

# FIESTA LAND



*Bienvenidos!*  
CENTRAL AMERICA and PANAMA

## Just beyond the horizon...

a few pleasant hours by jet, lies a new world... A world of adventure and romance, of unbelievable enchantment, of unforgettable sights and sounds—A world of contrasts. Here, the jungle is minutes from the jetport... The centuries-old Indian marketplace flourishes only steps from your luxurious hotel... Modern cities rise amidst the ruins of the once glorious Spanish Colonial Empire. This is Fiesta Land—Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica, Panama. Bienvenidos!



## Central America and Panama

### ...WHERE PAST MEETS FUTURE

Central America and Panama form a kind of natural bridge joining our hemisphere's two great land masses. But it is much more. It is a link between the past and future, between yesterday, today and tomorrow. Yesterday, this lush isthmus of lakes and mountains was rich in cultures highly developed two thousand years before Columbus. Today, it is being transformed, day by day, into a dynamic, new civilization... transformed by the industry and imagination of peoples determined to fashion a modern-day Golden Age as their legacy to the future.



▲ PANAMA: San Blas Indian children in traditional costumes.

GUATEMALA: Indian weavers create some of the world's most beautiful textiles ▼ at Chichicastenango.



▲ EL SALVADOR: A view of the capital, San Salvador, one of Central America's busiest commercial centers.



▲ NICARAGUA: The centuries-old church at Granada.



▲ HONDURAS: The picturesque Presidential Palace at Tegucigalpa.



▲ COSTA RICA: The Irazu volcano is one of the world's natural wonders.

### Jet-Away to

## FIESTA LAND



Direct and connecting flights via principal international and national airlines. Consult your travel agent for further information.

### Can Making Money Be Fiesta, Too?

For an increasing number of businessmen who came to Central America as tourists—and stayed as investors and entrepreneurs—the answer is "yes!" Why?

Part of the answer lies in the region itself—relaxed, enchanting to the senses, rich in untapped human and natural resources, developing quickly, on the threshold of a vigorous future. The rest of the answer lies in two words—Common Market.

For people around the world, these words have become synonymous with dynamic growth in industry and agriculture, with sophisticated technologies, with ever-rising standards of living. But the miracles wrought by true economic integration are not limited to Europe. Today, the Central American Common Market is well on the way to a miracle of its own.

Since the creation of the CACM in December, 1960, trade between the five member nations has increased tenfold. More than 95% of internal trade is tariff-free, and restrictions on the remaining dutiable items will be eliminated by 1968. Customs procedures are being modernized. Tax incentives have been broadened and unified. A common external tariff now covers 97.5% of Central America's trade with the world.

The result of these and other advances has been to create a wide range of new opportunities for profitable investment in stable industries and services to meet the needs of Central America's twelve million people. The CACM also looks ahead to the establishment of viable export operations, facilitated by the region's abundance of labor, transportation and indigenous raw materials.

If you are one of those businessmen who thinks it is impossible to surround yourself with beauty, free yourself from worry and tension—and still make money—why not consult the CACM Investment Counselor at our Pavilion. Or, you may write—SIECA, 11 Ave. 314 Zone 1, Guatemala City, Guatemala, C.A.

CENTRAL AMERICA-PANAMA  
PAVILION

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