

## **PANAEXPO 2009 Comunicado de Prensa Panamá, Ciudad de Panamá**

*[an English translation will follow]*



de izquierda a derecha:  
Guillermo Vilorio, Director General de Servicios al Inversionista, MICI; Vladimir Reznik, Director Ejecutivo de PanaExpo, y Osvaldo Marchena, Presidente de ACOBIR en la conferencia de PanaExpo – 12 Diciembre, 2008, Panamá.

Panamá – 12 de Diciembre de 2008, Panamá Festival & Expo 2008 fue un esfuerzo dedicado entre la misión diplomática de Panamá en Toronto y la empresa privada, Panamá Festivals S.A., y resultó en un éxito que superó las expectativas. Estos fueron los comentarios de los patrocinadores y expositores de PanaExpo.

Vladimir Reznik, el Director Ejecutivo de Panama Festival & Expo entregó su reporte esta mañana a las autoridades panameñas, mayores gremios y asociaciones profesionales y comerciales panameños y a los medios de comunicación en una conferencia de prensa en el hotel Bristol en la ciudad capital, Panamá.

“Con su clima tropical, vibrante economía y ambiente positivo para inversiones, mas y mas canadienses se percatan del potencial de este magnifico país,” dijo el señor Vladimir Reznik. “PanaExpo” es un excelente medio para que viajeros, inversionistas, jubilados, profesionales y personas con curiosidad cultural conozcan mas sobre lo que ofrece Panamá.” PanaExpo es la única exhibición exclusivamente dedicada a promover a Panamá fuera del país.

La cultura, emoción y oportunidades de Panamá fueron presentadas en Toronto en el festival de tres días en mayo de 2008. La extraordinariamente exitosa PanaExpo 2008 fue una exposición comercial que contó con 32 patrocinadores y expositores de todo Panamá, ofreciéndoles a los canadienses información esencial sobre jubilación, viajes y oportunidades de inversión hábiles en este país centroamericano y les dieron una muestra de la cultura, música, comida y entretenimiento de Panamá. La exhibición de tres días se llevo a cabo del 2 al 4 de mayo de 2008 en el Toronto Congress Centre, el más moderno centro de convenciones de Canadá.

Prestigiosas empresas panameñas se convirtieron en orgullosos patrocinadores y presentadores de este evento. Entre las empresas participantes en PanaExpo se encontraban los gigantes de multimillonarias industrias panameñas de construcción tales como Btsh & Virzi, Grupo Shahani, Grupo Corcione, Prodigy Internacional presentando Playa Blanca Resort, Tribaldos Real Estate presentando el proyecto Royal Decameron Golf Club, Grupo Melo presentando Altos del Maria, un proyecto de retiro montaños popular entre los canadienses, y muchos otros.

Otros presentadores incluyendo Scotiabank, una de las instituciones financieras de primera clase de Norteamérica y el banco mas internacional de Canadá, Royal LePage Your Community Realty (el corredor de bienes raíces No. 1 en Canadá dentro la franquicia de Royal Lepage), y el orgullo de la nación, el afiliado de John Hopkins Medicine Internacional Hospital Punta Pacifica, representantes de

prestigiosas firmas de abogados e inversiones se encontraban a mano para proporcionar soluciones para inversiones financieras y consejos de relocalización para individuos que buscan jubilarse, oportunidades de negocios o invertir en Panamá.

La gran apertura del evento presentó un alto perfil de personalidades panameñas. José Boyd, Presidente de ACOBIR, Panamá apareció como orador principal y la ex Miss Universo y nativa panameña, Justine Pasek como maestra de ceremonias. No hubo escasez de entretenimiento y música panameña. Los canadienses disfrutaron de presentaciones diarias, una balie típico espectacular en pollera tradicional panameña disfraces y “diablito” producida por la coreógrafa Profesora Daisy Espinosa y presentada por Tambor de Panamá, un grupo de ballet de Montreal, al igual que la banda ganadora e icono musical de música panameña Lucho De Sedas, el cantante de salsa panameña Alex Naar y un dueto local de jazz Latino de trompeta y saxófono.

El evento fue visitado por la legendaria alcaldesa “Hurricane” Hazel McCallion, alcaldesa de Mississauga una ciudad satélite de Toronto donde la exhibición se llevó a cabo. La celebrada política de 87 años, la alcaldesa McCallion, felicitó a los panameños en como promovían su país y concluyó, “Estoy seguro que a los canadienses les espera una cálida bienvenida en Panamá”.

