



INTERNATIONAL
TRADE
ADMINISTRATION

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

Latin American
& Caribbean



ATLAPA Convention Center
Panama, Republic of Panama. June 14-16, 2017



THE LATIN AMERICAN & CARIBBEAN TYRE EXPO, JUNE 14-16, ATLAPA CONVENTION CENTER,

PANAMA CITY, has become the premier tire and related products show in all of Latin America and the Caribbean. The 2016 Expo was visited by over **3,000 tire dealers** from over **70 countries** and counted on more than **200 exhibitors** from all over the world. U.S. exhibitors will have the opportunity to connect directly with tire dealers in Central and South America and the Caribbean and expand your market.

According to the **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. The Commercial Service Panama City

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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.



In
Cooperation
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