEE YOUR COUNTRY IN THE CPLP?

Equatorial Guinea is proud to belong to the CPLP, and believes in its determination to live up to the founding Member States. Cooperation with the Portuguese-speaking space has a long history. In addition to relations with the PALOP'S, Equatorial Guinea established diplomatic relations in 1977 with Portugal. In 1998, a General Cooperation Agreement was signed between the two countries, and in 2014 an Air Transport Agreement. Integration into the CPLP implied the fulfillment of commitments, which are being honored with determination and firmness, in a necessarily slow but unstoppable process. The Chamber of Deputies and the Senate had already approved the New Penal Code, which provides for the abolition of the death penalty, and is currently in the phase of finalizing internal procedures, as indicated by the country's domestic laws on the matter. Still in the integration chapter, the government approved the introduction of Portuguese language in the school system as of the next school year. Despite this, for several years now, there has been a weekly program of Lusophone culture, on the public television channel, TVGE, entirely spoken in Portuguese. It should not be forgotten that Portuguese occupied the territory

for three centuries, and left many traces, namely the creole of Portuguese roots FÁ d'Ambó – Speak of good year -, still spoken today on the islands of Annobón and Bioko. Therefore, I only find advantages in the fact that the country is part of the Lusophone space of CPLP, and I believe that we still have a lot to offer to the Community. For example, we provide cultural diversity, a large maritime economic zone, and a vast potential francophone market, given Equatorial Guinea's proximity to several French-speaking Central African countries, CEMAC. On the other hand, in terms of tourism, we have reserves and natural parks that are practically virgin, and paradisiacal white sand beaches, and if they are exploited in a sustainable way, these resources can be a source of pleasure for tourists and a source of income for the country.

Likewise, incentives for foreign investment have been intensified, namely after the 1st Business Summit of the CPLP Business Confederation in Malabo, last year.

### IF YOU COULD IMPROVE ONE AREA IN YOUR COUNTRY, WHICH WOULD IT BE AND WHY? HOW WOULD YOU DO IT?

It would improve the areas of education and public health, but the post-COVID 19 economic reactivation is a concern and, in this sense, I want to give priority to the economic pillar.

Equatorial Guinea has just ratified the Agreement on the African Continental Free Trade Area – ALCCA – which opens up enormous prospects and advantages for Community companies to operate from Equatorial Guinea. The fact that Equatorial Guinea is also present in the sphere of CEMAC, could mean great advantages for CPLP companies, when doing business through Equatorial Guinea, helping to rebuild economies, create jobs, bringing well being. Our wish is that CPLP entrepreneurs feel that this country is theirs, that they settle in and contribute to its economic and social development, that they prosper and progress in their business areas, that make this Community even bigger, stronger, more competitive. M



**LUÍS  
CANHEMBA**



## MASTER IN MANAGEMENT AND PUBLIC POLICY, CONSULTANT IN STRATEGIC BUSINESS COMMUNICATION

### WHO ARE YOU?

Luis Canhemba, Mozambican, 43 years old, specialist in business communication, with studies in business and government management, finishing my PhD in business management, after a master's degree in public management.

### HOW DO YOU SEE YOUR COUNTRY IN THE CPLP?

CPLP is an excellent concept. The idea of integrating countries based on the language is an opportunity for greater and deeper interaction between our countries, trade exchanges and advantages at various levels, in the areas of education, health, diplomacy, among others. But what I feel is that this desideratum is still far from being achieved. For example, it makes no sense that the visa exemption between CPLP countries is not yet a full reality. The security issue is another aspect that intrigues me. It should be noted that English-speaking countries in our southern region of Africa were the first to react to terrorism in northern Mozambique. The issue of education/scholarships, or at least the interaction in this area, and the exchange of knowledge is incipient.

That's why, and answering directly, specifically to the question, that I see that my country still has a lot to give and to gain from the CPLP. There is still a lot of effort that leaders must make so that our countries make the CPLP "dream" a tangible reality.

### IF YOU COULD IMPROVE ONE AREA IN YOUR COUNTRY, WHICH WOULD IT BE AND WHY? HOW WOULD YOU DO IT?

It would undoubtedly be the area of education. Because I believe that an educated country, with advanced and solid technical-scientific knowledge is the right key to its economic independence. Mineral resources were recently discovered in Mozambique, but their exploration will certainly depend mostly on foreign technicians, because there is a lack of national training in those specific areas. If we had this capacity, one of the immediate advantages would be a reduction in foreign exchange exports, which would be good for the national economy. But, fortunately, I feel that there is an effort and some investment in education to overcome this problem. **M**

### MESSAGE TO OUR READERS

“ I leave a message of hope, in the sense that I believe that one day we will have a more compact, more united and more prosperous CPLP.



# mille collines

**“What matters to us is sharing African stories that make the world a more curious and connected place”**

## **LAND OF A THOUSAND HILLS**

The story of Mille Collines begins in Kigali in 2008, when the paths of two women in love crossed: Antoinette, a Rwandan seamstress and Inês, a Spanish design student. Both shared the same vision; a belief that bringing talent together would lead to the creation of innovative products in Africa.

