



INTERNATIONAL
TRADE
ADMINISTRATION

TRADE FAIR CERTIFICATION
Placing U.S. Suppliers **ONE CLICK AWAY** from Global Markets



ATLAPA Convention Center
Panama, Republic of Panama. July 19-21, 2017



The LATIN AUTO PARTS EXPO

2017 provides manufacturers and distributors direct access to the Latin American and Caribbean **OEM, REPLACEMENT PARTS, AFTERMARKET PARTS, AUTOMOTIVE REMANUFACTURED PARTS, and TUNING** markets in a warm and personal setting that forges long lasting commercial and personal relationships.

According to **U.S. Commercial Service, Panama City**, the automotive inventory in Panama is estimated at over **1,000,000 units**. U.S. participation in the automotive parts and service market is significant, with a market share of more than **40%**. Demand will also remain strong for U.S.-made car parts and accessories for Japanese models.

GOOD PROSPECTS FOR U.S. EXPORTS include engine parts, pumps, filters, batteries, ignition parts, spark plugs, lamps, body parts, brake parts, shock absorbers, tires, exhaust components, and used or remanufactured parts especially for buses, dump trucks, and other commercial vehicles.

Panama - Automotive Parts & Service Equipment Market (in \$US millions)

	2013	2014	2015e	2016e
Market Size	197	216	235	258
Imports	197	216	235	258
Imports from U.S.	84	92	99	113

Unofficial estimates, U.S. Commercial Service, Panama City



In
Cooperation
With



U.S. Department of Commerce | International Trade Administration | **Trade Fair Certification**

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U.S. COMMERCIAL SERVICE MARKET INTELLIGENCE
Brazil • Colombia • Dominican Republic • El Salvador
Guatemala • Honduras • Mexico • Panama • Venezuela

OPEN SOURCE MARKET INTELLIGENCE
The Road to 2020 and Beyond - Mckinsey
2016 Auto Industry Trends - PwC

THE U.S. SMALL BUSINESS ADMINISTRATION'S (SBA)
STATE TRADE EXPANSION PROGRAM (STEP)
provides **FINANCIAL ASSISTANCE** for U.S. small businesses that meet SBA size standards to help them sell their products and services abroad.

- Learn how to export
- Participate in foreign trade missions & trade shows
- Obtain services to support foreign market entry
- Develop websites to attract foreign buyers
- Design international marketing materials

Overseas exhibitions receiving Trade Fair Certification (TFC) from the U.S. Department of Commerce serve as vital access vehicles for U.S. firms to enter and expand foreign markets. A TFC event ensures a high-quality, multi-faceted opportunity for American companies to successfully market overseas.