Central America: Emerging Opportunities and Sustainable Partnerships for German Business

Webinar
October 23, 2025 , 4 - 5 p.m. (CET)
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Please register here

The Agency for Business and Economic Development (AWE) and the Lateinamerika Verein e.V. (LAV) cordially invite you to a webinar on emerging business opportunities in Central America, highlighting tangible avenues for long-term partnerships between German companies and the region.

Despite a challenging global environment, the economies of Central America continue to demonstrate macroeconomic resilience. According to ECLAC, the subregion is expected to achieve an average growth rate of 3.5% in 2025. This economic progress—combined with a young and dynamic workforce, strong agricultural potential, and significant infrastructure needs—presents a wide range of opportunities for German enterprises.

From Guatemala to Panama, the region offers potential across strategic sectors, including infrastructure development, renewable energy, and digital transformation.

- Panama aims to become a regional hub for low-emission marine fuels, with a goal to supply 5% of bunker fuel demand from hydrogen derivatives by 2030.
- Costa Rica continues to advance its National Decarbonization Plan, targeting net-zero emissions by 2050 through the implementation of diverse environmental and climate initiatives.
- Guatemala has the capacity to play a key role in the region's green transition, leveraging its abundant natural resources—such as water and biodiversity— to promote reforestation, climate adaptation in agriculture, and improvements in food availability.

These dynamics are reinforced by regional development institutions such as the Central American Bank for Economic Integration (CABEI), which plays a pivotal role in financing infrastructure, trade, and connectivity projects. By supporting initiatives in transport, energy, and digital connectivity, CABEI strengthens the region's competitiveness and creates a more favourable environment for international investors.

Join us to explore how expanding infrastructure, key export sectors, and sustainable financing are shaping Central America's growth trajectory—and to discover where new business opportunities await.

Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung

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Agentur für Wirtschaft und Entwicklung

LAV

Program

4:00 pm	Welcome Remarks Orlando Baquero, CEO, Lateinamerika Verein e.V. (LAV) Karla Beteta, Senior Advisor, Agency for Business and Economic Development
4:05 pm	CABEI: Unlocking Private Sector Opportunities for Sustainable Growth in Central America Alberto Cabezón Vazquez, Executive Representative II, Representation Office for Europe, Central American Bank for Economic Integration (CABEI)
4:20 pm	Export promotion and market perspectives in Guatemala Jacobo Pieters- Market Intelligence Manager Asociación Guatemalteca de Exportadores (AGEXPORT)
4:35 pm	Business perspective: Experiences from Kaeser Kompressoren tbc Company based in mechanical engineering
4:50 pm	Q&A Session
17:00	Ende