Ben Betesh International
Panama's retail innovator

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Panafoto
Growth and ambition

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Panama’s status as one of the most affluent countries in Latin America sets its retail market apart from many of its neighbours, benefiting high-value retailers. Chatlani is confident that Panama provides an environment in which the business can continue to thrive. "At Panafoto, we have a lot of faith in the country, and a vision for the country," he says. "The government knows it’s important to attract foreign investment, and that people will find this a good place to do business and invest in it." The company is now seeking further expansion in Panama, leveraging both its economic and political stability – but perhaps most of all its location. "Panama is a transit point for many people," Chatlani says. "Many people pass through here and see the situation and realise the opportunities, and that’s the real promotion of the country. There are a lot of opportunities here for the private sector."