



Central American Outbound Trade Mission

Costa Rica & Panama
September 9 –13, 2019

The U.S. is Costa Rica's largest trading partner and Costa Rican consumers are highly receptive to U.S. food brands, trends and retailers. Costa Rica's economy has continued growth, the GDP had a 4.5% increase in 2016 with an estimated projection of 4.1% for 2018. Beer and wine, baking ingredients, processed meats and pet food are among the fastest growing U.S. export sectors with plenty of growth possible in other sectors as well. The Costa Rican consumer is starting to consume higher quantities of frozen and prepared foods, and as consumers tend to trust the quality of U.S. foods as well as follow U.S. market trends. U.S. products are competitive in the market in terms of price and quality.

Panama has the highest per capita income in Central America, and has a small upper-middle class which enjoys high levels of disposable income. U.S. goods have earned a reputation of high quality and are also highly competitive in this market. Consumer attitudes are similar to the US consumer thanks to the availability of US television shows and magazines available to the consumer, as well as the cultural exchange in terms of tourism, medical treatments, and study which Panamanians travel to the U.S. to achieve. The Panamanians have partiality for the U.S. lifestyle, products and business practices. With the proximity of the Panama Canal and its expansion, the economic future looks to continue to grow and thrive. In addition to these other factors, Panama is a U.S. dollar economy, which will enable a smooth trading development for our US companies.

Participation Fee: \$200

Fee Includes:

- Reimbursement of airfare OR lodging for the nights of the mission within the Federal per diem rate for one company representative with submittal of required supporting documentation;
- Interpreter services as needed;
- In-country transportation to meeting locations;
- Shipping of up to 25lbs of product samples* through SUSTA's designated freight forwarder.
*frozen/chilled shipments to be handled on a case by case basis.

Registration Deadline: June 28, 2019 (No refunds for cancellation after this date)

50% CostShare: Apply now for 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

Product Description: Juices and non-alcoholic beverages, Tree nuts, Prepared foods, Seafood and meat, Beverages, Health products, Condiments & Sauces, Specialty foods, Breakfast cereals, Poultry, Wine

Industry Focus: Food Service Products, Ingredient, Natural/Health, Organic, Retail Products

Activity Managers:

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