

U.S. Commercial Service

OPPORTUNITIES IN CENTRAL

AMERICA BUSINESS DEVELOPMENT CONFERENCE

San Jose, Costa Rica – July 15-16, 2013



Program Agenda

Monday, July 15

- 5:00-8:00 PM Conference Pre-Registration
- 5:30-6:00 PM Trade Mission Briefing
- 6:00-8:30 PM Networking Reception

Tuesday, July 16

- 7:00-8:30 AM Continental Breakfast
- 7:30-8:30 AM Registration
- 8:30-9:00 AM Conference Opening Remarks: Welcome to the Opportunities in Central America Business Conference
- 9:00-9:40 AM Panel: Regional Market Opportunities in Central America -*Enhancing Market Access for Small and Medium Sized Enterprises*
- 9:40-10:00 AM Networking Break
- 10:00-11:00 AM Panel: Regional Market Opportunities - *CAFTA - Encompassing IPR Issues, Logistics and Customs Issues, Commercial Diplomacy*
- 11:00 AM -12:00 PM Panel: Regional Market Opportunities - *Trade Financing*
- 12:00-1:30 PM Lunch - Keynote Luncheon Address
- 1:40- 2:40 PM Case Study #1: *Regional Distribution: How to Manage and Maximize the Network*
- 2:40-3:40 PM Case Study #2: *Mitigating Risks and Developing Safety Protocols in Challenging Environments*
- 3:40-4:00 PM Networking Break
- 4:00-5:00 PM Case Study #3: *Brand Strategy/Maximizing Business Opportunities through the Internet*
- 1:40-6:00 PM One-on-One Meetings with Commercial Officers, Heads of Sections, and Business Service Providers
- 6:00 PM Adjournment



TRADE MISSION BUSINESS-TO BUSINESS MATCHMAKING MEETINGS

Costa Rica / El Salvador/ Guatemala/ Honduras / Nicaragua / Belize

Wednesday, July 17; Thursday July 18 and Friday, July 19, 2013

8:00-9:45 AM	Market Briefing (Except in Costa Rica)
9:00 AM-12:00 PM	Business-to Business Matchmaking Meetings at Hotel
12:00-1:30 PM	Lunch
1:30-5:30 PM	Business-to Business Matchmaking Meetings at Hotel