El Premier de Ontario, Dalton McGuinty y la anterior ministra de comercio e industrias Carmen Gisela Vergara enviaron un cálido mensaje personal felicitando en la ocasión del evento histórico marcando un salto significativo en el desarrollo de intercambio de amistad, economía y cultura entre estas dos naciones y actualmente, dos de las más fuertes economías del hemisferio oeste.

## ***EL ÉXITO NO OCURRE POR ACCIDENTE***

Viene como el resultado de visión, dedicación, compromiso y duro trabajo en preparación.

### **Equipo de gestión de PanaExpo**

Vladimir Reznik, un corredor de bienes raíces canadiense y fundador del comité de organización, viene con valiosa experiencia y conocimiento referente a bienes raíces de Panamá y Canadá. Durante los pasados años de trabajar junto con mayores promotores del país, Vladimir adquirió conocimiento de los productos y los requerimientos legales al igual que experiencia con bienes raíces en Panamá, así volviéndose un canadiense experto en bienes raíces de Panamá. Vladimir trajo consigo visión, integridad, creatividad y habilidades de mercadeo combinados con extensa experiencia de liderazgo. El equipo PanaExpo equipo experimentado de planificadores industriales, gurus de mercadeo y especialistas de logística de eventos entregaron su presentación sin problema alguno y establecieron la fundación para éxitos futuros en años por venir.

El comité de organización da distinción y agradecimientos especiales por la visión y soporte incondicional por el honorable Gilberto Boyd Diaz, Cónsul general de Panamá en Toronto en preparación para PanaExpo™ 2008. Su pasión y dedicación por Panamá sirve como inspiración para varios y es indispensable para el éxito de Panamá Festival & Expo 2008 y 2009.

**La Estrella 12/15/2008**

**<http://www.laestrella.com.pa/mensual/2008/12/15/contenido/39518.asp>**

**La Prensa 12/13/2008:**

**<http://mensual.prensa.com/mensual/contenido/2008/12/13/hoy/negocios/1624781.html>**

**Panama America 12/13/2008:**

**[http://www.pa-digital.com.pa/periodico/edicion-anterior/finanzas-interna.php?story\\_id=724687](http://www.pa-digital.com.pa/periodico/edicion-anterior/finanzas-interna.php?story_id=724687)**



**FOR IMMEDIATE RELEASE: December 12, 2008**

## ***PANAEXPO REPORTS ITS SUCCESS TO THE GOVERNMENT OF PANAMA***

**December 12, 2008, Panama City, Panama** – a dedicated joint effort between the diplomatic mission of Panama in Toronto and a private Panamanian marketing company Panama Festivals S.A., Panama Festival & Expo 2008, produced success beyond expectations. These were the comments made by PanaExpo sponsors and exhibitors.

Vladimir Reznik, the Executive Director of Panama Festival & Expo delivered his report this morning to Panamanian authorities, major Panamanian professional and commercial association and Panamanian media in a press conference at Bristol Hotel in Panama City, Panama.

“With its tropical climate, vibrant economy and positive investment environment, more and more Canadians are realizing the potential of this great country,” said Mr. Vladimir Reznik. “PanaExpo™ is a great way for travelers, investors, upwardly mobile retirees, professionals and the culturally curious to find out more about what Panama has to offer.” PanaExpo is the only international exhibition exclusively dedicated to promoting Panama outside of the country.

Culture, excitement and opportunities of Panama were showcased in Toronto over a three day festival in May of 2008. An extraordinarily successful PanaExpo™ 2008 was a consumer trade show that featured 32 sponsors and exhibitors from across Panama, providing Canadians with essential information about retirement, travel and investment opportunities available in this Central-American country and gave them a taste of Panama’s exciting culture, music, food and entertainment. The three-day exhibition was held from May 2 – 4, 2008 at the Toronto Congress Centre, Canada’s newest state-of-the-art convention facility.

Prominent Panamanian companies became proud sponsors and exhibitors of the show. Among businesses participating in PanaExpo were Panamanian multi-million dollar construction industry giants such as Btsh & Virzi, Grupo Shahani, Grupo Corcione, Prodigy International featuring Playa Blanca Resort, Tribaldos Real Estate featuring Royal Decameron Golf Club project, Grupo Melo featuring Altos del Maria, a mountain retreat project popular among Canadians, and many others.