**“We believe that joy can be transferred to an object when made with love and care, and this is transmitted by the hands that contribute to the making of our products”**

Joy comes from within. Tulia mugs are handmade in Cape Town, South Africa, in collaboration with the Mervyn Gers Ceramics studio. These mugs feature signature prints inspired by African wax print illustrations designed to brighten up your tea and coffee rituals.

Tulia





## CHIEF TRAINING OFFICER AT CHASTRE CONSULTING

### WHO ARE YOU?

It's always complicated to talk about us, even though this question is natural and recurring.

If it's about what I do professionally, it's easy: I'm currently Chief Training Officer at Chastre Consulting, which in practice means that my role is to coordinate the company's Learning & Development area, expand the services portfolio and design the pedagogical content for each client.

For me, the difficulty is knowing what to say next, because it implies delimiting what I am. Even because what I am is something that is changeable over time.

There is a phrase from a french poet at the end of the 19th Century that says that "To define is to kill", perhaps because it limits. The second part of that phrase is "suggesting is creating", and that's the part I like; reinvent myself and create.

Perhaps that was why, after studying Psychology of Work, Organizations and Human Resources, it was almost natural to be linked to training and executive coaching. I say natural because doing so requires a great deal of creativity and reinvention, to ensure that the message gets across, regardless of the audience, and to "zero" my assumptions in each new project. Every client is a client, and that implies that every project is a project. It seems like truth from La Palice, but the truth is that over time, we become "contaminated" with what we think we know and this can limit us, so it is essential to always listen to each customer as if it were the first time.

### HOW DO YOU SEE YOUR COUNTRY IN THE CPLP?

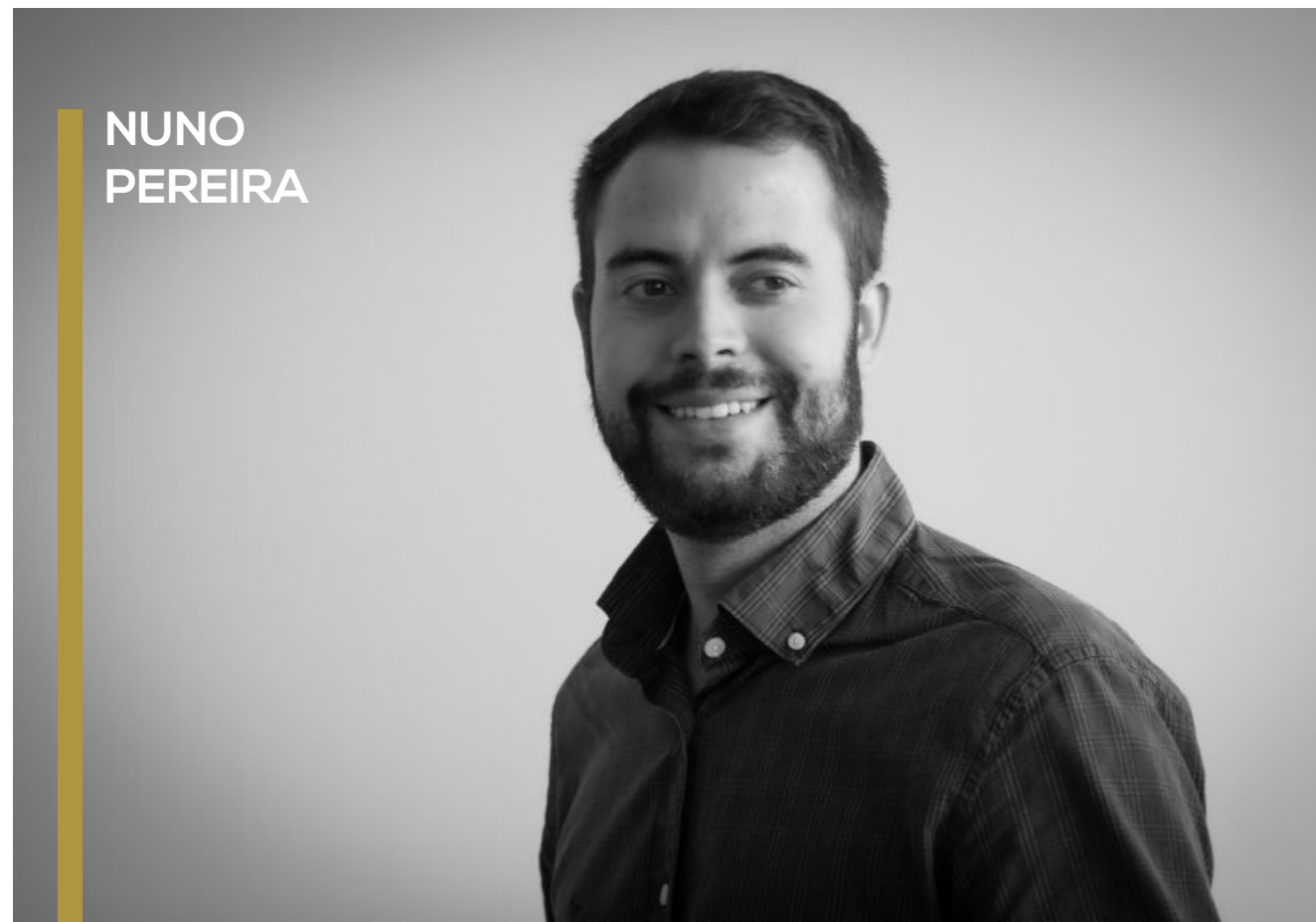
In the last 3 decades, progress has been made in institutional, cultural and business relations, and today there are several protocols and organizations that enhance partnerships between the different countries of CPLP. Portugal, due to its historical legacy, must serve as a driving force for this connection and guarantee the

