

14TH EDITION



NICARAGUA 2014

EXPO APEN

THE PLACE
THE PRODUCT
THE PEOPLE



26TH/27TH

SEPTEMBER 2014
CROWNE PLAZA
CONVENTION CENTER
MANAGUA, NICARAGUA



EXPOAPEN 2014 NICARAGUA



NICARAGUA

Nicaragua a "unique and original country"
located in the **middle** of
Central America



The leading trade fair of the Nicaraguan export manufacturing sector, a global industry meeting point, which represents an outstanding opportunity to promote your company and your products to get the best business deals in the region.

2 entire days
of exhibition under
one roof

NICARAGUA THE RIGHT MOVE!

- The second most globalized country in Latin America for its many free trade agreements signed
- Located in a strategic position in Central America with convenient connexions by air and sea to the major international markets
- A country with a dynamic growth and macroeconomic stability to attract foreign investment and boost exports

EXPOAPEN 2014 IN MANAGUA, NICARAGUA'S CAPITAL COME, PARTICIPATE!!!

- to present your company and promote your image
- to present your services and products
- to develop and extend new business contacts
- to develop new markets
- to meet new customers and suppliers
- to talk to your current business partners
- to see what's new on the market and know what your competition is doing
- to find out about the latest trends and developments in your sector

EXPOAPEN 2014

THE PLACE, THE PRODUCT

THE PEOPLE

250 exhibitors gathered at EXPOAPEN 2013 edition to establish and develop top-business level contacts.

Exhibitors from all Central American countries with great opportunities in sectors such as decor and gifts and the natural and organic products located in attractive and specialized pavillions.

VISITORS

Importers, exporters, manufacturers, wholesalers, distributors, retailers, associations and institutions from over 15 countries worldwide attended EXPOAPEN to develop their business and expand their distribution networks.

EXHIBITOR'S PROFILE



• Meat



• Natural and Organic Products



• Roots and Tubers



• Food and Beverage



• Textiles



• Leather and Footwear



• Furniture



• Gifts articles (wood/paper/etc)



• Fish and Seafood



• Grains and seeds
(coffee, cocoa, sesame seeds, beans and others)



