

**BTM
2023**

BUYERS TRADE MISSION

THE NATURAL EVOLUTION OF BUSINESS

essential
**COSTA
RICA**

WE'VE BEEN SHARING THE ESSENCE OF COSTA RICA SINCE 1998.

In 1998, PROCOMER launched the first initiative to recruit four Mexican buyers and introduce them to Costa Rican exporters. The event was repeated over the years, yielding more participants and better results every time. Today, the event is known as the country's most important business roundtable and is the largest of its kind in Central America.

Despite the challenges associated with the pandemic, it was possible to evaluate and innovate previously implemented strategies and adapt them to the new reality of doing business.



Mapping new
opportunities



Promoting sustainable
products



Increasing quality
standards



Boosting the
added value



INNOVATION



SUSTAINABILITY



INCLUSION

**BTM
EDITION 25**

**+350
BUYERS**

**+500
EXPORTERS**

**2 BUSINESS
WEEKS**

**FACE-TO-FACE
AND VIRTUAL
FORMATS**

EVENT DYNAMICS



Business meetings
1:1 face-to-face or
virtual



Virtual
showcase



Physical showcase
at the Convention
Center



Networking
activities



Closing
deals



New
exporters

**IMPACTO
DE LA
RUEDA**



Diversifying
markets and
sectors



New marketing
channels

For more information:
www.btmcr.com