connection, both affectively and through institutions, with all the sister countries. In this way, not only at an institutional or protocol, but also at a business level, there is a large installed capacity in terms of know-how that must be used. At first, there was a more unidirectional flow that took many Portuguese to CPLP countries. Currently, in a global world, where geography is increasingly being put on the back burner, this flow has to be multidirectional, and that means having citizens of sister countries working for Portugal, and vice versa.

### IF YOU COULD IMPROVE ONE AREA IN YOUR COUNTRY, WHICH WOULD IT BE AND WHY? HOW WOULD YOU DO IT?

Portugal currently has a business fabric made up mostly of micro and small companies. This finding derives from some challenges: on the one hand, in terms of taxation, as it does not encourage the development of companies and their growth in terms of human resources; on the other hand, and this is where the Lusophony Leadership Summit wants to position itself, there is also a deficit in terms of formal education for leaders in most companies. This is because, in large part, many Portuguese companies were set up based on willpower and entrepreneurial spirit, which makes commercial objectives the driving force, and learning is based on "learn by doing". Thus, at a given moment, it is necessary to train and retrain these people, but this is not always considered a priority. Answering the question, I would say that it is urgent to democratize access to the so-called Human Skills, starting with leaders, so that they can add to their great entrepreneurial capacity (in which Portugal is widely recognized), with the necessary skills to build of long-term sustainable companies. This training will imply retraining actual leaders, and think about the formation of the next leaders, from the base. **M**

## NUNO PEREIRA



### MESSAGE TO OUR READERS

“ I think the best I can say to readers is to start by being just that: readers. Knowledge is something fascinating and goes through several phases. The first is the headers phase, where we read the titles and think we already know everything about the topic. Advancing in this phase, doubts arrive, and there we find the beauty of small things, when we realize how little we know about them. Then we enter the deeper stage, in which curiosity is sharpened and knowledge is consolidated. Therefore, my advice is that you read about the topics you like the most, and not just about those related to your professional activity. Consolidate that knowledge and at the end everything will converge in a place where your actions will reflect your integrated knowledge. The goal must be the way and not the end, because we never really know what it is.



## EUCLIDES GRAÇA DAS NEVES

### ENTREPRENEUR, FOUNDER OF 1ST BOOKSTORE OF SAO TOME



#### WHO ARE YOU?

Euclides Graça das Neves, born in São Tomé and Príncipe. I'm living in Lisbon since 2017, where I study and work as an administrative assistant at a publishing house. My higher education is in Philosophy, I am currently attending the last year of my Masters in Diplomacy and International Relations. I am the founder of Livraria Nón, the first bookstore to settle in Sao Tome and Principe, opened in October 2021.

#### HOW DO YOU SEE YOUR COUNTRY IN THE CPLP?

In the globalizing scenario, interdependence is imposed, both at the regional level and at the sub-regional

level. Sao Tome and Principe should take full advantage of its position as a member state of the CPLP. Furthermore, I must admit that the CPLP, even in its short history, managed to consolidate its place in the increasingly complex international scenario, in multilateral organizations, institutions and mechanisms, by demonstrating the value that an organization formed from common historical and linguistic traits can add to the internal development processes and the international projection of its Member States, through its three pillars: political-diplomatic consultation, cooperation and the promotion and dissemination of the Portuguese language. And Sao Tome and Principe has already been in the direction of CPLP, which in itself, although

rotating, is a position that projects the country to other scopes. As far as the political sphere is concerned, the CPLP has contributed to the institutional and political strengthening of Sao Tome and Principe, within its possibilities. As an example, these are the instruments of the CPLP Electoral Observation Missions, always carried out at the invitation of the interested Member State. The CPLP, in a way, has also managed to articulate joint positions in different international scenarios, such as the World Health Organization and the International Labor Organization, in addition to expressing support for candidacies from nationals of its Member States to prominent positions in important institutions such as the United Nations, the World Trade Organization and the International Organization for Migration. In terms of promoting and disseminating the Portuguese language, Sao Tome and Principe, together with other organizations, face the challenge of building a policy and strategy for the promotion and internationalization of a language that is, by its nature and history, pluricentric. Therefore, I must admit that, despite all the advances made, the CPLP still needs to get closer to the citizens and show how the organization's work can have a positive impact on the lives of the community, and in this case, on the life of the community of Sao Tome. And for the realization of this desideratum, I point out the creation of instruments, in partnership with its consultative observers, that represent an important voice of the civil society of the Sao Tomean Community. Finally, even with a linear view, I must admit that there is still a lot to be done, with priority relevance and immediate action within the CPLP so that Sao Tome benefits even more, as an insular state with peculiar characteristics. From this, they seem to me to be immediate: "true" mobility and economic and business cooperation. And on the other hand, we should open the country to CPLP

nationals by granting visa exemption. In addition, the promotion of inter-knowledge of the sociocultural reality of its peoples, through the educational systems of the Member States, thus promoting the business, tourism, culture, etc. And for that, it is necessary that the rulers of Sao Tome, define, in a clear way their foreign policy and clarify for themselves, firstly, their priorities with the CPLP.

