Panama offers a world of advantages for international traders with a unique concept that allows for the exchange of goods without the need for visa restrictions or tax on profits.

**PIMM (Panama International Merchandise Mart)**

- **Location**: Panama City, Panama
- **Concept**: A city in itself, PIMM is being constructed to connect Panama with the rest of the world under one roof.
- **Features**:
  - 34 total units
  - 32 hotels, 100 convention center seats
  - 10,000 convention center square meters
  - 1,000 apartments
  - 220 bars and restaurants
  - 120 medical facilities
  - 15 banks

**Advantages**

- **Trade**: With no visa restrictions, buying and selling goods just got a whole lot easier.
- **Tax**: 100 percent tax deductible in the U.S.
- **Telco**: Flexible telecommunications.
- **Transport**: Free 24-hour shuttle from the airport.

**Kaz Katz** (President of PIMM)

- **Mission**: To create a minicity for foreign investors so that they can feel comfortable working within PIMM.

**Conclusion**

- **Opportunity**: The potential for PIMM is so high, and the Latin American market is now ripe for expansion.

**The Panama International Merchandise Mart – Gateway to Latin America**

- **Launch Date**: Spring 2008
- **Opening Phase**: Showrooms already sold out.
- **Future Phases**: More phases are planned, with the potential to be a winning one.

**Launch of PIMM**

- **Benefits**: Japan-based businesses can enter the country within two days — everything is verified.
- **ISO Certification**: PIMM has an ISO 100 certification.

**Conclusion**

- **Impact**: PIMM offers a world of advantages for international traders and buyers.

**Launched by**

- **Kaz Katz** (President of PIMM)

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**PANAMA REPORTS**

**With export space three to four times cheaper than in the U.S., investment outlay can be made back in a few years, rather than several.**

**With such advantages on the table, the PIMM formula looks set to become “the wholesale shopping center of the world.”**
**Latin America opens up further**

Reynald Henry Katz, President PIMM

When did life start for you?
I was born in Avignon, France, in 1955. Business was in my blood from an early age. My father has always been in the perfume and cosmetics industry, and during my childhood, I always helped him during the summer holidays to manufacture cosmetics such as lipsticks, nail polish, and foundation. During this time, I learned Arabic and became the cosmetic head buyer for one of the government's largest companies in the region. In 1986, I arrived in the U.S. because there was a boom in the perfume industry, and all the major brands were establishing themselves in this market. Everyday, as a young buyer, I learned more and more about the cosmetics industry. In 1990, I attended the prestigious University of London and graduated with straight A grades. I developed my own line of budget-price perfumes and installed a new model for the cosmetics department and opened three malls. In fact, I was appointed as the senior adviser for the Ministry of Internal Trade and Commerce in Panama.

And is that when you ended up in China?
Yes, I had just sold my first plant. So I thought it would be a good opportunity to head business in China, and the language of course. Therefore I was appointed as assistant to the Secretary General of the International Trade Division. I lived in China for six months and developed the idea and model for the cosmetics department and opened three malls. In fact, I developed the cosmetics template that was used to open another 123 malls in China. I worked with the best American cosmetics manufacturers, which included the main brands. In 1986, I went back to Avignon and was appointed by the pocket-making director of the Chinese government to develop the perfume industry by a new project of malls the Chinese government was building.

How did the business develop?
I invested my savings of $100,000, and took care of the selling and company handling while the chief took care of the production. I discovered that at that time, the British government was giving grants to companies from the Colon Free Zone, which was located between Panama and the U.S. Although still creating problems for the U.S. government, it was possible to create a brand name for ourselves on the U.S. market.

I arrived in Panama as part of a global-sourcing mission, and discovered the geopolitical advantages of this place. I had dreamed of moving to Panama since I was 19 years old.

**The Latin American Market**

The Latin American Market: $66 million consumers

<table>
<thead>
<tr>
<th>Region</th>
<th>Caribbean 39</th>
<th>Central America 149</th>
<th>South America 378</th>
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<tbody>
<tr>
<td>Total sales payable</td>
<td>$73.8 million (16.9% of total economic output)</td>
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<td>Total population in millions</td>
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**International Merchandise Mart**

In 2001, as part of a global-sourcing mission, I arrived in Panama and discovered the geopolitical advantages of this place. I had dreamed of moving to Panama since I was 19 years old.

**The Latin American trade is already booming, and with several Latin American economies enjoying unprecedented growth and a rise in consumerism, there has never been a better time to investigate the possibilities of a PIMM showroom.**

### Economic Activity

**Economic Activity:**
Estimates suggest the PIMM project will generate a total of $444 million for the Panama economy, in salaries, showroom sales and other bottling activities, tax revenues and consumer spending.

**Investing in a PIMM showroom allows investors to reach the Latin American market with a much larger share in the years to come. In particular, it does an enormous amount of trade with Mexico, Brazil, Chile, Argentina, and Panama.**

At the start of the 1990s, businesses in Latin America opened up further to the U.S., PIMM is continuing to profit from the moment, making it a much more attractive country compared to others below.

Particularly important for those international firms, Latin American investments in the U.S. are completely fascinating. Enrolling such a large area as Latin America would usually pose all sorts of logistical problems but PIMM enjoys the advantages of this from Panama's standpoint. Latin America is booming at the moment — this is an incredible opportunity for investors to take advantage of this from Panama's standpoint. It therefore decided to develop the geopolitical advantages of this place.

### Introducing Reynald Henry Katz, the man who dreamed up PIMM

### Panama is a natural gateway between Asia and Latin America.

### Regional and global strengths

- **Total population in millions:**
  - Source: Population Reference Bureau 2006

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### Panama ranks second in the region — a stable country where business is easier or more difficult for entrepreneurs.

- **Panama City**
- **PACIFIC OCEAN**
- **ATLANTIC OCEAN**
- **JAPAN**
- **PACIFIC OCEAN**

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**PIMM** will have a huge impact on the Panamanian economy.
Imagine being able to reach a market of millions from just one location, in a place that has no visa restrictions, friendly customs laws, no quotas on textile trade, no taxes on profits and continued economic growth. Panama International Merchandise Mart—PIMM—is offering foreign manufacturers, exporters, wholesalers, distributors, sales agents and business people from around the world the opportunity to rent or buy a permanent showroom in a unique wholesale environment. With 6,800 showrooms, ten office blocks and four hotels soon to be constructed in a prime spot close to the Panama Canal and the Colon Free Trade Zone, PIMM will be the largest merchandise mart in the world. The first phase is already sold out. Don’t miss this unique opportunity to reach Latin American buyers.

PIMM WILL BE THE WHOLESALE SHOPPING CENTER OF THE WORLD

International companies will be received with a warm welcome. Showrooms start at only $125K and your investment is 100% tax deductible. Book your showroom today!

PANAMA INTERNATIONAL MERCHANDISE MART

www.pimm.com