

## Markets

The ongoing process towards the Information Society has brought several new concepts, among them the Digital Marketplace is an important one. This concept associated with Digital Economy created the pillars to support global and open trading between players and consumers around the world.

Independently markets being completely ruled or not, horizontal or vertical, MarketWare works very hard to articulate those markets and make them truly digital; promoting in the end businesses between players and consumers. In this sense MarketWare call itself a “Digital Market-Maker”.

The Financial sector is the baseline for MarketWare activities, supported by the experience and knowledge of internal human resources and external partnerships it has established along the way.