#### IF YOU COULD IMPROVE ONE AREA IN YOUR COUNTRY, WHICH WOULD IT BE AND WHY? HOW WOULD YOU DO IT?

If I could improve one area in my country, it would be Education. Because I understand that all political, economic, social and cultural activity, society itself, today globalizing, and its development, turn to Man, beginning and end. The social, cultural, political and even economic-financial fragility of my country has, in part, a resonance in the fragility of my country's education system. Education is not only shown as an instrument for promoting economic growth, but, rather, as fundamental for the development of the individual. Interestingly, the UNDP proposed, in 1990, in its first report on Human Development, that human well-being should be considered as the purpose of development, and the indicators should also include education. Hence, it is essential to have a quality education system for economic, social, cultural and political sustainability. In addition to the fact that my country's education system lacks a reformulation that satisfies and adjusts to our context and global challenges, I believe that the provision of books and places that spur knowledge and information is, in any case, a crucial strategy for the dissemination of literacy, which is sorely lacking in our own Democracy. M

#### MESSAGE TO OUR READERS

Dear Reader, to praise what is magnificent in the CPLP it is an integral way of being a community. Reading Makeba or other magazines and newspapers about the CPLP is contributing to the development of the community and national countries that are members of the organization.





**CRISTINA  
DA SILVA**

## DIRETORA DA KONNEKTO, AGÊNCIA DE EMPREGO

### WHO ARE YOU?

My parents were born during some of the darkest moments in the political history of Portugal and chose to leave to provide a different world for us to grow up in. This resulted in a very resilient, open minded and ‘open-mouthed’ outspoken woman - me. The family fled Timor in 1975 (civil war) with nothing but the clothes on our backs and a determination to survive. We all carry two passports; and I answer to 4 countries – Port, Aust, Timor and USA. I travel the world talking about Timor, about its greatest asset – people and the indomitable spirit of the Maubere povu. This year I will be doing a global tour of three continents – finally after the CV19 lockdown, this will be my first time abroad. Can’t wait! I’m so excited.

East Timor has been my host country for over 25 years. It is the one country where I have lived the longest time. Came as a child, left as a teenager, came back as an adult. Looking to retire here amongst the people who gave me my greatest triumph – finding my calling – Human Resources.

### HOW DO YOU SEE YOUR COUNTRY IN THE CPLP?

It is the one country with the greatest proposition of future possibilities. We’re the youngest, born in 2002. We have the youngest population – 65% under the ages of 25. Now there is a future to behold. It also means

we need the greatest amount of nurturing and care from our elders. The other CPLP countries who are older than us and have far greater experience than us. I see this country as the youngest child of the CPLP who needs guidance and patience. Like a young adult, we have the energy and the intent, now we need the opportunity and strong leadership.

### IF YOU COULD IMPROVE ONE AREA IN YOUR COUNTRY, WHICH WOULD IT BE AND WHY? HOW WOULD YOU DO IT?

The one area which presents the greatest challenge - Job creation. At a time when the world is facing manufacturing and industrial bottlenecks. Small countries like Timor-Leste are primed to turn to manufacturing. Out of 13 districts, 12 districts would benefit from having a factory in each district, creating jobs locally instead of the current internal migration of young people abandoning their homes and migrating to Dili where there are even less chances of work and more changes of disenfranchising. The youth migrate in 1,000’s to Dili only to find themselves on the edges of society, prone to negative social behavior and this is on the increase. One factory operated by up to 50 people on a rotation shift basis can affect 500 people (family average of 7-10 members per person working). This is enough to create micro economies. M

### MESSAGE TO OUR READERS

“Those, who today are reading this article are interested in the CPLP environment as a platform and harbinger of change – I challenge you to think of the CPLP countries as brothers and sisters and not competing interests. Think of this environment as a family business. Where success is not measured by individuals, but by the collective effort of all combined.





# 3rd Edition Angola Innovation Summit brings with it the 1st Edition of the Innovation Award

THE BIGGEST EVENT ON INNOVATION AND TECHNOLOGY IN THE PALOP REGION  
HAPPEN BETWEEN JULY 25 AND 29

IT WILL BE 5 DAYS OF NETWORKING AND KNOWLEDGE THAT ULTIMATE IN AN AWARD  
EVENT THAT PROVIDES TO DISTINGUISH THE BEST ORGANIZATIONS, IDEAS AND  
PROJECTS FROM THE PALOP THAT CONNECTS THE MARKET TO THE FUTURE





The biggest event of innovation and technology of the PALOP, in 100% digital format, is back with its 3rd Edition between the 25th and 29th of July. Launched in 2020, the Angola Innovation Summit (AiS) is a global knowledge network that promotes awareness of technology and innovation as a key factor for the competitiveness of companies and for economic and social development, bringing a global vision for the local context, as well as insights that are actionable on a daily basis, and which has become the largest 100% digital event on Innovation and Technology in the PALOP region. In a 100% digital format, AiS connects managers, government representatives, business leaders, specialists, entrepreneurs and academics, without geographical limits, becoming a space for knowledge, experience, visibility and networking.