Other exhibitors included Scotiabank, one of North America’s premier financial institutions and Canada’s most international bank, Royal LePage Your Community Realty (Canada’s #1 Brokerage for Royal LePage), and pride of the nation, John Hopkins Medicine International affiliate Hospital Punta Pacifica. Representatives from several prestigious Panamanian law firms and investment firms were on hand to provide financial investment solutions and relocation advice for individuals looking to do business, retire or invest in Panama.

The grand opening of the show featured high profile Panamanian personalities. Jose Boyd, President of ACOBIR, Panama Real Estate Association appeared as a Keynote speaker and former Miss Universe and native Panamanian, Justine Pasek as the Master of Ceremonies. There was no shortage of Panamanian music and entertainment. Canadians enjoyed an all-day performance, a spectacular typical dance in traditional Panamanian pollera costumes and “diablito” produced by choreographer, Professor Daisy Espinosa and performed by Tambor de Panama, a ballet group from Montreal, as well as the award winning band of Panamanian national music icon Lucho De Sedas, salsa singer Panamanian Alex Naar and a local Latin Jazz trumpet and sax duet.

The show was visited by Canada’s legendary longest serving Mayor “Hurricane” Hazel McCallion, Mayor of Mississauga, a city satellite of Toronto where the exhibition actually took place. An 87-year old celebrated Canadian politician, Mayor McCallion, congratulated Panamanians on how they are promoting their country and concluded, “I am sure a warm welcome awaits Canadians in Panama”.

Premier of Ontario, Dalton McGuinty and Panama’s then Minister of Commerce and Industries Carmen Gisela Vergara sent warm personal messages of congratulations on the occasion of this historic event marking a significant leap in developing friendship, economic and cultural exchange between these two nations and currently, two of the strongest economies in the Western Hemisphere.

The Organizing Committee gives special acknowledgements and thanks for the insight and unconditional support extended by the Honorable Gilberto Boyd Diaz, Consul General of Panama in Toronto in preparation for PanaExpo™ 2008. His dedication and passion for Panama serves as inspiration to many and is indispensable to the success of Panama Festival & Expo 2008 and 2009.

On the picture, PanaExpo conference December 12, 2008 (left to right):  
Guillermo Vilorio, Director of Investor Services of Ministry of Commerce;  
Vladimir Reznik, Executive Director of PanaExpo; and  
Osvaldo Marchena, President of Panama Real Estate Association.

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**Toronto: 416-223-0333 - [www.panaexpo.com](http://www.panaexpo.com) - Panama: 507-269-1984**

## ***SUCCESS DOES NOT HAPPEN BY ACCIDENT***

It comes as a result of vision, dedication, commitment and hard work in preparation.

### **PanaExpo Management team**

Vladimir Reznik, a Canadian Real Estate Broker and the Founder of the Organizing Committee, comes with valuable experience and knowledge in Canadian and Panamanian Real Estate. Over the last two years of working closely with major developers and promoters, Vladimir gained product and compliance knowledge as well as hands-on experience with real estate in Panama, becoming a Canadian expert in Panama's Real Estate. Vladimir brought vision, integrity, creativity and marketing skills combined with extensive leadership experience. PanaExpo team of senior industry planners, marketing gurus and event logistics specialists delivered their performance flawlessly and set the foundation for continued success for years to come.

## **WHAT DID SPONSORS AND EXHIBITORS SAY ABOUT THE EXPO**

*Panamá Expo superó nuestras expectativas de contactos, ya que la mayoría de las personas que asistieron a este evento llevaban un interés por conocer más de Panamá y de su oferta inmobiliaria de ciudad, playa y montaña. Los resultados de este evento mostraron una planificación y organización de mercadeo de los organizadores para asegurar la participación de grupos realmente interesados en invertir en Panamá. Nuestro equipo de ventas tuvo la oportunidad de hacer más de 200 contactos “one to one” y actualmente de nuestra base de contactos ya nos han confirmado la llegada de clientes para el próximo mes.*

**Grupo Melo, Altos Del Maria**

*La feria me parece que estuvo muy bien enfocada, la clientela que recibimos ya conocía de o había venido a Panamá antes.*

*Excelente target.*

*Favor continúen con tan buen trabajo.*

**Luis Dutari, Hacienda Pacifica  
Grupo Shahani**

*Solo quería felicitarlos por el buen trabajo realizado en la feria. Pocas veces encontramos eventos donde todos los asistentes realmente están interesados en la posibilidad de Panamá como una segunda residencia y no solo como una inversión. Necesitamos mas eventos como este!*

