



OPPORTUNITIES FOR WOMEN-LED BUSINESSES IN THE AMERICAS CONFERENCE

MARCH 10-11, 2024
PANAMA CITY, PANAMA



Venue: Sheraton Grand Panama - 77 Este 16501-04, Panamá, Panama - Tel.+507 -3055100

Draft Business Conference Program Agenda

Sunday, March 10

11:30AM - 12:30PM	Networking Lunch - <i>Taboga</i>
12:00-5:00 PM	Conference Pre-Registration - <i>Gran Salon Foyer</i>
1:00PM-3:20PM	One-on-One Meetings with Officers and Business Service Providers - <i>Contadora</i>
3:20PM-4:00PM	Networking Coffee Break - <i>Gran Salon Foyer</i>
4:00PM-6:20PM	One-on-One Meetings with Officers and Business Service Providers - <i>Contadora</i>
6:30PM-7:30PM	Trade Mission and Country Briefings - <i>Gran Salon</i>
7:30PM – 8:30PM	Networking Reception - <i>Gran Baru</i>

Monday, March 11

7:30AM-8:15AM	Morning Refreshments and Registration - <i>Gran Salon Foyer</i>
8:20AM-8:40 AM	Opening Remarks - <i>Gran Salon</i>
8:40AM-9:40 AM	Regional Economic and Political Outlook <i>Expert panelists discuss the economic and political outlook for the region and how recent events such as political protests, climate impacts, energy transition, digitalization, and other trends are impacting local business opportunities.</i>
9:40AM-10:20AM	Empowering Women-Owned Small Businesses through Global Trade <i>Global trade and exporting can play a major role in the expansion of women-owned small businesses across the United States – if you have the right tools and the right team to support your efforts. Women leaders from the region discuss some of the resources and services available to women-led businesses and share lessons learned and best practices for success.</i>
10:20AM-11:00AM	Networking Coffee Break – <i>Gran Salon Foyer</i>
11:00AM-11:40AM	How Digitalization is Driving Opportunities Across Sectors <i>Industries of all kinds are going digital, opening up new opportunities for companies of all kinds. Learn what digital trends dominate in regional economies and what this means for U.S. companies.</i>
11:40AM- 12:20PM	Using Panama and the Region as an Export Hub <i>Panama and other markets in the region provide a unique platform for exporters that may be looking to distribute to the region. Learn about the local distribution and logistics environment and how your business can use it as a platform to expand in the region.</i>
12:30PM -1:30PM	Networking Lunch – <i>Gran Baru</i>

1:40PM-6:00PM	One-on-One Meetings with Officers and Business Service Providers – <i>Contadora</i>
2:00PM - 2:40PM	Workshop #1: Supplier Diversity and Inclusive Procurement – <i>Taboga</i> <i>What is supplier diversity and inclusive procurement and why does it matter for your business? Hear from expert panelists why diversity and inclusion is a key aspect of a successful international business plan and learn practical tips for working with diverse and non-traditional businesses in the region.</i>
2:40PM -3:20PM	Workshop #2: Export Finance Solutions: EXIM & SBA STEP Grants <i>Don't leave financial resources on the table! Learn about U.S. government financing products and grant funding can help you meet clients, develop targeted marketing materials, close the deal with foreign buyers, and protect your bottom line in the process.</i>
3:20PM -4:00PM	Networking Coffee Break - <i>Gran Salon Foyer</i>
4:00-4:40 PM	Workshop #3: Intro to International Shipping and Incoterms <i>Panelists will provide an introduction to essential international logistics, shipping, and customs concepts, including Incoterms, to ensure your company understands the full cost, compliance, and risk implications of your decisions in this area.</i>
4:40PM -5:20 PM	Workshop #4: Choose Your Channel: Options for International Sales <i>Panelists will discuss how to choose the best international market entry strategy for your products and services, examining common sales channels such as licensing or franchising, using a local representative or distributor, or e-commerce.</i>
5:20PM -6:00 PM	Workshop #5: Protecting Your Intellectual Property Abroad <i>Learn how to protect your intellectual property in foreign markets and the available tools and resources to protect your rights overseas.</i>
6:00PM	Event Concludes
6:00PM -6:30PM	Networking Break/Free Time
7:00PM	Meet at Hotel Lobby. Depart to AMB Residence
7:30PM -9:30PM	Networking Reception – <i>Ambassador's Residence</i>

Tuesday, March 12

Travel Day

9:00AM-6:00PM

Business-to-Business Meetings in Panama – *Outside the Hotel*

March 13-14

Travel Day / Business-to-Business Meetings in Colombia and Costa Rica

Thank you to our Trade Mission and Business Conference Sponsors!