In the 2 previous editions, AiS brought together more than 35 countries represented, more than 6,000 participants, 40 speakers from 13 countries, content with more than 1,000 minutes that generated more than 33,000 views in the first 72 hours, 25 Start-Ups and more than 50 direct references in national and international media.

**In this 3rd edition, powered by DELL Technologies, 10 panels, more than 25 sessions and more than 30 speakers** are expected who, during these 5 days, will share and inspire without borders from 3 virtual stages.

This year, the event counts with the partnership of the companies Dell Technologies, Multipla, Cetim Tecnologia, Ucall, Valenta and EMIS - Interbank Services Company.

During the 5 days the event will be a space to share specialized knowledge, exposition, visibility, digital immersion and networking. This year's program will comprise an International Future Foresight Certification Bootcamp in partnership with the Global Innovation Management Institute, based in the United States of America, two Masterclasses, an African Fintech Network Roundtable, Conferences and the already usual Virtual Fair and Product Ramp.

This year brings a novelty that is the Innovation Award, a moment to distinguish in 6 categories - Corporate Innovation, Financial Inclusion, Startups, Entrepreneurship and Innovation Ecosystem, Apps and Special - the best public and private organizations, startups and projects

operating in the PALOP, which use the technology and innovation to transform, impact and modernize the sector in which they operate and link the market to the future. With no geographical limits, the reflections and debates during these three days of the Conference, 27th to 29th of July, will be focused on the new economic paradigm, the use of technology at the service of business, technological trends, talent management in the digital age, impacting digital transformation, entrepreneurship and innovation ecosystems, promoting development in emerging markets using technology and innovation, technological disruption in banking and financial inclusion, and transformations in payment ecosystems.

Among the confirmed speakers are **Paulo Portas**, Strategic Consultant and Ex. Deputy Prime Minister of Portugal, who will open the conference on the 27th, in the panel a new economic paradigm, with the theme "Trends in global markets caused by geostrategy in the Post-Covid context"; **Joel Pita**, VISA Country Manager for Angola, Mozambique, São Tomé & Príncipe and Santa Helena, who will speak on "Trends in the VISA Payment Ecosystem", on the 29th; **Alicia Asín**, CEO of Libelium, a leading company in IOT solutions with representation in 120 countries, who will speak on the "Reflections around the IoT: Risks and Opportunities for a legacy of greater transparency and data democracy"; **Balazs Barna**, Head of US Engineering at Transferwise, who will speak on "How Fintechs are Challenging and Changing the Game in the Global Financial System"; Carine Dikambi, Francophone Leader at Binance, who will speak on "The Blockchain Industry: Accelerating Cryptocurrency Adoption and Money Democracy in the World"; **José Assis**, CEO of Múltipla, who will speak about "Digital Economy in Angola: Cloud Computing in Angola", among others.

Registration for the event has already started and it will be free until the **10th of July**.

**FOR ANY CLARIFICATION OR ADDITIONAL INFORMATION REQUEST, PLEASE CONTACT:**

CAROLINA FREITAS LOPES  
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- Agência Kero Cacucaco**  
Estrada da Nova Centralidade
- Agência Kero Kilamba**  
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- Agência Kero Viana**  
Estrada de Catete, km 22
- Agência Kífica**  
Rua do Mercado do Kífica

- Agência Major Kanhangulo**  
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- Agência Shoprite Palanca**  
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- Agência Shoprite Viana**  
Estrada Camama - Viana, Luanda Sul
- Agência Shoprite Zango**  
Estrada do Zango, Calumbo
- Loja Central Park**  
Edifício Central Park, Viana Park
- Loja Patriota**  
Estrada do Patriota, Benfica
- Loja Via Expressa/Weza Paradise**  
Via Expressa, Complexo Weza Paradise

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# Web Summit Mission Lisbon 2022

30 OCTOBER - 4 NOVEMBER

## Mission

The Web Summit 2022 Mission is organized and carried out through a partnership between Quintessentially South Africa, Atlantic Hub and No Gap Ventures, with the aim of connecting start-ups, entrepreneurs and investors with Portugal's entrepreneurial ecosystem, which is among the best in Europe. The Web Summit is Europe's largest technology conference, held annually since 2009. Attendees range from Fortune 500 companies to small technology companies.



**+42.000**  
Participants

**+200**  
Partners

**+850**  
Investors

**+1.500**  
Start-ups

**+700**  
Speakers

**128**  
Countries





#### TECHNICAL VISITS

Technical visits allow you to meet the main players of the ecosystem and offer informative content on how to do business in Portugal (opening a company, support and incentive programmes for foreign investment).



#### CURATORSHIP

The Missions foster an agenda dedicated to the participant's profile through the curation provided by the organisers and experts.



#### NETWORKING

The missions promote exclusive networking through happy hours between participants and governmental, institutional, and corporate entities.



#### BUSINESS

The team focuses on working together with participants during and after the Mission to establish connections, generate business, partnerships, and investments.

