



# PANAMA

## Trade Mission to Panama

January 29 - February 2, 2018

### ACCELERATE YOUR EXPORT SALES!

Be a part of the VEDP's Trade Mission to Panama and enjoy private, one-on-one meetings with prospective customers and partners. These well-planned visits are business meetings arranged on your behalf, with your input, to save you time and maximize your results.

### WHY PANAMA?

As the crossroads of trade for the Americas, Panama serves as a strategic location for trade and business as a bridge between North and South America. Modern Panama is not only a key maritime and air transport hub, but also a center for international trade, banking, and services.

Panama is currently the 47th largest trading partner of the United States. In 2015, Panama's two-way trade in goods reached \$8.2 billion in total. The U.S. is one of Panama's key trading partners, occupying approximately 30% of its import. In 2014, U.S. exported approximately \$10.4 billion USD worth of goods and services to Panama.

The Trade Promotion Agreement (TPA) between the U.S. and Panama that was established in 2012 provides U.S. goods a significant competitive advantage in Panama's market.

Panama's Colon Free Trade Zone (CFZ), the world's second-largest FTZ, offers an excellent opportunity to U.S. companies to export goods to Latin America. Doing business with CFZ merchants can be one of the most effective ways to reach a large portion of Central America, the Caribbean, and Andean South America, without negotiating separate business arrangements in each of these regions.



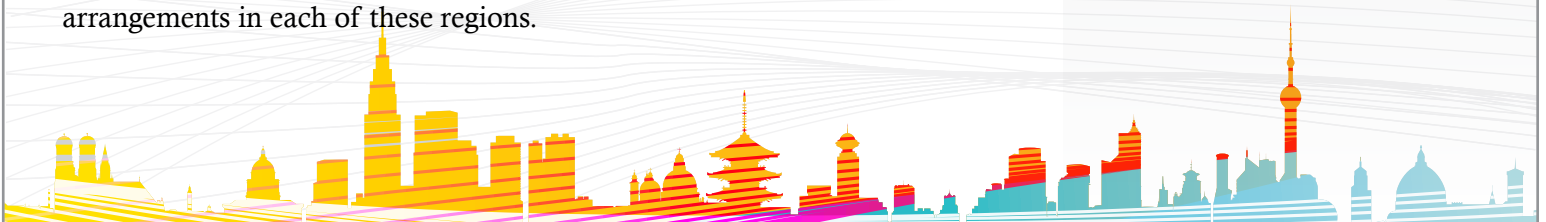
FOR MORE INFORMATION  
AND TO REGISTER, CONTACT:

JORDAN WATKINS

INTERNATIONAL TRADE MANAGER

(757) 314-2129

JAWATKINS@YESVIRGINIA.ORG





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## OPPORTUNITIES FOR VIRGINIA COMPANIES IN PANAMA

Virginia companies can take advantage of opportunities in the following key sectors in Panama:

- Automotive Parts
- Agricultural Products
- Building Products
- Computers & Peripherals
- Electrical Power
- Hotel & Restaurant Equipment
- Medical Equipment
- Safety & Security Equipment
- Telecommunications Equipment

## TRADE MISSION DETAILS

**Dates:** January 29 - February 2, 2018

**Fee:** \$2,500 (fee does not include airfare, lodging or meals.)

**Deadline to Register:** November 29, 2017

The goal of this Trade Mission is to help each participant grow their international business in the Panama through a customized meeting itinerary with prospective customers and partners.

**For more information, please contact:**

Jordan Watkins, International Trade Manager  
 email: [JAWatkins@YesVirginia.org](mailto:JAWatkins@YesVirginia.org)  
 phone: (757) 314-2129

## CLIENT TESTIMONIALS

“As a result of the meetings, we have been offered three bid opportunities. Without this trip, we would likely have not known about any of these opportunities. We feel this Trade Mission will lead to significant new business within the next 6 to 12 months.”

“This visit has given my company the opportunity to meet our distributors face to face, learn our competitor’s position in the market and make direct contacts with a new potential customer base.”

“On this Trade Mission, we made connections in country that we wouldn’t have otherwise. VEDP’s in-country consultant was absolutely phenomenal.”

