



# SUSTAINABILITY SHAPES BUSINESS

SEPTEMBER 11-12, 2024

**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.



Mapping new opportunities



Promoting sustainable products



Increasing quality standards



Boosting the added value



INNOVATION



SUSTAINABILITY



INCLUSION

**BTM EDITION 26**

+350 BUYERS

+500 EXPORTERS

1 WEEK OF BUSINESS

FACE-TO-FACE FORMAT

## EVENT DYNAMICS



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



Virtual showcase:  
Buyfromcostarica.com



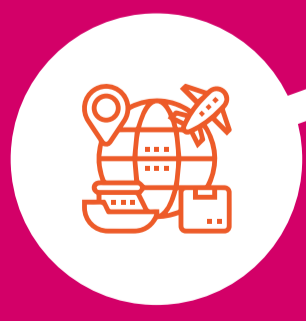
Physical showcase  
at the Convention Center



Networking activities



Closing deals



New exporters



Diversifying markets and sectors



New marketing channels

*essential*  
**COSTA RICA**

[www.btmcr.com](http://www.btmcr.com)