**Danna Harrick, PDR –  
Panama Development Realty, S. A.**

*La feria de Panama Festival & Expo 2008 en Toronto, Canadá, llenó nuestras expectativas. Concurrencia selecta y seria, interesada realmente en el nuevo fenómeno inmobiliario de Panamá. Felicítamos a toda la organización y nos felicitamos a nosotros mismos por haber confiado en ellos y asistir a este primer evento. Si nos invitan, seguro volveremos sin duda el otro año.*

**Mario Pezzotti, Director  
Panama Opportunities, Inc.**

*La feria fue productiva, se logro el objetivo esperado de contactos y clientes potenciales.*

**Maya Garcia C.,  
ICON Realty**

*La feria estuvo muy concurrida y muchas personas nos visitaron, estamos contentos y a la espera de resultados mas concretos.*

**Arq. Lucrecia Escalona,  
Hacienda El Mirador**

*We very much liked the show. I thought it was well organized and the organizers did a good job in marketing the event to the right audience. The people attending the show were all of high quality. We made a good number of excellent client contacts and the networking opportunities with other Vendors were excellent. We are looking forward to a future event.*

**Norbert Stocker,  
Financial Pacific**

*It was a fruitful experience to participate in PanaExpo 2008. We had the opportunity to introduce our firm and the services we provide to Canadians and other residents of Canada interested in investing or relocating in Panama. We look forward to participate and support this event in the forthcoming years.*

**Gilberto Arosemena Callan  
Arosemena Noriega & Contreras**

*Hemos ido anteriormente a Canadá, y la verdad que nos ha ido muy bien, pero creemos firmemente en esta Panamá Expo, por que la organización que ha tenido, ha sido muy excepcional*

**Isabella Tribaldos,  
Tribaldos Real Estate**

*Fue una buena oportunidad para hacer contactos y presentar nuestro proyecto Treebeach en la costa del Caribe de Panamá. Estuvo bien dirigido pues los asistentes eran personas que están considerando seriamente mudarse o invertir en Panamá.*

**Tina Chu,  
Palmetto Realty**

*La feria nos pareció muy interesante. No tenemos queja de la cantidad de personas que recibimos en nuestro stand. Hicimos muchos contactos con los cuales esperamos tener una relación muy fructífera. Definitivamente no dudaríamos en regresar el próximo año.....*

**María Teresa Vlieg  
Fabergé Realty**

*Estimados Amigos Panaexpo:*

*Queremos dejar por escrito nuestra más sinceras felicitaciones por los logros alcanzados en la organización y montaje del Panama Festival & Expo 2008, donde pudimos ser testigos de la superación de las expectativas trazadas al principio a través de la asistencia y oportunidades de negocios de nuestros clientes, aunado al lleno completo de las conferencias colaterales que se dieron consolidan y dan fe del excelente trabajo y proyección realizada conjuntamente con ustedes en el desarrollo de una estrategia y exposición adecuada en nuestras revistas y programa de televisión, seguros de poder superarlo para la próxima feria.*

*Saludos y éxitos...!*

**PKM Latin America  
Revista Fotoclasificados.com**

## ***PANAEXPO 2008 DEMOGRAPHICS and AREAS OF INTEREST:***

<b>Total online registrations:</b>	<b>2300</b>
Tickets ordered online:	1479
Online tickets issued:	1217
Total attended the show:	1283

<b>Visitor Interest:</b>	
General Interest	63%
Professional Interest	23%
Both General and Prof.	14%

<b>Age:</b>	
50+	53%
40-50	24%
30-40	16%
21-30	7%

<b>Annual Income:</b>	
under 50,000	10%
50,000 – 100,000	39%
100,000 – 200,000	38%
200,000 +	13%

<b>Marital status:</b>	
Married	72%
Single	28%

<b>Occupations:</b>	
Retired	21%
Realtor	20%
Real Estate Investor	15%
Professional Services	30%
Health Care	5%
Small Business Owner	24%
Other	20%

<b>Retirement</b>	
Retired or will be retired within the next 10 years	84%

<b>How many own Real Estate:</b>	
Own Real Estate:	79%
Own Investment Property	17%
Own Vacation / 2nd home	14%
Rent	13%

### **Looking for specific opportunities in Panama**

Retirement opportunities	54%
Vacation Travel	52%
Medical Tourism	10%
Off-shore investments	23%
Entrepreneurial/Business	41%
Referral income	20%
Real Estate	52%

### **Looking for specific Real Estate interests 56%**

Beach Front Residential	60%
Mountain Residential	29%
City / Urban Residential	19%
Club / Gated Community	20%
Condo Hotel / Income	48%
Pre-construction Investment	27%
Commercial Investment	15%
Other real estate (farms, lots)	14%

### **Participated in Tourism & Travel draws 67%**

Vacation Offers	81%
Round Trips Air only	70%
Guided Property Tours	55%

### **Interest in future events**

Real Estate in General	67%
Retirement & Relocation	46%
Commercial Real Estate	32%
Business Opportunities	54%
Off Shore Financial Services	37%

# **WHY CANADA    WHY NOW**

## ***THE PERFECT UNION***

**Panama**, “*the Bridge of the World, Heart of the Universe*” the business hub of Western Hemisphere and the hottest new destination for tourists, nature lovers, retirees and investors

- meets -

**Toronto**, “*the Gates of the World*” truly, the most multicultural city of the World, Toronto is home to over 200 different ethnic and cultural groups speaking in over 100 languages, almost half of Torontonians are immigrants born outside of Canada.

## ***THE PERFECT PLACE***

With 10 provinces, 3 territories and 6 time zones, Canada is the second largest country, eighth largest economy and one of the most multicultural countries of the World!

Toronto is the 5<sup>th</sup> largest city in North America, Canada’s Business Capital. Over 5 million people live in the Greater Toronto Area and over 50% of them are immigrants, making Toronto the most multicultural city and a Business Gateway to the World. This incredibly diversified immigrant community of Toronto maintains vital ties and connects with the rest of the Global economy, creating unmatched international business opportunities. Any business exhibiting product and service here at Panama Festival & Expo in Toronto, has potential to reach people from more than 200 different ethnic and cultural groups. Toronto gives exhibitors the key to powerful international exposure and opens more doors for business.

## ***MORE BUSINESS, MORE OPPORTUNITIES***

*October, 2008* - Foreign Affairs and International Trade Canada announced successful first round of negotiations toward a Free Trade Agreement with Panama. According to this Canadian Government agency, Canadian companies have demonstrated an elevated interest in Panama as an investment destination. Canadian trade with Panama increased 44 % between 2005 and 2007. Canadian investors are looking for opportunities, particularly in the areas of infrastructure and construction.

*June, 2008* - Canada and Panama announced the new Air Transport Agreement between two countries marking another step forward in growing economic relationship, business and tourism. Air carriers of both countries are currently reviewing their plans for operating scheduled air services between Canada and Panama.

Canadians interest in Panama for investment, real estate, business and travel continues to grow and new business opportunities are being created with the upcoming direct travel and Free Trade Agreement between the two countries. ***PanaExpo™ 2009*** is a perfect opportunity for interested Panamanians to promote their products and services in Canada.



## ***CANADIANS ARE READY TO COME TO PANAMA***

Research shows, that Canadians very actively travel and migrate around the world. A study by Kenny Zhang (a senior researcher at the Centre of Excellence on Immigration Studies at Simon Fraser University in British Columbia, and a former associate research professor at the Shanghai Academy of Social Sciences), indicated that as many as 2.7 million of Canadians, or 9% of the total population of Canada lived abroad by the end of 2001. Today, these numbers are believed to be well in excess of 3 million, reaching more than 10% of Canada's population living permanently in other countries and rising. ([www.asiapacific.ca/analysis/pubs/pdfs/commentary/cac41.pdf](http://www.asiapacific.ca/analysis/pubs/pdfs/commentary/cac41.pdf))

### **Canadians are active travelers**

Canada is ranked the fourth country in the World by the percentage of its citizens living abroad, ahead of the United States, China, India and Australia. By comparison, only 2.5% of the population of the United States or 7 million US Americans live abroad.

### **Canadians are active buyers of Real Estate in Central America**

Canadians are already buying properties in Mexico and Central America. HiFX, one of the largest providers of foreign exchange services, surveyed more than 100 agents in Mexico, Nicaragua and Costa Rica, and found that nearly 30% of all real estate clients in these regions are Canadian. More specifically, Canadian real estate buyers represent over 32% of all the buyers in Mexico, 27% of all the buyers in Nicaragua, and 26% of all the buyers in Costa Rica. ([www.caamp.org/cimbl-news1.ihtml?nrid=4428&step=2](http://www.caamp.org/cimbl-news1.ihtml?nrid=4428&step=2))

## ***THE PERFECT TIME***

### **Promoting Tropical Paradise at the end of Canadian Winter**

We could not have chosen a more perfect time for this event. End of April and beginning of May is the time when many Canadians are planning their summer vacations, while other Canadians who spent the winter in Southern States and Central America return home for the season. At PanaExpo, the Exhibitors greatly benefit not only from the numbers of Canadian consumers available to attend, but also from their most receptive mindset, readiness to make new plans for getaways and explore alternative winter destinations.

