Vivek Raj

FOUNDER & CEO, PANAMA CORPORATION

"Predictability is the new productivity."

Vivek Raj is the Founder and CEO of **Panama Corporation**, a diversified global enterprise that has transitioned from large-scale commodities trading into technology-led precision agriculture. With an estimated personal net worth of **approximately $700 million**, Raj has built a multi-vertical business platform operating across minerals, international agri-trade, and advanced controlled-environment farming.

Founded in 2004, **Panama Corporation** began as a resource trading company, sourcing and trading **35 categories of minerals across more than 70 countries**. Over the next decade, the firm developed extensive logistics and procurement networks in Asia, Africa, Europe, and the Americas, handling iron ore, coal, rare metals, and other industrial inputs. This early phase established the company's global supply-chain capabilities and positioned Raj as a significant player in cross-border trade.

By 2016, Raj redirected Panama Corporation toward agriculture, launching a dedicated agri-commerce division that now trades over **190 varieties of fruits, vegetables, spices, and specialty food products**. The company built structured sourcing relationships with farmers and suppliers in India, Spain, South Africa, Vietnam, and the United States, focusing on premium and organic produce for international markets. This trading arm remains a core revenue driver, linking producers directly to global buyers with traceability and quality assurance.

Strategic Innovation

The company's most significant strategic shift came with the creation of **Panama Agri Innovations**, the technology and cultivation arm of the group. This division develops AI-assisted hydroponic and controlled-environment systems for high-value crops such as saffron, rare Himalayan mushrooms, and medicinal botanicals. Facilities in India and the U.S. integrate sensor-based monitoring, climate control, and deep-learning analytics to deliver consistent, pharmaceutical-grade output. Parallel contract-farming programs in Kashmir support traditional growers while ensuring standardized quality and stable farmer incomes.

Raj has positioned Panama as an integrated agricultural platform—combining cultivation technology, procurement, processing, and international distribution under one operating framework. The company's research initiatives include work on early-stress detection in crops, biochemical validation using HPLC and LC-MS methods, and scalable indoor farming protocols designed to reduce water use and climate dependency.

A frequent speaker at the **World Economic Forum, CII Technology Summits, and global agri-tech forums**, Raj has advocated for treating agriculture as critical national infrastructure rather than a legacy sector. His operating philosophy—"Predictability is the new productivity"—has guided Panama's shift from acreage-driven farming to data-driven cultivation models.

Recognized by **Forbes India and multiple industry platforms** for his contributions to sustainable agriculture and innovation, Raj represents a generation of entrepreneurs seeking to industrialize precision farming. Through Panama Corporation, he aims to build resilient food systems that connect technology, farmers, and global markets in a single measurable ecosystem.

Fact Box: Panama Corporation at a Glance

CORPORATE PROFILE

Founded	2004
Founder & CEO	Vivek Raj
Headquarters	India (with operational presence in the United States)

BUSINESS VERTICALS

Core Divisions

- Global Mineral & Commodities Trading
- International Agri-Trade
- AI-Enabled Controlled-Environment Agriculture

GLOBAL FOOTPRINT

Reach	Trading relationships in **70+ countries**
Minerals Traded	35 categories
Agri Products	190+ varieties
Sourcing Network	Asia, Europe, Africa, and the Americas

AGRICULTURAL OPERATIONS

Cultivation Footprint	Historically **22,000 hectares** (incl. 12,000 ha contract farming)
Focus Crops	Saffron, medicinal botanicals, rare mushrooms, high-value spices
Facilities	AI-driven hydroponic and indoor farming units (India & U.S.)

FINANCIAL SCALE & TECHNOLOGY

Revenue Scale	Consolidated agri-operations have previously exceeded **$327 million** annually

Tech Focus

- Sensor-based crop monitoring
- Deep-learning stress detection
- Biochemical quality validation (HPLC/LC-MS)
- Water-efficient controlled farming systems