



Central America Outbound Trade Mission to Panama

Panama City, Panama
August 9-10, 2024

Panama is an attractive market for exporting U.S. agricultural food products. Its culturally diverse population, geographical location, and love for American food and culture support export opportunities for U.S. high value food and beverage products. The top prospects for U.S consumer-oriented product exports to Panama include meat, poultry, snack foods, dairy products, condiments, wine, beer, baking ingredients, healthy foods, and frozen, processed, and prepared food products.

This Outbound Trade Mission offers the unique opportunity for Southern exporters to travel to Panama City, Panama to better understand the market and meet with key contacts of the retail and foodservice industry. Both established exporters and new-to-export companies can get a glimpse of the Panamanian market in a more accessible way by signing up for this outbound trade mission.

Participation Fee: \$600; **Early Bird Special:** \$400 (if you register and pay before April 9, 2024)

Fee Includes:

- Pre-arranged one-on-one meetings
- Market briefing & tour
- Interpreter services
- In-country transportation to meeting locations
- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation;*

**Participants must participate in all mission activities to be eligible for airfare or lodging reimbursement*

Registration Deadline: June 9, 2024 (No refunds for cancellation after this date)

Industry Focus: Food Service Products, Ingredients, Natural/Healthy Products, Organics, Retail Products

Product Description: Beverages and Juices, Breakfast Cereal, Canned and Process Seafood, Certified Halal Foods, Condiments and Sauces, Processed Fruit and Vegetables, Beef and Poultry, Meat Products, Nuts, Snack Foods and Sweets

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

Activity Managers

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SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#) and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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