

PANAMA

EXPORT SALES MISSION
MARCH 18-21, 2019



GLOBAL
TAMPA BAY



**Dear International
Business Leader,**

It is our pleasure to invite you on the highly anticipated Global Tampa Bay Export Sales Mission to Panama City, Panama from March 18 – 21, 2019.

We look forward to strengthening Tampa Bay's ties to this strategic Latin American market. Panama's open trade policies, zero tariffs, and dollar-based economy provide an ideal setting for foreign investment and global transactions. In fact, Florida already supplies 30% of the total U.S. exports to Panama, translating to \$1.9 billion from Florida in 2017. Being in such a geographically close and logistically pivotal position, Panama is a key trade partner for our state and region.

On behalf of Global Tampa Bay and our partners, we encourage you to explore the opportunities that await you in Panama.

Sincerely,

Craig J. Richard
*President and CEO,
Tampa Hillsborough Economic
Development Corporation*

Mike Meidel
*Director,
Pinellas County Economic Development*

Bill Cronin
*President and CEO,
Pasco Economic Development Council*

**TOP 5 REASONS WHY TAMPA BAY
COMPANIES SHOULD CONSIDER
EXPORTING TO PANAMA:**

- The U.S.-Panama Trade Promotion Agreement (TPA) eliminates all tariffs and barriers to U.S. services in Panama, while protecting U.S. companies against discriminatory or unlawful treatment in Panama.
- In 2017, exports to Free-Trade Agreement markets, such as Panama, accounted for 38% of Florida exports.
- Port Tampa Bay is the closest deep water gateway to the Panama Canal in the United States.
- With \$1.9 billion in merchandise exports from Florida to Panama in 2017, Panama is Florida's 10th largest export destination.
- The Panamanian economy uses the U.S. dollar to ease the flow of global business by promoting low inflation and zero foreign exchange risk.





SECTORS FOR U.S. EXPORTS ¹

- Agricultural Products
- Automotive Parts and Service Equipment
- Building Products
- Computers and Peripherals
- Education and Training
- Electrical Power
- Hotel and Restaurant Equipment
- Medical Equipment
- Safety and Security Equipment
- Telecommunications Equipment

NOTE: This is a partial list. Panama has more potential sectors for U.S. companies. All sectors will receive a formal evaluation. A complete list is available upon request.

¹ Source: <https://www.export.gov>

MISSION ITINERARY²

Monday, March 18

- Late afternoon arrival in Panama and transfer to hotel for check-in
- Welcome Dinner at Traditional Restaurant

Tuesday, March 19

- Country Commercial Briefing Breakfast by the U.S. Embassy in Panama
- One-on-one Gold Key meetings
- Delegate Seminar with Panama American Chamber of Commerce
- Welcome Reception hosted by the U.S. Ambassador to Panama

Wednesday, March 20

- Morning train to Colon, Panama
- Tour of the Panama Canal Expansion
- Tour and lunch at the Colon Free Trade Zone
- Bus return to hotel

Thursday, March 21

- Hotel check-out
- Morning flight back to Tampa

² Subject to change

CUSTOMIZED ONE-ON-ONE MEETING STEPS

STEP 1

Meet with your local Global Tampa Bay staff to review your mission objectives.

STEP 2

Fill out Gold Key questionnaire so our sector specialists understand your requirements.

STEP 3

Sector specialist in Panama review the questionnaire and provide a market assessment. Further in-depth discussion may take place to confirm your company's objectives.

STEP 4

You receive a registration link once sector specialist approves the application. A limited number of spots are available.

STEP 5

Guiding of eligible companies through the grant application process.

STEP 6

Travel to Panama City to meet your potential buyers on a one-on-one basis.

MISSION COSTS AND REGISTRATION

TRADE/GOLD KEY PACKAGE

Grants may cover up to 100% of the Gold Key registration for qualified companies.

Primary Company Representative \$1250
Additional Representatives \$450 each

Pricing is for small size companies only (per USCS guidelines).
 Medium and large size companies please contact Global Tampa Bay team for pricing and details.

PACKAGE INCLUDES:

- Customized counseling on market entry/expansion strategy
- **Pre-screened one-on-one matchmaking appointments**
- Spanish/English Interpreter
- Country briefing by U.S. Embassy officials
- Admission to all mission events
- Airport transfers in country when traveling on official mission flights
- Ground transportation to all official mission events
- Each company may be assigned a vehicle and interpreter based on requirements.

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.

*Gold Key participation will be limited to 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 market suitability.

Enterprise Florida Gold Key Grants: Small Florida manufacturers and professional services providers may qualify for a Gold Key Grant from Enterprise Florida, which will reimburse 100% of the Gold Key Package registration fee for the Primary Company Representative.

As part of Global Tampa Bay'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.

DELEGATE PACKAGE

Each Delegate \$750

SPONSORSHIP OPPORTUNITIES AVAILABLE

PACKAGE INCLUDES:

- Country Briefing by U.S. Embassy officials
- Admission to all "group" mission events
- Airport transfers in country when traveling on official mission flight
- Ground transportation to all official mission events

NOTE: The delegate package does not include matchmakings and therefore we encourage delegates to schedule their own individual appointments.

TRAVEL ARRANGEMENTS & ESTIMATED COSTS

J.W. Marriott Panama \$149
 (Price per night, includes breakfast and wifi. Taxes are not included.)

Copa Airlines RT Airfare from Tampa \$328.93*
 (Tax and fee included)

*A limited number of spots are available.

NOTE: US citizens traveling to Panama require a valid passport.

REGISTRATION DEADLINES:

Trade/Gold Key Package, January 21, 2019
Delegate Package, February 4, 2019

NO REGISTRATIONS OR REFUNDS WILL BE ACCEPTED AFTER THE DEADLINES.

FOR MORE INFORMATION OR TO REGISTER, PLEASE CONTACT:

Madison Lawson at mlawson@tampaedc.com or (813) 518-2668
 Brent Barkway at bbarkway@pinellascounty.org or (727) 464-7411
 Devon Barnett at dbarnett@pascoedc.com or (813) 926-0827 ext. 227

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