### **Canadian demographics support growing trends in travel and migration**

In 2006, baby-boomers, or people born between 1946 and 1965, comprised 30% of Canadians. They are the largest age group in Canada. The fastest growing age group of individuals close to retirement and aged between 55 and 64 has increased by over 28% between 2001 and 2006. ([www.statcan.ca/Daily/English/070717/d070717a.htm](http://www.statcan.ca/Daily/English/070717/d070717a.htm)) According to Statistics Canada, one in seven Canadians is a senior and the number of seniors in Canada, individuals over 65, has almost doubled in the last 25 years and is expected to almost double again in the next 25 years ([www.statcan.ca/Daily/English/070227/d070227b.htm](http://www.statcan.ca/Daily/English/070227/d070227b.htm)). The trends indicate that the aging Canadian population enjoys increased life expectancy which now stands at 82.5 years for women and 77.7 years for men. Canada has the oldest population in the Americas. However, despite this aging trend, Canada is the second youngest country in the G8 group of industrialized nations.

Canadians now age to be healthier, wealthier and live more active life styles then ever before. As much as 40% of individuals aged between 65 and 74 described their health as very good or excellent in health surveys, and another 37% reported it as good. Among Canadians aged 75 or older, 32% described their health as very good or excellent and 36% described it as good. (*Statistics Canada*)

### **Canadians have confidence and buying power**

In the last couple of decades, the average incomes of senior couples increased by 18%. In 2003 average income of senior couples was \$42,800 and their average net worth is roughly 5 times that amount. (*Statistics Canada*) Canadians between ages of 43 to 62 hold an estimated \$230 billion in real estate assets. Baby boomers used to own big family homes and spent a lot of money on their maintenance. They bought many years ago and even with this year's correction, they still made money in real estate. They built up great deal of equity in their homes and can make buying or selling decisions no matter what the market. Typically they paid off their mortgages, kids are gone and the time is theirs, they don't want the big house anymore because it requires maintenance, they want to travel and pursue other interests rather than cutting grass and shovel snow. (*based on data published in Zoomer Magazine and CARP*).

### **The buying power of Canadian dollar makes it a great timing**

If a Canadian was purchasing a property outside of Canada, valued at \$500,000 US in 2002, it would have cost approximately \$800,000 Canadian dollars. Today, the same property can cost as little as \$600,000 Canadian dollars, or even less depending on the exchange. Despite the fact that US dollar recently increased against Canadian dollar, the Canadian currency still remains fairly close to its highs. Canada's economy largely depends on commodities. Canadian dollar is likely appreciate in value once the commodities rebound.

Those Canadians who actively travel and live abroad, who made investments and hold assets in US dollar currency, have not been affected by the increasing exchange rates. However, the fact that Canadian dollar has shown a downward trend in the last couple of months, creates a bit of an urgency for Canadians to make investments in US currency and there could not be a better time to offer international Travel, Real Estate and Investment opportunities to Canadians.

### **Canadian economy continues to expand (The Globe and Mail Update)**

December 1, 2008. The Canadian economy expanded by 1.3 per cent in the third quarter of this year, despite somewhat weaker forecasts made by economists earlier this year. The expansion of the country's gross domestic product was fueled mainly by a surge in oil and gas production in July, as well as a rise in construction activity in the quarter. The services side of the economy expanded 0.4 per cent.

*“While the fundamentals of Canada’s economy remain stronger, more stable and more durable than those of many other nations, it is clear that we are not immune to what happens outside our borders,”* said the Prime Minister Stephen Harper.

It is predicted that Canada will avoid recession. According to the Bank of Canada, the world's eighth-biggest economy will expand at a 0.6 percent pace this year and next, although it will be the slowest growth since 1991-92.

# PANAEXPO 2009

**Panama Festivals S.A.  
announces its 2009  
PanaExpo™ venue**



**INTERNATIONAL  
CENTRE**

Panama Festivals S.A. is pleased to announce its second annual PanaExpo™ event in Canada, Panama Festival & Expo 2009, to be held in Hall 4 at the International Centre in Mississauga on April 24 – 26, 2009. Mississauga is a satellite of Toronto, and the 6<sup>th</sup> largest city in Canada.

