

Managua, June 2014

Dear Entrepreneur:

In the current international economic crisis, it is crucial to have a diversified and competitive supply chain, meeting the quality requirements demanded by the institutions governing international trade and adapted to the needs of consumers.

Annually, the Association of Producers and Exporters of Nicaragua (APEN) organizes the International Fair EXPOAPEN, which represents an excellent opportunity to develop business between importers, exporters, producers and associations, retailers, wholesalers and distributors, especially in times when the international market demands for fresh, organic, and yet competitive products.

The offer of Nicaraguan products provides great advantages including its prime location in the center of America, preferential access of 0% to agricultural and agro-industrial products in the markets of the United States, Mexico, Dominican Republic, Panama, Taiwan and the European Union, and other access preferences in South American countries.

In addition, Nicaragua is a strategic partner for the development of co-investments in productive projects, given the characteristics of the wealth of their land for the production of a wide range of products.

In view above, APEN is pleased to invite you to participate as an International Buyer to the fourteenth business roundtable, which will take place on the 26 and 27 of September, as part of the International Fair EXPOAPEN 2014, in Managua, Nicaragua. In the fair will be present the exportable offer of our country (See product list attached).

In order to promote your participation in the business roundtable, as part of the EXPOAPEN 2014, APEN will be covering for one person of your company, two nights of accommodation and food expenses (breakfast and lunch during the two days of the event) at the Crowne Plaza Hotel, Managua. Informative material of the event is attached as well as the registration form.

We would appreciate to please confirm your participation and submit the registration form no later than 1<sup>st</sup> of August to: Maria Ines Barrios, e-mail: [mbarrios@apen.org.ni](mailto:mbarrios@apen.org.ni) and [apen.información@apen.org.ni](mailto:apen.información@apen.org.ni) phone number (505) 22686053, or to the cell phone number (505) 88823178.

We look forward to welcoming you in this event,

