

## Attendance Justification

### The 2015 INTA Leadership Meeting Panama City, Panama | November 17–20, 2015

- INTA's Leadership Meeting convenes the global trademark community's key decision makers. The 2015 Leadership Meeting will take place in Panama City, Panama. It will be INTA's first Leadership Meeting outside of North America and first major event in Latin America.
- Panama was selected for a number of reasons, including (1) the country's dynamic and growing economy (Panama is the world's second largest free trade zone, 170 multinational companies and over 100 international banks have offices in Panama); (2) its strategic location connecting South and North America and the Pacific and Atlantic oceans; (3) its strong IP protection regime; and (4) the Panama Canal expansion and its impact on global trade:
  - The existing locks can cater cargo ships carrying up to 5,000 20 foot containers. The expanded locks will cater megaships carrying up to 12,600 containers—or 170,000 tons.
- Eighty percent of the goods passing through the Canal are goods in transit. Transshipment and transit of goods through free trade zones and free ports contribute significantly to the trafficking of counterfeit goods. The 2015 Leadership Meeting will serve as an opportunity to raise awareness about the challenges of combating counterfeiting and to advocate for measures to halt the transshipment and transit of counterfeit goods through the Panama Canal.
- The 2015 Leadership Meeting presents an opportunity to meet Panamanian leaders and officials from other Central and Latin American countries, including:
  - Panama's Minister of the Presidency;
  - Chief Judge to the Panama Supreme Court;
  - Chief Justice of the Andean Community Court of Justice;
  - Minister to the Paraguayan Supreme Court;
  - Panama Customs officials;
  - General Manager for the Panama Canal;
  - USPTO IP Regional Attaché for Mexico, Central America and the Caribbean; and
  - Heads of regional IP offices, including Brazil; Chile; Colombia; Mexico; Panama; and Peru.
- For most attendees, the cost of flights to Panama City is comparable with locations of recent Leadership Meetings. Hotels are comparably less expensive:

Traveling From	Traveling to Panama City			Traveling to Miami		
	Cost: Coach Class	4 Nights Hotel Stay	Total	Cost: Coach Class	5 Nights Hotel Stay	Total
<b>New York City</b>	\$500	\$965	\$1,465	\$216	\$1,463	\$1,679
<b>San Francisco</b>	\$1,220	\$965	\$2,185	\$567	\$1,463	\$2,030
<b>Frankfurt</b>	\$1,760	\$965	\$2,725	\$1,265	\$1,463	\$2,708
<b>Beijing</b>	\$2,567	\$965	\$3,532	\$1,087	\$1,463	\$2,550