## April 24 – 26, 2009

### ***WE LISTENED TO COMMENTS AND WE IMPROVED***

**Exhibition Hall space and layout:** This year PanaExpo will feature a separate column-free 30,000 square feet exhibition hall. The space is arranged mostly in island-style distribution to maximize booth traffic and exposure for exhibitors and to allow a variety of standard, corner, and double booths. Our unique triangular (pie-shape) booth layout provides a double frontage of 20 feet plus a double back-wall (see floor layout) for one low price.

**Better layout and traffic flow:** Cafeteria, Centre stage and Conference Theatre have now been placed on opposite sides of the hall and in a strategic triangle creating optimal traffic flow throughout the exhibition space.

**Improved Sound and Acoustics:** A separate exhibition hall effectively contains sound within its concrete walls to prevent echo and reduce noise. This will create a pleasant conference style sound environment to help exhibitors and clients exchange information and conduct business.

**Improved Sales Panels and Professional Presentation Panels:** Conference Theatre has now been placed in the adjacent hall space in order to accommodate for better soundproofing and to reduce interference between the Conference Presentations and Centre Stage events. Exclusive business conferences and sales events will maximize exposure for Panel Sponsors by providing them with their own qualified captive audience and setting the foundation for their own Canadian business and referral network.

**Strong web presence for continued success of all exhibitors:** PanaExpo exhibitors may opt to receive customer leads directly from our website as PanaExpo.com creates a virtual exhibition.

**PANAEXPO Documentary:** In our continued commitment to showcase Panama in the world, PanaExpo has contracted a Canadian film production company Grand River Film Productions to produce a documentary to explore social and economic progress made by Panamanians in recent years and opportunities that exists for Canadians in this country. The film will be produced by world-renowned artist, writer and film-maker Leonid Berdichevsky who brings 45 years of experience in film industry. The film is intended to be broadcasted on Canadian television before the PanaExpo event in April of 2009.

# Panama Festival & Expo 2009

## Toronto, Canada

**BE IN THE RIGHT PLACE AT THE RIGHT TIME!**  
**AND GET THE MARKET SHARE YOU DESERVE!**

### **WHO ARE THE ATTENDEES, GUESTS AND VISITORS OF THE EXPO**

Retirement, early retirement and seasonal retirement generation exploring Panama as a new destination that provides economical, yet high quality living, economical and political stability, high quality health care, comfortable climate and beautiful environment. Seasonal travelers, known as “snow birds”, Canadians who spend winter seasons in warmer destinations, but return to spend summers in Canada. Real estate buyers and investors who are looking for opportunities in the hot and booming Panama real estate market. Business persons, capitalists and entrepreneurs, exploring business opportunities in the emerging booming Panama economy. Financial customers of all walks and backgrounds interested in exploring the advantages of Panama’s sophisticated off-shore and asset protection system. Patients interested in exploring high quality and economical medical care alternatives outside of Canada. Tourists fascinated with Panama’s pristine beaches, rich cultural heritage, Panama’s natural bounty and ecotourism destinations. Anyone who has interest in exploring Panama as a destination for tourism, residence, business, or culture.

In addition to general public, we market the event extensively to professional and business community, Realtors, Financial advisors, Mortgage and Investment Brokers, Accountants, Lawyers and Travel Agents, as well as other valuable sources of customers.

### **WHO NEEDS TO SPONSOR AND EXHIBIT AT THE EXPO**

Real Estate Developers and Builders, Travel and Tourism Agencies, Resort and Tour Operators, Banks, Investment and Financial Planning Consultants, Real Estate Brokers, Mortgage Brokers, Lawyers and Legal Services Firms, Immigration and Relocation Agencies, Insurance Brokers, Government Agencies, Exporters, high-end quality International Medical Centers, diagnostic and treatment facilities, Associations and Not-for-profit Organizations, Arts and Crafts Vendors, and anyone who has interest in doing business with Canadians.

**Are you looking for relationship with Canadian businesses?**  
**Do you have a product or service for Canadians?**

**Take advantage of the opportunity to claim your place in the emerging economic relationship between Canada and Panama! Increase your global exposure through the international business community of Toronto! Come to Panama Festival & Expo 2009 in Toronto and get the market share you deserve!**

Panama Festival & Expo 2009  
Toronto, Canada



**INTERNATIONAL  
CENTRE**

6900 Airport Rd, Hall 4, Mississauga, Ontario  
[www.internationalcentre.com](http://www.internationalcentre.com)

**EVENT SCHEDULE:**

**Friday, April 24**

8 am – 5 pm	Exhibitors arrive and set up
5 pm – 9 pm	Grand Opening of the Festival and Exposition VIP Networking Night