## Portugal - Perfect for traveling, living and investing

Portugal is known for its climate, beaches and gastronomy, receiving thousands of tourists every year. It is a modern and welcoming country, attracting families and companies that want to establish their personal and professional lives here.

#### GOLDEN VISA PROGRAM

Residency-by-investment program to boost foreign investors in low-residence regions.

#### COMPETE 2030

Incentives for projects based on intensive activities in knowledge, goods and services that can be internationalized and increase exports.

#### PRODUCTIVE INVESTMENT

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#### INVESTMENT IN R&D

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# Summer Events IN CPLP

We are talking about summer, but the truth is that not all CPLP countries are in this season. If in Portugal these are the hottest months of the year, Angola is now experiencing the coolest season. Even so, we decided to highlight some events that take place in the months of July and August and that can be particularly interesting for those on vacation. On the other hand, whether because it is the rainy season – as is the case in Guinea-Bissau – or because some effects of the pandemic are still being felt, not all countries have events taking place at the moment. We leave you with some suggestions that we hope will liven up your coming months.

By Cátia Candimba de Aguiar



Cultural expressions in Angola are not limited to music, nor do the events take place in Luanda. The event we bring you is proof of that.

## INTERNATIONAL THEATER FESTIVAL

— June 24 to July 10

Taking place since the 24th of June, the International Theater Festival takes place in Uíge for the first time. Promoted by the arts collective Nzoji Yeto, the festival has the presence of more than 15 theater groups, including national ones, from Mozambique, Portugal and Brazil. The theme of the 1st edition is “For the unity of the class and for the development of culture” and the objective of the event is to show the talent of local ac-

tors and show the cultural potential of Uíge province. In this way, it is intended to create more leisure time and occupy young people in their spare time, in addition to promoting tourism in the region.

In addition to the presentation of plays, there will also be multimedia theater training sessions and lectures on the following topics:

- The history and sociology of Angolan theatre;
- The role of the theater actor in development;
- The rescue of cultural values.

FesteaUíge, in which the International Theater Festival is integrated, has been taking place since 2012 in commemoration of the foundation of the City of Uíge.



In Brazil, people talk about winter festivals, which in some regions of the country can be quite mild!

Being a huge country and where culture is buzzing around every corner, the events mentioned here are just a small sample of what will happen in these 2 months in Brazilian territory. It is worth exploring more, according to the region where you can find yourself in this period.

## FOOD FESTIVAL OF POMERODE

— 7th to 24th of July

Known as the most German city in Brazil, Pomerode brings us its gastronomic festival, whose main feature is the creation of unique and themed dishes. This year, several restaurants will recreate recipes from immigrant families who live on the Enxaimel Route, elected by the UN as one of the best in the world for tourism combined with sustainable development.

In addition to the typical dishes, it will be possible to taste beers, wines, distilled beverages and locally produced chocolates.

## LAWN CINEMA FESTIVAL

— 12 a 20 de agosto

It is the 50th edition, there are more than 880 Brazilian and Latin films. nos and is a pioneer and reference event in the genre, in national territory.

In this “lawn” of Serra Gaúcha, you will be able to find exhibitions of the short and feature films participating, in addition to being able to watch the awards for the best films in the most diverse categories.

The exhibitions are free and only the prizes need to be booked in advance, upon payment for access..

## BAHIA WINTER FESTIVAL

— August 26th to 28th

It's only 3 days, but it assumes itself as the biggest music festival in the interior of Brazil. It has been held since 2005 and has a large structure with 1 main stage and 2 alternative stages, a medical clinic, a food court, bars, boxes, ticket offices and parking lots. This year there will be unmissable concerts such as those by Elba Ramalho and Fagner, Ivete Sangalo, Maria Bethânia, Os Paralamas do Sucesso, Harmonia do Samba, Iza and many other Brazilian artists.



# Cape Verde



Especially in August, Cape Verde will be celebrating! Despite being a relatively small territory, it manages to have 2 events that happen simultaneously during 2 days.

## MINDEL SUMMER JAZZ

— August 4th

It is another event that will take place in the city of Mindelo, from the 4th to the 5th of August. Mindel Summer Jazz is an intimate jazz festival that takes place annually as part of the Monte Cara summer parties. As usual, the event is committed to liven up Mindelo's nights with the participation of national and international artists.

Like Kavala Fresk Festival, Mindel Summer Jazz is going to its 10th edition and this year both events pay tribute to Sistah Sam's (Samira Pereira), cultural producer and collaborator of the event.

## BAIA DAS GATAS FESTIVAL

— August 12th to 14th

The pandemic is not over yet, so the municipality of Sao Vicente wants to resume the party with due care. Thus, this year there will be no invitations to foreign groups,

as has been the case in previous editions.

On the other hand, Cape Verdean artists in the diaspora and others, such as Djodje and Calema, will participate in the event. The Baía das Gatas Festival, which adopted the name of the space where it takes place — Baía das Gatas, on the island of Sao Vicente — is a music festival that has been taking place since 1984 and is now in its 38th edition. With so many years of history, it is not only a landmark of Cape Verdean culture but also very important from an economic point of view.

