Join Secretary of Commerce Gray Swoope on an Export Development Trade Mission to **PANAMA**

**OCTOBER 5 - 7, 2014**

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Dear International Business Leader:

Enterprise Florida, the state’s lead economic development organization, will be leading a mission to Panama City, Panama on October 5-7, 2014. You are invited to join me and other business leaders for this export and trade event.

Panama is a significant trading partner for Florida. More than $2 billion in Florida products were exported to Panama last year, and forecasts for the market remain strong.

Panama is one of the strongest economies in Latin America. The country boasts the second fastest growing GDP in the region, expected to reach a 6 percent growth in 2015. Panama’s dollar-based economy offers low inflation in comparison with neighboring countries and zero foreign exchange risk. The U.S.-Panama Trade Promotion Agreement offers U.S.-made goods a competitive advantage. Furthermore, the current expansion of the Panama Canal is expected to generate new opportunities for Florida businesses.

This mission will provide Florida companies with the potential to expand their business and build new relationships. I encourage you to join me on this important mission as we grow our state’s economic ties with this region.

Sincerely,

Gray Swoope
Secretary of Commerce
President & CEO Enterprise Florida, Inc.

**PANAMA MISSION ITINERARY**

**Sunday, October 5th**
Delegation departs Miami International Airport for Panama City

**Monday, October 6th**
Panama City
- Country Commercial Briefing
- Gold Key Business Matchmaking Appointments
- Networking Reception

**Tuesday, October 7th**
Panama City
- Gold Key Business Matchmaking Appointments
- Networking Luncheon at the Panama Canal
- Networking Evening Reception by the U.S. Ambassador
- Delegation Departs Panama City, Panama

* Subject to change
OPPORTUNITIES FOR FLORIDA COMPANIES

• Since the opening of the Panama Canal in 1914, Panama has been a strategic hub for commerce and security in the Americas. It has sole responsibility for operating the canal. A $5.25 billion expansion will allow significantly larger vessels to transit and might alter shipping routes to and from multiple U.S. ports.

• The economy has seen high growth due to successful transportation facilities and infrastructure development, and banking and services account for 80 percent of jobs.

• In Panama, consumer attitudes and many brand preferences are similar to the U.S. Since Panama is largely a service-based economy with no history of manufacturing, it is used to importing practically all goods.

• The Trade Promotion Agreement between the U.S. and Panama will continue to offer U.S.-made goods a competitive advantage. Panama’s average tariff on goods is only 7 percent and in several sectors duties are either zero or are waived.

• Exports from Florida accounted for more than $2 billion in 2013. Total merchandise trade with Panama in 2013 amounted to nearly $2.3 billion in 2013. The U.S. is Panama’s most important trading partner, with about 30 percent of the import market share.

BEST EXPORT OPPORTUNITIES

AUTOMOTIVE PARTS & SERVICE EQUIPMENT
• Products include engine parts, pumps, filters, batteries, ignition parts, spark plugs, lamps, body parts, brake parts, shock absorbers, tires, exhaust components, and used remanufactured parts especially for buses, dump trucks, and other commercial vehicles.

BUILDING PRODUCTS
• The demand is especially strong for gypsum board, lighting, roofing products, and flooring products. The canal project is requiring massive amount of cement, aggregate products, and steel.

COMPUTERS AND PERIPHERALS
• Best prospects are personal computers, LAN equipment, laptops, and laser printers.

ELECTRICAL POWER EQUIPMENT
• The market offers excellent opportunities for both hydroelectric generators, especially small and medium size plants, and thermo generators. There is strong interest by several companies to develop non-traditional energy sources and the Government of Panama is expected to play a stronger role in promoting the use of these technologies.

HOTEL AND RESTAURANT EQUIPMENT
• Best prospects are kitchen equipment, chafing dishes, industrial stoves, laundry equipment, and furniture in general.

MEDICAL EQUIPMENT
• Best prospects include electro medical equipment, monitoring equipment, imaging equipment, and laboratory equipment.

PORTS AND SHIPBUILDING EQUIPMENT
• The increased port activity offers excellent opportunities for U.S. port equipment exporters. The following product categories enjoy good demand: quay cranes, container cranes, forklifts, top loaders, rubber tire gantry cranes, power packs, and flatbeds. Additionally, the new ports offer opportunities for material handling equipment such as small forklifts, small trucks, and similar equipment.

