



## Year 2008: EXPOCOMER Exhibition – Panama

Organizer: Camara De Comercio, Industrias y Agricultura de Panama  
March 5<sup>th</sup> – March 8<sup>th</sup>, 2008



Expocomer, Panama 2008 is a regional trade fair held every year at the Atlapa Convention Centre in Panama City since 1983.

The international trade exhibition is organized by the Commercial, Industrial and Agricultural department of Panama in responding to the needs of a changing marketplace in Latin America and Caribbean region. The Commercial Industrial Department also provides educational information to all participants in business trading into Panama.

This is a strategic location to exhibit products and services to local and regional markets, introduce new products, as well as evaluate the competition.

Kossan together with MATRADE Malaysia actively promoted Malaysian rubber products in the aspirations of creating awareness and exposure on Malaysia as a manufacturer of high quality rubber goods.

We received many new enquiries and interests from participants in the surrounding country of Panama as well such as Ecuador, Venezuela, Honduras, El Salvador, Columbia, Guatemala, and Mexico which has enabled us to study the market needs and take into account this information in future product developments.



By participation in the exhibition, it has benefitted us tremendously in terms of exposure by having first hand communication and gathering direct sentiments from the existing and new customers. It gave us the opportunity to understand the market requirements on glove products in our continuous exploration of Latin America and the Caribbean region.