## SALT TO TASTE — August 13th to September 8th

Sal a Gosto is distinguished from the other Cape Verdean events that we bring here because it is its 1st edition, but it already promises to get off to a great start. With the aim of bringing tourism back to Cape Verde and revitalizing local gastronomy, one of the sectors most affected by the pandemic, the gastronomic festival consists of a display of typical dishes from the island of Sal and the Cape Verde Archipelago.

The event takes place on the island of Sal from August 13 to September 8 and, despite promoting Cape Verdean national cuisine, it will also feature international chefs.

# Portugal



In Portugal, the country where, in 2019, there were 287 music festivals, and where they keep popping up — whether music or another cultural area — it's hard to choose what to recommend! We can only hope that these are some of the ones that please our readers the most!

## EDP COOL JAZZ — July 2nd and 30th

It started on the 2nd of July, but ends on the 30th. Until then, artists such as John Legend, Jorge Ben Jor, Diana Krall, Miguel Araújo or Yann Tiersen enchant Cascais with their unique and captivating sounds.

## SOL DA CAPARICA — August 11th and 15th

The 1st edition of Sol da Caparica was in 2014 and, since then, the festival has gained status and is already one of the “big ones” in Portugal. This year, from the 11th to the 15th of August, it welcomes artists such as Calema, António Zambujo, Wet Bed Gang,

Anna Joyce, Djodje, Gilmário Vemba, Bonga and guests, Karyna Gomes, Nelson Freitas, Nenny, Tiago Bettencourt, Kevinho, Gil Semedo and many other artists! Easily accessible from Lisbon and close to the beach, the festival that takes place in Costa de Caparica allows you to combine summer days, sun and sea, with afternoons and nights animated by great music!

## FEIRA DE SÃO MATEUS

— August 4th to September 21st

In the past, it was called Feira Franca de Viseu. Today, it is known as Feira de S. Mateus and is one of the longest festivities in the country. This year, there will be 49 days of entertainment, from music to entertainment, from gastronomy to culture! With 630 years of history, this is the perfect event to let ourselves go to Viseu and stroll through the lands of Viriato. **M**





## THE FINEST FURNITURE SELECTION AT SALONE DEL MOBILE 2022

The Salone Del Mobile in Milan is already happening and, at **Boca do Lobo**, we couldn't be more excited to participate in this amazing design event! We present new pieces alongside with the most beloved designs born from the finest craftsmanship. Inspiration and ideas bring you the best selection of furniture for your home!

**Boca Do Lobo's** presence at Salone Del Mobile 2022 can be described in a single word: bold. The brand will present new designs, new techniques and new spaces throughout the area reserved for residential decoration at **Boca Do Lobo**. Furniture designed for those who want to live La Dolce Vita, enjoying the pleasures and beauty of life, starting in their most personal space: their home. **M**



black gold center table



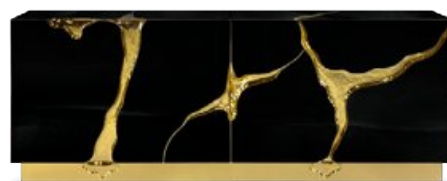
Pixel Green  
cabinet



N° 11 Chair



Lapiaz Table Lamp



Lapiaz black sideboard



Fortuna dining table





## JUVENAL BARBOSA, A SELF-TEACHED ARTIST



“ Juvenal Fiel Barbosa born in Alagoas, Brazil in 1960. I am a self-taught artist still looking for knowledge and a better way of expressing ideas. When I was still a teenager, I had my first contact with ink and canvas and, as I liked to draw, I was taken to work in the silk-screen industry with the creation of drawings and final art. Later I got to know visual communication doing drawing and painting work in a sign workshop again with a lot of brush paint and always doing different works which gave me a wide experience and knowledge in paints and art materials. However, art work has unfortunately not been continuous as it should have been. At the moment, I seek to promote the works in the vast market and I seek to invest intensely in an artistic career, currently exhibiting in spaces such as decoration stores and a physical gallery in São Paulo where it was possible to go through the great experience of doing a live painting with public interaction, in addition to individual exhibitions, there is also a permanent exhibition in the online gallery, which has been a great tool for artistic dissemination. Art in the pandemic - in this period of isolation, it was possible to make good use of it not in the amount of work but in the definition and study of colors and mixtures that I want to use, a period of observation and experiments, in summing up things, art and isolation complete each other and they are necessary, and so the period of isolation that was imposed served me for new discoveries. M

Article provided by **BRAZILARTES**

an online gallery that connects art lovers and plastic artists through its large artistic collection, credibility and variety and that prioritizes the appreciation of Brazilian art. Founded in January 2017, it promotes works that reflect Brazilian popular culture





## A CAPE VERDEAN IN ANGOLA

From Sao Vicente, city of Mindelo, Amílcar Lopes from an early age had the appetite to become a cook.

By Binta Djassi

### How did it start?

For as long as I can remember, when I was about 8 years old, I always had contact with the kitchen. My mother made cakes, made-to-order dishes for weddings, baptisms, etc. My grandmother used to do the same, my uncle also sold braised cachupa in a disco he owned at the time. So, since I was a child, there was this movement at home and I lived and grew up in this environment. Innocently, I got a taste for cooking and I was a different child, instead of playing I preferred to stay in the kitchen with my mother, I didn't leave her side. And one day, we were alone at home and she asked me to help make a cake and when she saw my skill with the mixer I started to learn from her and to make the cakes myself, from then on I never stopped.