SECURITY AND SAFETY EQUIPMENT
• Best sales prospects are electronic surveillance equipment, fire and burglar alarms, smoke detectors, and safe/strong boxes. Car alarms systems are always in strong demand. All types of safety equipment such as gloves, eyeglasses, harnesses, vests, etc. are in great demand.

TELECOMMUNICATIONS EQUIPMENT
• Best products are PABX systems, radio trunking systems, satellite-based telecommunications facilities, wireless systems and fiber optics cable.

U.S. COMMERCIAL SERVICE IN PANAMA CITY, PANAMA
As part of EFI’s Gold Key Package, participants will have the opportunity to take advantage of the unparalleled trade facilitation services provided by the U.S. Commercial Service (USCS) in Panama City. The USCS will coordinate all one-on-one Gold Key appointments. The USCS offers a variety of products and services designed to facilitate U.S. exports.
FOR GOLD KEY PARTICIPANTS
Once EFI receives your form, a USCS officer in Panama will conduct an assessment of your product or service. You will be notified of approval within approximately 10 business days.

FOR DELEGATES
The Delegate Package does not require a review and, therefore, registration and payment will be processed upon receipt of registration forms.

TRAVEL ARRANGEMENTS
Express Travel, an independent travel agency, will coordinate all airline and hotel reservations. Special group discounted airfare and hotel rates have been negotiated for this event. Mission participants are expected to travel as a group and must do so in order to use ground transportation. For additional travel guidance, please contact Express Travel: (305) 341-1200.

ESTIMATED TRAVEL COSTS
Hotel: Marriott, Panama City, Panama
- single occupancy: $134 / night
- double occupancy: $149 / night
This rate includes breakfast and internet connection.

Flight: COPA Airlines
- Miami-Panama City: roundtrip, $532.00
- Orlando-Panama City: roundtrip, $440.00

Travel arrangements can be coordinated directly with Express Travel (305) 341-1200.

CANCELLATIONS
Cancellations prior to August 30, 2014 must be made in writing. No verbal cancellations will be accepted. For a full refund, cancellations must be received by August 30, 2014.

OPTION 1 - GOLD KEY PACKAGE

- First company representative: $1,050
- Additional company representative: $500

Package includes the following:

- **Gold Key Service:** The U.S. Commercial Service will schedule one-on-one appointments with pre-screened Panamanian companies that have expressed an interest in your product or service.
- Admission into all mission events.
- Translation services during the one-on-one appointments.
- Ground transportation to all mission events.

Gold Key participation will be limited to a total of 15 Florida manufacturers, distributors, and service companies that best meet the participation criteria. Selection of these firms will be on a first-come, first-served basis. Final selection will be determined by the U.S. Commercial Officer after a review to ensure markets viability.

OPTION 2 - DELEGATE PACKAGE

- Each company representative $350 per person

Package includes the following:

- Admission to all mission events.
- Ground transportation to all mission events.
*Note: This option encourages delegates to schedule their own individual appointments and activities during their free time.

CONTACT INFORMATION
For registration forms contact:
Stephanie Pavolini at spavolini@eflorida.com, 305-808-3388
or Jorge Riano at jriano@eflorida.com, 305-808-3389

Gold Key Registration Deadline: July 31, 2014
Delegate Package Registration Deadline: September 30, 2014

Registration will not be considered final until ALL event, travel registration forms, and payment have been received.

GRANTS
EFI will offer a limited number of Gold Key Matchmaking one-on-one appointments through the USCS for participating Florida companies. The price of this service is $1,050. However, small and midsized Florida manufacturers and eligible high tech companies as well as professional service providers may qualify for a Gold Key Grant, which will offset 100 percent of the Matchmaking Registration fee for the first company representative. A separate application process will be required for this grant. Participants will be selected on a first-come, first-served basis.

FOR GOLD KEY PARTICIPANTS
This option encourages delegates to schedule their own individual appointments and activities during their free time.

Enterprise Florida, the lead economic development organization for the state of Florida, facilitates job growth for Florida’s businesses and citizens, leading to a vibrant statewide economy.