

A Portal to Panama's Logistics Assets and Services

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What does the following set of diverse actors have in common when making decisions: shipping companies, third party logistics providers, importers, exporters, port operators, retail companies, research and education centers, financial institutions, transportation companies, customs operators and agents, trade promotion and economic development organizations, policy makers, entrepreneurs, facility development, equipment providers, manufacturing clusters, producers of agricultural products, NGO's and governments? They all need accurate logistics information.

This shared need served as the starting point for the development of the Panama Logistics Portal by the Georgia Tech Panama Logistics Innovation and Research Center. Today, the Portal helps many individuals and organizations use the provided information, knowledge and analytical tools to learn about Logistics, Transportation and Trade in order to make better decisions. Because these decisions still do vary a great deal, the Portal was designed to serve a wide audience interested in logistics and trade services in Panama.

The Panama Logistics Portal is based on web technology that allows the visualization of key information about trade, logistics assets operations, performance, capacity and services for all national logistics assets and their interaction.

The Portal is available at *logistics.gatech.pa*. Among other things, it provides a centralized repository of logistics information and knowledge about Panama's capabilities, for supporting the public and private decision-making process; hosts a number of analytical tools for the evaluation of the value that Panama offers to potential investors and users of the country's logistics services; establishes a basis for logistics performance assessment in Panama to identify potential areas for improvement; presents content that serves as an instrument for logistics education at the basic, intermediate and advanced levels; and gives visibility to the available logistics services and their requirements.

All of the Center's research results feed the Portal with data, models and applications that facilitate understanding of how Panama logistics services can provide value to current and future customers by identifying their reach and competitive advantages.

The Portal is continuously evolving by expanding content, updating statistics, extending tools and applications, and improving its functionality. This value is derived from the research, competitiveness and educational efforts the Center Staff and Faculty in response to Panama's evolving needs and opportunities.

We welcome everybody to visit the Portal and to contact us with your thoughts, questions and recommendations to help us make it a better instrument for economic development and prosperity for Panama, the region and the world.