



# U.S. Commercial Service Panama

## Panama's Business Opportunities



***Daniel Crocker***  
**Senior Commercial Officer**  
**Embassy of the United States of America**



# Panama

## The Crossroads of the World

### *"Location, Location, Location"*

- **Population: 3.5 million.**
- **GDP: est. \$39 bn (PPP).**
  - **Services 80%.**
  - **Industry 14%.**
  - **Agriculture 6%.**



# Panama's Advantages

- **Logistics hub for Americas.**  
Canal operations, direct air routes.
- **Dollarized economy.**  
simplifies business planning, no currency risk.
- **Sophisticated banking sector.**  
finance & credit availability.
- **Stable** economic and political environment.
- Affinity for U.S. goods and services.
- Bilingual and well educated workforce.
- **Safe.** High level of personal security.



# The Panama Canal Eighth Wonder of the World



- **Panama's Unique Advantage.**
- **\$250 mn./yr procurement.**
- **\$5 bn. Canal Expansion.**
- **Contact us or go to [www.pancanal.com](http://www.pancanal.com)**



# The Colon Free Trade Zone

## Second Largest Worldwide

### \$19 Billion in Trade (2008)

- Founded in 1947 in the Atlantic deep water port of Colon.
- Over 1,200 acres, 1,800 companies, 24,000 employees.

### Advantages :

- Central point for worldwide re-distribution.
- Centralized marketing to promote sales.
- Credit facilities to finance re-exports.
- Dollar transactions.
- Established channels of distribution.
- Duty Free treatment of "In Bond" goods.



Contact us or go to [www.colonfreezone.com](http://www.colonfreezone.com)





# Panama's Principal Trading Partners - 2008

- **Global Imports: \$9 billion.**
- **U.S. Exports to Panama: \$5 billion (30%).**

Other major trading partners: Europe, Japan, Mexico and South America.

- **U.S. Imports from Panama: \$379 million.**





# Best U.S. Export Prospects

- **Building Products.**
- **Construction Equipment.**
- **Electrical Power Systems.**
- **Telecommunications Equipment.**
- **Computer & Peripherals.**
- **Financial Services.**
- **Franchising.**
- **Port/Shipbuilding Equipment.**
- **Security & Safety Equipment.**
- **Auto Parts.**





# Contact Us

***U.S. Commercial Service Panama***

**Embassy of the United States of America**

**E-mail: [daniel.crocker@trade.gov](mailto:daniel.crocker@trade.gov)**

**[www.buyusa.gov/panama/en](http://www.buyusa.gov/panama/en)**