**Saturday, April 25**

10 am – 6 pm	Second day of the Exposition
7 pm – 11 pm	Networking, cash bar and Entertainment

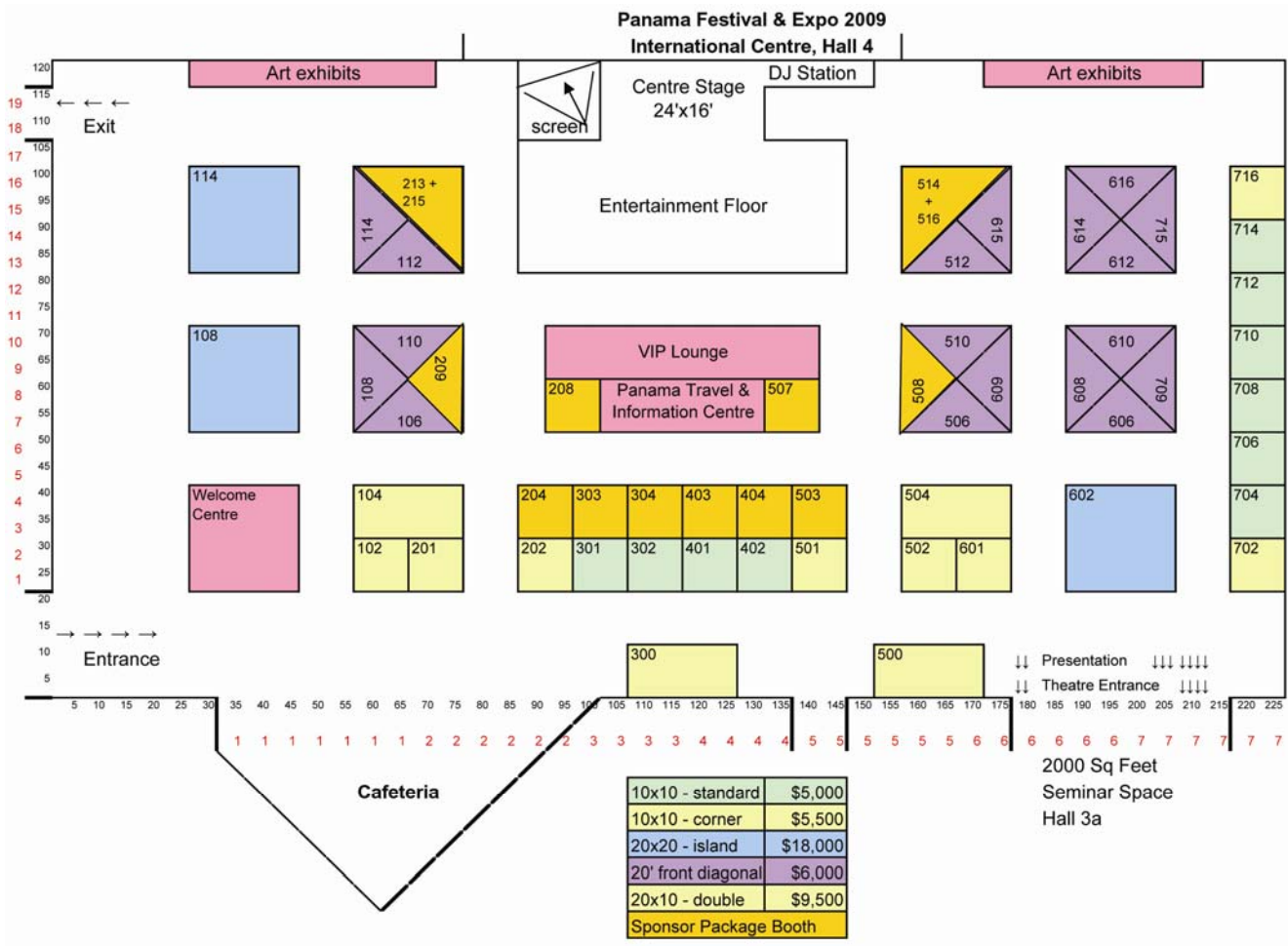
**Sunday, April 26**

10 am – 5 pm	Third day of the Exposition
5 pm – 11 pm	Exhibitors move out

Networking nights accompanied by cash bar, live performances  
by Panamanian folklore groups and celebrity attendance



# PanaExpo 2009 Floor Plan and booth distribution



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**Panama Festival & Expo 2009**  
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**Exhibitors & Sponsors Information:**  
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