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Business Environment and Investment Opportunities in El Salvador

Webinar

February 3, 2026, | 5:00 – 6:00 p.m. (CET)

Language: English

The Ministry of Foreign Affairs of El Salvador, in cooperation with the Investment and Export Promotion Agency of El Salvador (INVEST), the German-Salvadorian Chamber of Commerce and Industry (AHK El Salvador), and the Lateinamerika Verein e.V. (LAV), cordially invite you to a webinar on the business climate and investment opportunities in El Salvador.

Despite a challenging global environment, El Salvador has demonstrated increasing economic resilience and renewed attractiveness for foreign investors. According to the IMF, economic growth in 2025 was estimated at around 4 percent, reflecting solid macroeconomic fundamentals and rising private investment. At the same time, UNCTAD assessments indicate that foreign direct investment (FDI) inflows have strengthened in recent years, reflecting growing investor confidence and an improving business environment. Combined with its strategic location in Central America and ongoing infrastructure and industrial development, El Salvador offers a broad range of opportunities for international companies across manufacturing, logistics, energy, and services.

In recent years, the country has made significant progress in improving its regulatory framework and investment conditions for foreign companies. Competitive costs, a skilled workforce, and preferential access to international markets support investment across a range of sectors, including manufacturing, logistics, energy, services, and export-oriented industries. At the same time, infrastructure development continues to play a central role in El Salvador's long-term economic strategy.

This webinar will present an overview of the current business environment, investment opportunities, and practical experiences from companies successfully operating in El Salvador.

Join us to explore how El Salvador's investment environment and industrial potential are creating new opportunities for German business engagement.



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Program

Moderation: Pedro Hayem, Embassy of El Salvador in Germany

- 5:00 pm **Welcome Remarks**
Adriana María Mira de Pereira, Vice Minister of Foreign Affairs of El Salvador
Orlando Baquero, CEO, Lateinamerika Verein e.V. (LAV)
Karla Klaus, President, German-Salvadoran Chamber of Commerce and Industry (DHK El Salvador)
- 5:10 pm **Business Environment and Investment Opportunities in El Salvador**
Investment and Export Promotion Agency of El Salvador (INVEST)
- 5:30 pm **Business Experiences from the Automotive Sector**
ZF LifeTec
Moderation: Angelika Christoph, DHK El Salvador
- 5:45 pm **Q&A Session**
- 5:55 pm **Closing Remarks**
Pedro Hayem, Economic and Commercial Counselor of El Salvador to Germany
- 6:00 pm **End of the webinar**