PLATINUM



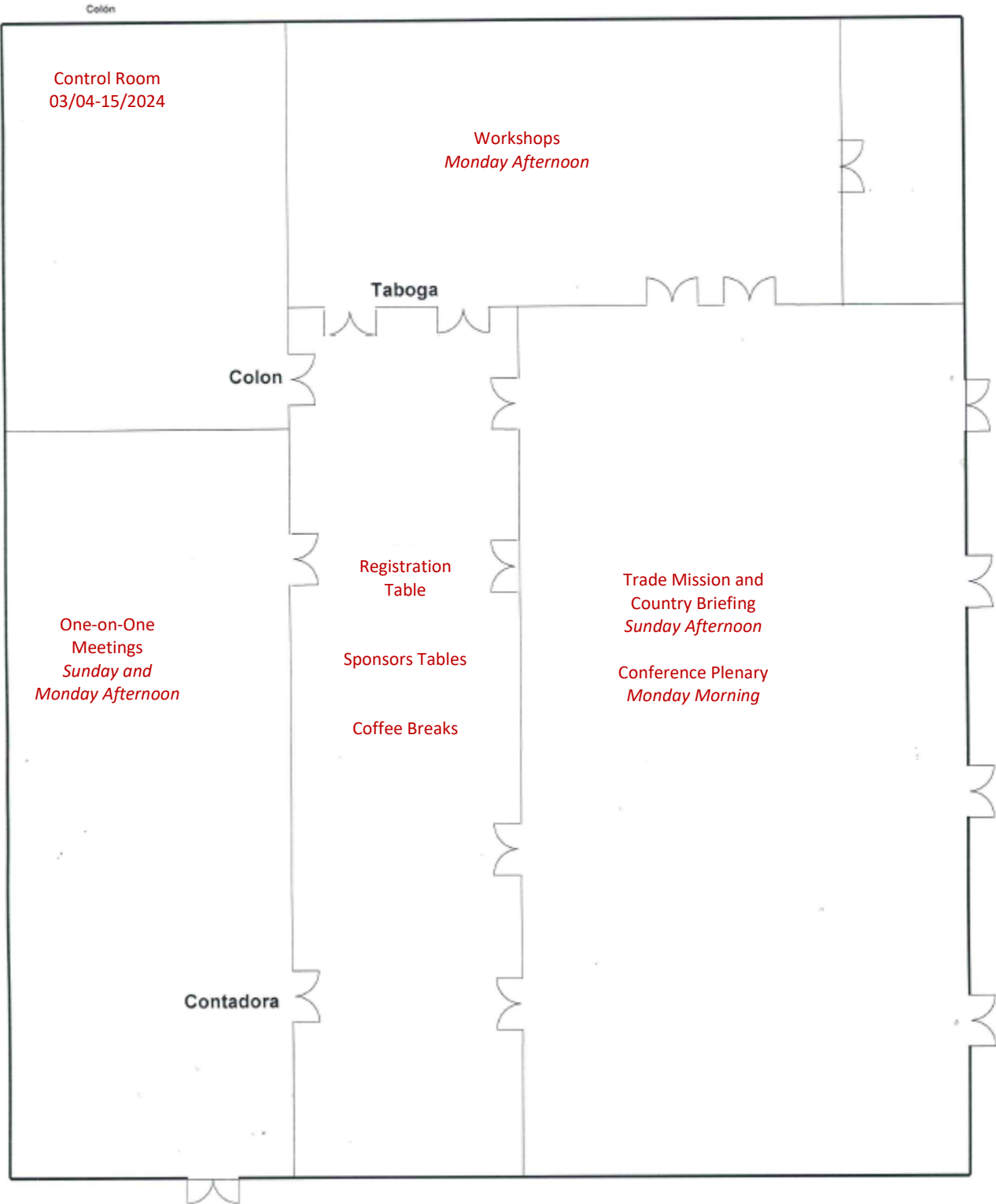
GOLD



SILVER



Hotel Layout



M1

