



# GDEI Trade Mission to Panama, Costa Rica and Colombia

March 10-15, 2024



## Mission Description

The United States Department of Commerce, International Trade Administration, is organizing a Global Diversity Export Initiative (GDEI) Trade Mission to Panama, Costa Rica, and Colombia that will include the “Opportunities for Woman-Owned Businesses in the Americas Conference” in Panama City, Panama on March 10-11, 2024.

## Why Join the Mission

When women-owned businesses sell internationally, women succeed, creating economic growth and expanded opportunities for all businesses. With 95 percent of the world’s consumers and 80 percent of the world’s purchasing power outside of the United States, international trade is an untapped opportunity for women-owned businesses. Women-owned companies that trade and export earn more, create more jobs, and are more resilient to financial shocks than those relying exclusively on domestic markets for their business growth.

- The trade mission and business conference will focus on expanding export opportunities for U.S. women businesses, particularly small-and-medium-sized businesses, from industries with growing potential in Panama, Costa Rica, and Colombia.
- The conference will focus on tools and resources to help women entrepreneurs and executives accelerate their exporting journey to these growing Latin American markets. There will also be prearranged one-on-one consultations with U.S. commercial officers and diplomats representing 15 countries in the Americas.

## Event Details

### Date

March 10-15, 2024

### Location

Panama (Conference/B2Bs), Costa Rica (B2Bs), and Colombia (B2Bs).

### Cost

Trade Mission: \$2,800 - \$4,000 (*depending on company size*)

Business Conference Only: \$500

### Registration

Register Your Interest here:

<https://events.trade.gov/TradeMissiontoPanamaCostaRicaColombia/>

### More Information, contact:

Trade America Team

[Trade.Americas@trade.gov](mailto:Trade.Americas@trade.gov)

### Want to become a Sponsor?

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