• Grains and oilseeds



• Honey



• Services



• Tourism



• Software Development

... Among others, in search of contacts, sales and distribution channels

IN 2013 EXPECTATIONS WERE MET

100%

would recommend others to participate in the fair

72%

were able to close business

99%

say they are satisfied or more than satisfied with their experience in EXPOAPEN

99%

plan to participate again in EXPOAPEN 2013

99%

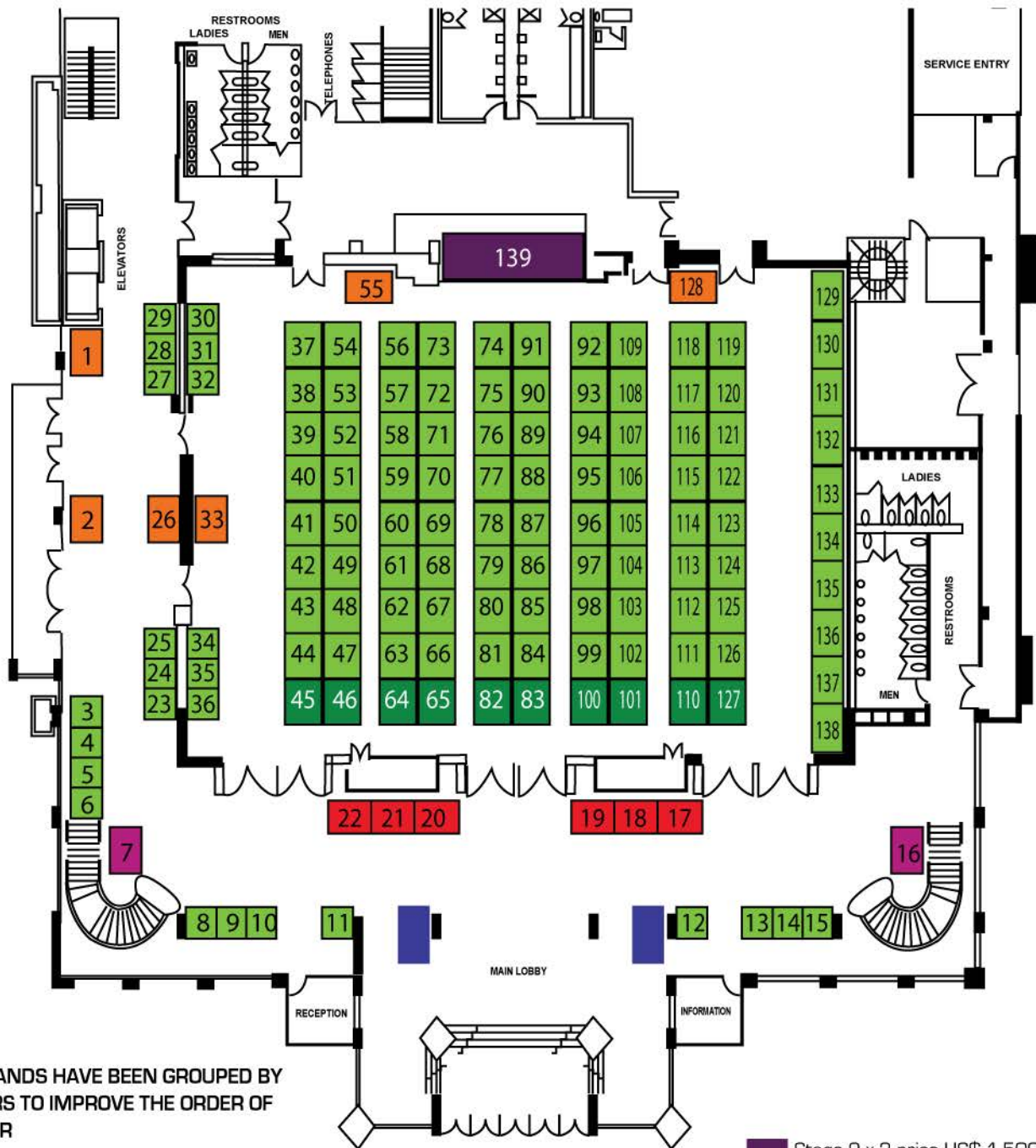
were able to promote new products and services

100%

expect good business after the fair

Save money, time and effort

EXHIBITION MAP



THE STANDS HAVE BEEN GROUPED BY SECTORS TO IMPROVE THE ORDER OF THE FAIR

Food:
56 to 73, 74 to 91, 92 to 109,
110 to 118, 55, 128

Tourism:
37 to 45

Organic:
119 to 127, 129 to 138

Crafts:
30 to 36

Information technology:
46 to 54

Services:
1 to 29, 141, 139

- Stage 9 x 3 price US\$ 1,500.00
- Stand 3 x 2 price US\$ 1,300.00
- Stand 3 x 2 price US\$ 1,000.00
- Stand 3 x 2 price US\$ 900.00
- Stand 2 x 2 price US\$ 700.00
- Stand 3 x 2 price US\$ 550.00
- Stand 2 x 2 price US\$ 500.00

PARTICIPATION OPTIONS

We offer a complete package from:

a) 9 m x 3 m. (27m²) at US\$1,500.00 located in the main stage (of the convention center)

b) 3 m x 2 m (6m²) at US\$ 1,300.00 at the entrance of the fair

c) 3 m x 2 m (6 m²) at US\$ 1,00.00 located in front of the center of the fair.

d) 3 m x 2 m (6 m²) at US\$ 900.00 located in the front right end of the fair.

e) 2 m x 2 m (4 m²) at US\$ 700.00 located in the first rows of the pavillions in the center of the fair.

f) 3 m x 2 m (6 m²) at US\$ 550.00 located in the left aisle of the fair and on a side of the main stage.

g) 2 m x 2 m (4 m²) at US\$ 500.00 located in the center of the fair.

