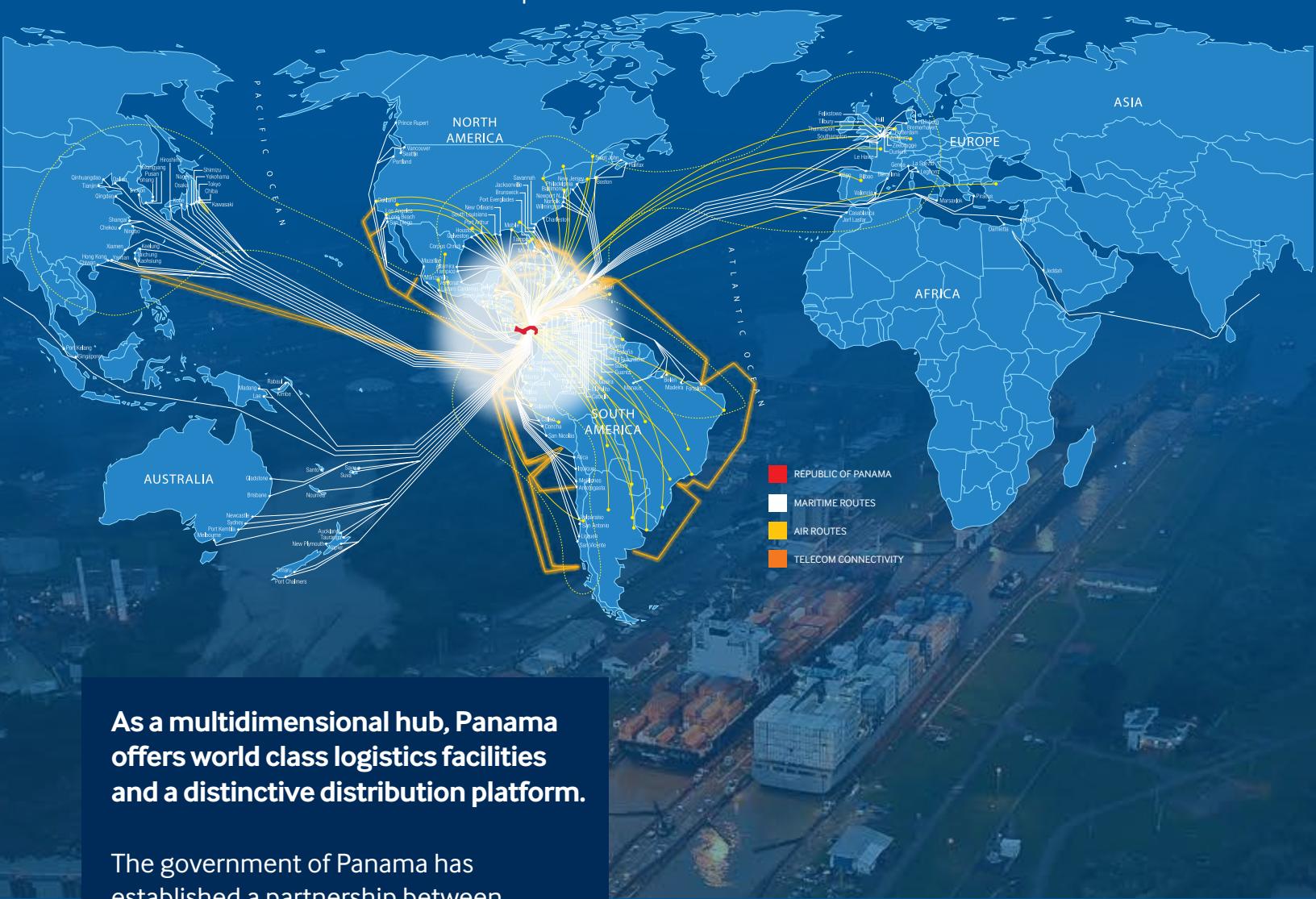


In partnership with

 GEORGIA TECH Panama
Logistics Innovation & Research Center

WHY PANAMA PROGRAM

Helping your company evaluate Panama as a Logistic Hub



As a multidimensional hub, Panama offers world class logistics facilities and a distinctive distribution platform.

The government of Panama has established a partnership between Proinvex Panama and Georgia Tech Panama called "**Why Panama**" to help companies determine whether to establish logistics hubs in Panama.

Based on quantitative data and analytics, "**Why Panama**" evaluates key variables to compare costs, investments and service advantages of location alternatives for international distribution operations.



Advantage of the "Why Panama Program":

- Even though shipping directly requires less transportation and handling costs, a regional distribution center provides attractive trade-offs in terms of inventory investment and customer response times, which, in the case of Panama are magnified by its unique geographic advantage and connectivity.

Using a "hub" requires more transportation and handling costs than shipping directly to the company's customers but the Trade-Off can be well worth it.

The “Why Panama” program has three phases of analysis where Proinvex, Georgia Tech and the company participate to evaluate the needs of the company and what Panama can offer:

