



# Explore New Opportunities with the U.S. Safety and Security Trade Mission to Honduras, Guatemala, and El Salvador

## Join Us

The United States Department of Commerce, International Trade Administration is organizing a business development Trade Mission to Honduras, Guatemala, and El Salvador, May 16-20, 2016. The purpose of the mission is to help U.S. firms in the safety and security industry find business partners and sell products and services to the Northern Triangle of Central America.

## Why You Should Join The Mission

The mission will help participating firms and associations gain market insights, make industry contacts, solidify business strategies, and advance specific projects, with the goal of increasing U.S. exports of products and services to Honduras, Guatemala, and El Salvador. The mission will include one-on-one business appointments with pre-screened potential buyers, agents, distributors, and joint venture partners; meetings with industry leaders, market briefings, and networking events.

By participating in an official U.S. industry delegation, rather than traveling to Honduras, Guatemala, and El Salvador on their own, U.S. companies will enhance their ability to secure meetings in those countries and gain greater exposure to the region.

## Alliance for Prosperity in the Northern Triangle

U.S. companies have a unique opportunity to showcase their safety and security solutions on this U.S. Government-led mission which supports the Alliance for Prosperity in the Northern Triangle, a plan to respond to the economic and social challenges in the region, including rampant violence and insecurity affecting Guatemala, Honduras, and El Salvador.

## CAFTA-DR

U.S. companies can also take advantage of the CAFTA-DR Free Trade Agreement, which has created a more stable and transparent trading and investment environment, making it easier and cheaper for U.S. companies to export their products and services to trading partner markets.

## Targeted U.S. Products/Services:

Burglar and motion alarms, intrusion detection systems, metal detectors, biometrics, remote monitoring, fire and smoke detection systems, commercial personal defense products, retail security systems, sensors, CCTV cameras, access control equipment, electronic surveillance, perimeter security, body armor, uniforms, and tactical gear, security training services

## Apply Now, Space is Limited

<http://go.usa.gov/crX5m>

**Dates: May 16-20, 2016**

### Mission Stops:

- San Pedro Sula, Honduras
- Guatemala City, Guatemala
- San Salvador, El Salvador

**Application Deadline: March 4, 2016**

### Cost:

- \$3800 for small and medium-sized companies (less than 500 employees)
- \$4800 for large firms (more than 500 employees)
- \$450 for each additional firm representative
- Expenses for travel, lodging, most meals, and incidentals will be the responsibility of each mission participant.

### For More Information:

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