INCLUDE

- Exhibition space
- Three side walls
- Fascia with company name
- Carpet
- One table
- Two chairs
- Electric current up to 300 watts
- Lighting
- Official Catalogue of EXPOAPEN 2014

THE OFFICIAL 2014 CATALOGUE

This is an important instrument for your marketing strategy given that your brand and products will remain in your customer's mind. Take advantage with the following options:

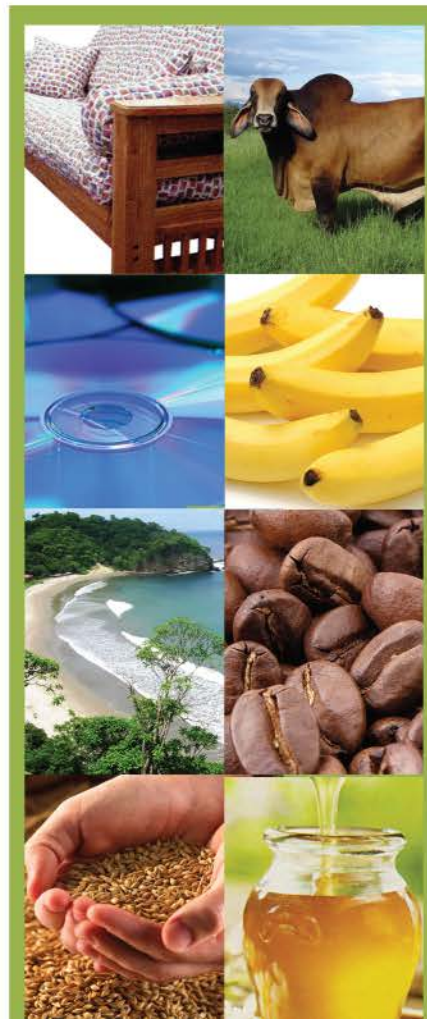
Internal Pages:

Size	1 Publication
1/2 Page	US\$ 200.00
1 Page	US\$ 350.00

Internal Front and Back Cover

Size	1 Publication
1/2 Page	US\$ 250.00
Back inside	US\$ 400.00
Back	US\$ 500.00

** These prices do not include VAT



HIRE YOUR
PLACE TODAY!

A varied program of events and seminars on the latest trends on matters that drive international issues.

OPENING CEREMONY. A unique event to promote contacts. Take the opportunity to meet many of the top-executive decision-makers.

BUSINESS MEETINGS. The perfect occasion to introduce your company to international trade. Here you can find new customers and boost your business with renewed vigor.

MARKETING FORUM AND BRANDING INTERNALIZATION. More than 200 leading representatives of export sectors meet to discuss the latest trends and the importance of country image to international traders.

MARKETING AND ADVERTISING. All the details of your company and this products can be seen in EXPOAPEN Online. You can advertise your company and its products in the website, the official catalogue and in key parts of the fairgrounds.

TECHNICAL VISITS. A specialized team of the Nicaraguan Investment Promotion Agency (PRONICARAGUA) will provide support services to international visitors on their knowledge about the country's productive sectors and investment opportunities.

HOTEL AND TRAVEL. Through our partners the National Chamber of Tourism of Nicaragua (CANATUR) and the Association of Small Hotels of Nicaragua (HOPEN) we can get information on reservations for: accommodation, travel arrangements, car rentals and we can facilitate tours and business information if necessary. Please visit our website.



EXPOAPEN ONLINE



SIGN UP
NOW

Registration forms at:

<http://expoapen.apen.org.ni>



Visit the website regularly for the latest information.

Or contact the EXPOAPEN team at:

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ventas@apen.org.ni

Tel: (505) 2268-60 53
Fax: (505) 2268-19 05

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SIGN UP NOW

REGISTRATION FORMS:

[HTTP:// EXPOAPEN.APEN.ORG.NI/](http://EXPOAPEN.APEN.ORG.NI/)

EXPOAPEN

September 26th and 27th, 2014

FORUM

September 26th and 27th, 2014

OFFICIAL OPENING CEREMONY

September 26th, 2014



GERENCIA DE MERCADEO

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