



# Panama International Merchandise Mart Appoints Victor Gutiérrez de Piñeres as Executive Vice President

Panama International Merchandise Mart, March 25, 2008

URL: <http://www.pr9.net/business/trade/7690march.html>

*Panama International Merchandise Mart expands its executive team with the addition of Victor Gutiérrez de Piñeres.*

PR9.NET March 25, 2008 - Panama City, Panama – The Panama International Merchandise Mart – PIMM ([www.pimm.com](http://www.pimm.com)), continues its expansion with the addition of Victor Gutiérrez de Piñeres as its Executive Vice President. "He will be involved in all phases of project development and operations at PIMM," stated Reynald Katz, president of PIMM.

Mr. Gutiérrez de Piñeres brings 10 years of proven experience with the largest wholesale trade facility in the world, based in the U.S. Previously, he negotiated strategic alliances with major trade show organizers in Europe, Asia, India and throughout the Americas. Additionally, he developed initiatives and relationships with governments that facilitated their goals of export promotion and market expansion in the North American market. Mr. Gutierrez de Piñeres brings with him these vital relationships and expertise as PIMM strives to be the center of global trade.

"Victor has the combination of governmental, merchant-level and hands-on skills that make him a great addition to PIMM," states Reynald Katz. "He has proven that he knows how the wholesale commercial sector worldwide operates, as well as how to set up and improve a successful operation. I am happy to have him with us."

In other developments, PIMM has completed a financing partnership with Bufete Industrial de Ingeniería y Construcción S.A. de C.V. – BIICSA, one of Mexico's largest international property development groups, with projects and operations in 10 countries.

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## **About Panama International Merchandise Mart**

PIMM is offering manufacturers, exporters, wholesalers, distributors, sales agents and business people from around the world the chance to rent or buy a permanent showroom in a unique international wholesale mart environment. This mini-city will contain 6,800 showrooms in 34 buildings, a convention center, 10 office blocks, on-site condominium buildings and four hotels, along with complete infrastructure and it is close to the Panama Canal and Colon Free Zone (2nd largest in the world). PIMM construction will begin in 2008 and will be completed in early 2010.

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