### Does African cuisine already have its due?

I don't think so yet. We are on the right path, speaking of Cape Verde and Angola, but we still have a long way to go in terms of training. In Cape Verde we took a qualitative leap, we already have hotel schools, where I myself was executive chef. With training, many things improve.

### But cachupa is well known...

Yes, it is a well-known dish, we already have renowned Cape Verdean chefs around the world, with interesting works. The path is being made and I believe that with time we will have Michelin-starred chefs

### Is it possible to combine modern and traditional cuisine?

It is actually difficult to conjugate, but not impossible. The concept of little food on the plate is already known by people who have gone out and had these experien-

ces, but it is necessary to create this culture, because eating out, in a restaurant, is a culture.

But there is a lot to learn, cooking is a world, and it is a joy to have the opportunity to have contact with the most modern practices.

In fact, here in Luanda, you can make modern dishes in a more restricted environment, in terms of scale, the market is very restricted. Then it depends on the chef wanting to invest in this more gourmet genre.

But the fusion of the 2 is possible and there is room for it

### And the dishes of our community?

There was a CPLP conference in Angola some time ago and all the countries prepared their traditional dish. From the main course to the desserts, everything was very good! Some require some open mind, like the catatos from Angola, or the very spicy dishes from Mozambique, but all are very good.

And we have many similarities, São Tomé and Cape Verde have many similarities, Brazil and Angola also use dried meat a lot, for example. In fact, if we go back in history, we realize that with the maritime expansion many things were moving from one side to the other, which makes everything very interesting.

### Plans for the future?

I've been in Angola for 2 years, with a proposal that so far I can only be grateful for, I'm really enjoying being here, I want to contribute to training in the culinary area. The prospects I have are good and I plan to continue here. M

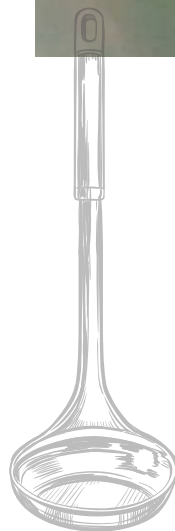
Chef

AMÍLCAR  
LOPES





# Fish roll soup



## INGREDIENTS

- 300 g of fish
- 2 tablespoons olive oil
- 1 onion
- 1 tomato
- 2 garlic cloves
- pepper, salt and chilli
- 5 cups of water
- 2 shrimp
- 3 pieces of octopus

## PREPARATION

Braise the tuna with oil, onion, tomato, garlic, pepper, salt and chilli.

Let it braise well and with a wooden spoon, stir occasionally, until the tuna is completely dissolved.

Add the water. When it boils, add half a cup of rolon, and let it boil until it gets refined.

At the end, pour a sauce of chopped coriander, and decorate with the prawns and octopus.

## WINES



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**Dupó arinto 2020**  
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**Campolargo Alvarelhão 2020**  
A very light and fresh red that should be drunk slightly chilled (14%), ideal for summer.

**2016 Raw Sparkling Nymph**  
A sparkling blanc de noirs (pinot noir) with a fine bubble and an explosive mouth.



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# B2B Marketing and Communication: Why we can't be halfway

Ana Barros, CEO Martech Digital

A marketing and communication strategy must be based on a 360 vision. Attack on multiple fronts. Be global and transversal.

And why? Because the market is also global, highly competitive and extremely relentless with those who can't keep up.

If customers are everywhere, then companies must be too. Only then can they respond to their needs – whether they are current, lost or potential customers. And if before that meant opening offices in several geographies, or establishing partnerships with local partners, today it means being present in all research, digital platforms and media.

The law is no longer that of the strongest. It is the smartest, strategist, who has a holistic vision and the ambition to be ubiquitous in the digital world.

What does this mean in practice?

Who is not in the digital world, simply does not exist. If a customer needs, and searches for, a service or product, my company has to appear in that search. If that customer wants to know more about that service or product, my company has to explain everything they need to know, make themselves available to help them, provide contact, enhance communication – regardless of time, place, platform or access devices.

We are facing an omni channel approach that for the B2B market, more than quantity, the quality of the content is necessary. A B2B company has to be able to respond to market needs, but also anticipate them, solve problems, educate the market, show work and skills.

The objective of a 360° marketing and communication strategy is to be everywhere where the customer is, to help him, to attract him, to retain him, to create a relationship of total trust. Marketing is the ally of management, it is the right arm of sales teams, and the most important asset that companies can currently have. It is not possible to have ubiquitous sales teams, but it is possible to have a ubiquitous marketing strategy that breaks new ground and opens doors that really matter to these commercial teams.

And why everywhere? Or 360?

When I want to know more about a company, I do an online survey. I go to your website, I search social media, I look for references in the media, links to projects, initiatives, groups, events. I even analyze the work of those who lead it or the work teams. What happens when the company does not exist in one of these “universes”? Or if there is the wrong message? Or with weak and maladjusted content? **M**



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