



PANAMA TRADE MISSION

JULY 14 - 18, 2014



Who is this Mission for?

In light of the 'Business Future of the Americas' Conference to be held from July 14th to the 17th in Panama, we are inviting you to join the Aruba - Panama mission. This mission is organized by the Aruba Investment Agency (Arina) on behalf of the Aruba Government in collaboration with the Chamber of Commerce and Industry Aruba.

The mission will include additional business and networking activities exclusively for the Aruban participants in order to stimulate the opportunities to expand beyond the borders of Aruba, and/or to form partnerships with companies from Panama.

During this mission we are inviting Aruban companies and entrepreneurs who are operating in the following areas:

- Sustainable Energy
- Sustainable Finance
- Education
- Innovation
- Health
- Trade

The mission consists of two components:

- The Aruba mission \$500 (for which you can register by contacting us directly through info@arina-aruba.com or (297) 582-5659)
- The 'Business Future of the Americas' Conference \$600 (for which you can register through www.bfa2014panama.com)

The Aruba - Panama mission will be led by Prime Minister Mike Eman, who will also be a speaker during the 'Business Future of the Americas' Conference.



Mission Program

Monday, July 14th, 2014

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|---------|---|-----------------------|
| 1:28 pm | Departure Aruba - Panama with Copa Airlines | |
| 2:34 pm | Arrival Panama City - Tocumen International Airport | |
| 5:00 pm | Cocktail Reception Aruba Mission Participants | Panama Marriott Hotel |
| 7:00 pm | BFA 2014 Welcome Reception | U.S. Embassy |

Tuesday, July 15th, 2014

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|-------------------|--|-----------------------|
| 8:00 am - 6:00 pm | Business Future of the Americas Conference | Panama Marriott Hotel |
| 8:00 pm | Cocktail Reception BFA 2014 | Panama Canal Museum |

Wednesday, July 16th, 2014

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|-------------------|------------------------------|-----------------------|
| 9:00 am - 5:00 pm | Aruba Mission Company Visits | Various Locations |
| 8:00 pm | Closing Dinner | Panama Marriott Hotel |

Thursday, July 17th, 2014

| | | |
|-------------------|-------------------------------------|-----------------------|
| 9:00 am - 4:00 pm | BFA 2014 Business Roundtable | Panama Marriott Hotel |
| 6:00 pm | Aruba Mission Evaluation and Dinner | Location TBD |

Friday, July 18th, 2014

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|---------|--------------------------|--|
| 9:29 am | Departure Panama - Aruba | |
|---------|--------------------------|--|

Mission Program

Cocktail Reception Aruba Mission Participants

This cocktail reception will offer you the opportunity to network with companies from Panama. In addition, the 'Green Aruba, where Europe Meets the Americas' Conference, which will take place in Aruba from October 22nd to the 25th, will be officially launched to the Panama business community.

Business Future of the Americas Conference

This conference brings together top AmCham leaders, and businessmen of the region to hear world class speakers and panelists talk about "sustainability" – theme of common interest. It also provides an opportunity for "business networking" under the umbrella of the U.S. Chamber of Commerce.

Aruba Mission Company Visits

During the mission, the Aruba delegation will visit companies in Panama. Besides export opportunities, these visits will especially highlight the opportunities to network and partner with Panama companies to seek ways to fulfill Aruba's hub function.

BFA 2014 Business Roundtable

During the Business Roundtable, each company will have 6 to 10 personalized appointments with Panama companies with potential interest in your company's offerings.

Aruba Mission Evaluation and Dinner

Before returning to Aruba, we would like to receive your feedback on your experience with the Panama mission and on how the organizers can further assist your company in achieving the goals set for this mission.



BFA 2014 Conference Program

Monday, July 14th, 2014

7:00 pm - 9:00 pm Welcome Reception

Tuesday, July 15th, 2014

7:00 am - 8:00 am Registration

8:00 am - 8:15 am Welcome Comments

8:15 am - 9:00 am **“Opportunities for the Development of Social Capital in Emerging Countries of the Americas”**
Vicente Fox Managing Advisor at UST Global and Former President of Mexico

9:05 am - 9:50 am **“Unlocking Sustainable Growth in the Americas through Governance, Equity, Energy, and Education”**
Gabi Zedlmayer VP Sustainability and Social Innovation Hewlett-Packard

