

TRADE MISSION

Costa Rica & Panama



We got exposure for the diverse market we intended and left with two solid business leads that we will follow up on.

Trade Mission, Costa Rica & Panama

April 22–26, 2024 | Costa Rica and Panama

Registration Deadline | February 23, 2024

Costa Rica

Within Central America, Costa Rica is a strong opportunity for U.S. companies. Costa Rican citizens are very accustomed to doing business with the United States and many U.S. products command strong brand recognition. The large American ex-pat population and the prevalence of the use of the English language are viewed as key advantages for U.S. firms doing business in Costa Rica. The country's strong middle class enjoys a high degree of purchasing power and has the ability to choose higher-value, international products. Further, under CAFTA-DR most U.S. consumer products and industrial goods enter Costa Rica duty-free.

Top opportunities for Virginia exporters to Costa Rica include:

- Construction Equipment
- Cosmetics
- Electric Vehicles
- Packaging
- Pharmaceuticals
- Solar Energy



Panama City, Panama



The in-country consultant was able to book adequate meetings with appropriate companies for our trip, making our trip successful and efficient.

Trade Mission, Costa Rica & Panama

Panama

With ports on both oceans and known as the “Hub of the Americas,” Panama is one of the world’s most connected countries. Panama was the third-largest destination in Central America for U.S. exports in 2021 and the fifth-largest destination for Virginia exports. The U.S.-Panama Trade Promotion Agreement (TPA) went into effect in October 2012 and will continue to offer U.S. goods a competitive advantage. For 87% of U.S.-made goods, tariffs dropped to zero percent immediately, with remaining non-agricultural tariffs phasing out by 2022.

Top opportunities for Virginia exporters to Panama include:

- Building products
- Cybersecurity
- Disposable medical supplies
- Medical equipment

Schedule

Date	Day	Activity
February 23, 2024	Friday	Last day for registration
April 19, 2024	Friday	Latest day to depart the U.S.
April 21, 2024	Sunday	Rest/Sightseeing
April 22, 2024	Monday	Trade Mission begins; individual meetings
April 23–25, 2024	Tuesday–Thursday	Individual meetings; travel to other cities may be required
April 26, 2024	Friday	Final day of individual meetings
April 27, 2024	Saturday	Return to the U.S.

Registration

Register and pay the Trade Mission fee online by visiting <https://costa-rica-panama-trade-mission-2024.eventbrite.com>.

Contact

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