

**ENTERPRISE FLORIDA, INC.**  
JOIN AN EXPORT SALES MISSION TO  
**PANAMA CITY, PANAMA**  
JUNE 22-25, 2020



## JOIN ENTERPRISE FLORIDA'S UPCOMING EXPORT SALES MISSION TO PANAMA CITY, PANAMA



Dear International Business Leader:

I am pleased to invite you to participate in Enterprise Florida's Export Sales Mission to Panama City, Panama from June 22-25, 2020.

Panama serves not only as a maritime and air transport conduit between the Caribbean Sea and the Pacific Ocean, but is known as a hub for international trade, banking and services. Panama's dollar-based economy has been among the fastest-growing in Central America, primarily due to the expansion of the Panama Canal along with other countrywide infrastructure developments.

Of particular interest to Florida's export community is the U.S. – Panama Trade Promotion Agreement. The wide-ranging agreement went into effect in 2012 and provided for the immediate removal of tariffs on 87 percent of U.S. -made goods and eliminated barriers to financial and other services. Tariffs will be fully eliminated by 2022.

Florida's trading relationship with Panama is significant as the state accounted for 26% of the nearly \$7 billion worth of U.S. merchandise exports to Panama in 2018. Panama also ranks as Florida's 12th largest total trade partner among all the countries of Latin America and the Caribbean.

With strong demand for made-in-the-USA goods, Florida companies are well-positioned to benefit from this growing market and Enterprise Florida's Export Sales Mission can provide your company with opportunities to launch or expand your business profile in Panama.

I encourage you to join this mission as we work together to grow our state's economic ties with this important Latin American trading partner.

Sincerely,

Jamal Sowell  
Secretary of Commerce  
President and CEO, Enterprise Florida, Inc.



*Governor Ron DeSantis,  
Chairman*

*Joe York,  
Vice Chairman*

### **ORLANDO**

800 North Magnolia Avenue  
Suite 1100  
Orlando, FL 32803  
407-956-5600

### **MIAMI**

201 Alhambra Circle  
Suite 610  
Coral Gables, FL 33134  
305-808-3660

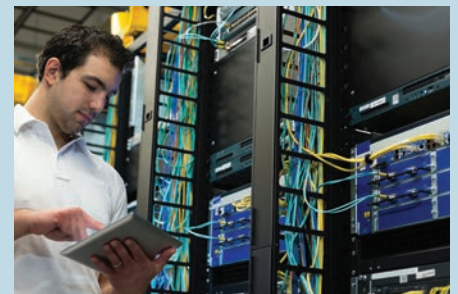
### **TALLAHASSEE**

101 North Monroe Street  
Suite 1000  
Tallahassee, FL 32301  
850-298-6620

## BEST EXPORT OPPORTUNITIES

Mission participants will be able to take advantage of the unparalleled trade facilitation services provided by the U.S. Commercial Service (USCS) in Panama City through the Gold Key Service. The Gold Key Service is coordinated by the USCS and offers one-on-one appointments with pre-screened Panamanian companies that have expressed an interest in the types of products/services your company provides.

The industry sectors listed below provide some of the best export opportunities in Panama for Florida companies. If your industry is not mentioned below, please contact EFI for a no-obligation assessment.



### INDUSTRY SECTORS:

- Medical Equipment
- Safety & Security
- Construction Equipment & Supplies
- Hotel & Restaurant Equipment
- Tourism Promotion
- Infrastructure
- Cyber Security
- Engineering Services
- Water Management & Engineering
- Energy Efficiency
- Consumer Foods Products
- Food Processing
- Education / Universities
- Logistics

## MISSION ITINERARY\*

**Monday,  
June 22**

- Delegation departs Florida
- Transfer to hotel for check-in

**Wednesday,  
June 24**

- All Day: Gold Key one-on-one appointments

**Tuesday,  
June 23**

- Country Commercial Briefing Breakfast by the U.S. Embassy staff
- All Day: Gold Key one-on-one appointments
- Networking reception hosted by the U.S. Ambassador to Panama

**Friday,  
June 25**

- Delegation departs Panama

\*Subject to Change



**GOLD KEY PACKAGE\* – 2 DAYS**

- Gold Key Registration (first representative).....**\$1,900**  
*(fee does not include interpretation services)*
- Additional Company Representative.....**\$500**  
*(non-refundable/non-transferable)*

**PACKAGE INCLUDES THE FOLLOWING:**

- **Gold Key Service:** The USCS will schedule one-on-one appointments with pre-screened Panamanian companies that have expressed an interest in the types of products/ services your company provides.
- Admission to all mission events.
- Airport transfers in-country when traveling on official mission flights.
- Ground transportation to all mission events.

**\*Please Note:** Gold Key participation will be limited to 20 Florida manufacturers and service companies that best meet the participation criteria. Final selection will be determined by the U.S. Commercial Officer after a review to ensure market suitability. **Gold Key Registration Deadline: May 15, 2020.**

**DELEGATE PACKAGE\***

- Delegate Registration Fee.....**\$500, per person**  
*The Delegate Package does not require a review; therefore, registration and payment will be processed upon receipt of registration forms.*

**PACKAGE INCLUDES THE FOLLOWING:**

- Admission to all mission events.
- Airport transfers in-country when traveling on official mission flights.
- Ground transportation to all mission events.

*The Delegate Package **does not** include any one-on-one appointments.*

**\*Please Note:** This option encourages delegates to schedule their own individual appointments and activities during their free time. **Delegate Registration Deadline: May 29, 2020.**

**TRADE GRANTS**

Companies accepted for the Gold Key business matchmaking may qualify for a Reimbursable Gold Key Grant from Enterprise Florida which will offset 100 percent of the registration fee for the first company representative only. A separate application process is required. **The trade grant must be approved prior to the first day of scheduled appointments. No exceptions.**

Additional company representatives do not qualify for the trade grant and will be charged a non-refundable \$500 fee.

**TRAVEL ARRANGEMENTS**

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

The official mission hotel will be the JW Marriott Panama. A special group discounted hotel rate has been negotiated for this event. For additional information, please contact Christopher Munoz at Enterprise Florida: [cmunoz@enterpriseflorida.com](mailto:cmunoz@enterpriseflorida.com).

**ESTIMATED TRAVEL COSTS**

- Standard Single...**\$160/night** or Double Accommodation...**\$180/night**  
*(including breakfast, taxes and internet)*
- Round-trip Airfare.....**\$470**  
*(estimated cost, departing from Miami, FL to Panama City, Panama)*

**CANCELLATIONS**

Cancellations prior to **May 15, 2020**, must be made in writing and sent to Christopher Munoz at [cmunoz@enterpriseflorida.com](mailto:cmunoz@enterpriseflorida.com).

**No VERBAL cancellations will be accepted.** For a full refund, cancellations must be received by May 15, 2020.

**GOLD KEY REGISTRATION DEADLINE: FRIDAY, MAY 15, 2020**

**DELEGATE PACKAGE REGISTRATION DEADLINE: FRIDAY, MAY 29, 2020**

For more information and registration forms, contact: Christopher Munoz | [cmunoz@enterpriseflorida.com](mailto:cmunoz@enterpriseflorida.com) | 305-808-3386

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