9:45 am - 10:00 am Coffee Break

10:15 am - 11:30 am Panel **“Public and Private Governance as a Key Factor to Unlock Sustainable Growth”**
Susana Pinilla Panama Representative of CAF- Development Bank of Latin America
Nicolas Ardito Barletta General Director of the National Center for Competitiveness (CNC), former Vice president of the World Bank and former President of Panama
Lawrence Pratt Director for the Latin American Center for Competitiveness and Sustainable Development, INCAE Business School

11:30 am - 12:15 pm Conference **“The Role of Energy in Unlocking Sustainable Growth”**
Michiel Eman Prime Minister of Aruba

12:15 pm - 2:30 pm Conference Lunch

2:30 pm - 3:15 pm Conference **“Innovation in Business Strategies to Unlock Sustainable Growth”**
Kaihan Krippendorf CEO, Outthinker LLC., strategist, speaker, consultant, and best-selling author of four books, most recently Outthink the Competition

BFA 2014 Conference Program

3:15 pm - 4:30 pm

Panel “**Social and Environmental Sustainability as Catalyzers of Sustainable Growth**”
Stanley Motta Chairman, Copa Holdings and President of SUMARSE - local chapter of Global Compact, Forum Empresa and World Business Council for Sustainable Development
Rodrigo Paris Latin American Coordinator, Barefoot College
Joe Keenan Executive Vice-President, Latin America, The Nature Conservancy
Diana Rivenburgh Executive Vice-President, Latin America, The Nature Conservancy
Susi de Varela Social program of the Panamanian Government

Moderator: **Dacil Acevedo** Sustainability and Corporate Social Responsibility (CSR) Senior Consultant, General Director of the Latin American Center for Volunteerism at the City of Knowledge

4:30 pm - 5:45 pm

Panel “**The Role of Panama Canal in the Sustainable Growth of the Americas**”
Manuel E. Benitez Deputy Administrator, Panama Canal Authority (ACP)
Raul Alfonso Chief Commercial Officer, Tampa Port Authority
Justus Hinners Local Operations & Logistics Manager Hamburg Süd
Dr. John Bartholdi Director of Global Research The Supply Chain & Logistics Institute, The Manhattan Associates Professor of Supply Chain Management, School of Industrial & Systems Engineering
Carlos Urriola Executive VP Manzanillo International Terminal (MIT)

Moderator: **Alberto Padilla** Economist and Journalist

5:45 pm - 6:00 pm

Closing Comments

8:00 pm - 10:00 pm

Cocktail Reception

Wednesday, July 16th, 2014

8:00 pm - 10:00 pm

Closing Cocktail

Thursday, July 17th, 2014

9:00 am - 4:00 pm

Business Roundtable



Registration Costs & Mission Fees

Registration 'Business Future of the Americas' Conference

Registration fee for the Conference and Business Roundtable (matchmaking) US\$ 600

Payment can be done through: www.bfa2014panama.com.

Aruba Mission

Participation fee for the Aruba Mission US\$ 500

This fee includes:

- Transfer Airport - Hotel - Airport
- Aruba Cocktail Reception
- Lunch during company visits
- Company Visits
- Closing Aruba dinner

How to Join the Aruba Mission?

Please contact us at the Aruba Investment Agency (Arina) before **June 23rd, 5:00pm**.

Aruba Investment Agency
Phone: (297) 582-5659
Email: info@arina-aruba.com

Please include the completed Company Profile form. The company profile information is required in order to successfully provide 6 to 10 matches for your company during the Business Roundtable on June 17th.

Accommodation & Flights

Panama Marriott Hotel

The Business Future of the Americas will take place in the Panama Marriott Hotel located in the city's financial district and near to stores. It is located approx. 20 min away from the International Tocumen Airport in Calle 52 y Ricardo Arias.

Conference Rates Single Room (one person) USD 115.00 + TAX (10%)
Additional Person: USD 35.00

Includes Breakfast and Internet Connection
Check-in 3.00 pm and Check-out 12.00 pm

To obtain preferential rates, hotel reservations can only be made through the organizer together with the registration.

Visit www.bfa2014panama.com for details.

Flights

A special discount is offered to all conference participants by Copa Airlines.

Flights can be booked through www.copaair.com.

From the Caribbean 15% discount
Discount Code C5610



Contact Information

This mission is organized by the following business partners:

Aruba Investment Agency - Arina
Weststraat 15, Aruba
(297) 582-56559
info@arina-aruba.com
www.arina-aruba.com

Ministry of General Affairs, Knowledge, Innovation and Sustainable Development
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Ministry of Economic Affairs, Communication, Energy and Environment
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Green Aruba, where Europe Meets the Americas
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