



ENTERPRISE FLORIDA INTERNATIONAL TRADE DEVELOPMENT REGIONAL OUTLOOK 2015

*Maxwell Stewart
International Trade & Development
Enterprise Florida, Inc.*

Objectives



- Provide a statewide trade development network to assist Florida SME's to export worldwide
- Assist Florida companies to identify international clients and diversify markets through a menu of export support programs
- Market Florida's advantages worldwide through Florida's international offices and trade events
- Provide an international representation network to identify FDI prospects and to assist Florida companies to export

Enterprise Florida Priorities



- Expand market share in Latin America
- Assist small/mid-size producers to diversify exports to emerging markets in Asia, Africa and Middle East
- Grow high-tech and knowledge-based services exports worldwide
- Increase exports and FDI market share in BLZ, and the LATAM
- Capitalize on expansion of the Panama Canal
- Market Florida as an ideal investment destination worldwide through our foreign offices network and trade programs

Key Target Sectors



- Aviation/Aerospace
- Clean Technologies – Energy & Environmental
- Defense and Homeland Security
- Information Technologies/Telecommunications
- Life Sciences
- Logistics and Distribution
- Manufacturing
- Professional & Financial Services

How we do it...



- **Trade shows:** EFI organizes Florida Pavilions in major target sector trade shows overseas, so that Florida companies can showcase and demonstrate their latest products and services, and find new clients and opportunities.
- **Trade missions;** business development delegations that target markets of high opportunity, to help Florida companies identify new clients and develop strategic relationships through business matchmaking events.



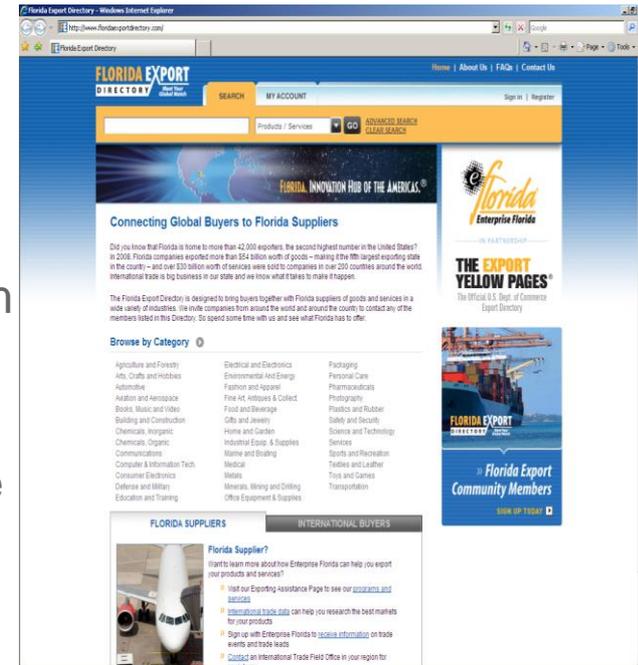
Top photo: Florida Pavilion at the MEDICA 2012 trade show in Düsseldorf, Germany.

Bottom photo: Governor Scott meeting with a Florida company during one-on-one appointments during EFI's Team Florida Trade Mission to Colombia in December 2012.

How we do it...



- **Target Sector Trade Grants*** provide event-specific grants on a reimbursable basis to eligible small and medium-sized companies.
- **Export Marketing Plans*** are designed to provide a road map to Florida SME manufacturers to enter the export business.
- **Gold Key/EFI Matchmaking** grants to provide custom single country market entry strategies with one on one appointment setting
- **The Florida Export Directory** is an online platform to promote your products around the world.
www.FloridaExportDirectory.com
- **Educational Events** are conducted throughout the state on export fundamentals, opportunities, developing an export strategy and more



**Funded in part through a grant award with the U.S. Small Business Administration*

Enterprise Florida International Offices



Circles represent approximate flight times from Florida in one-hour increments.

★ = Full Service Office (11)

● = Liaison Office (3)



92%

Possible sales
outside the US

Examples

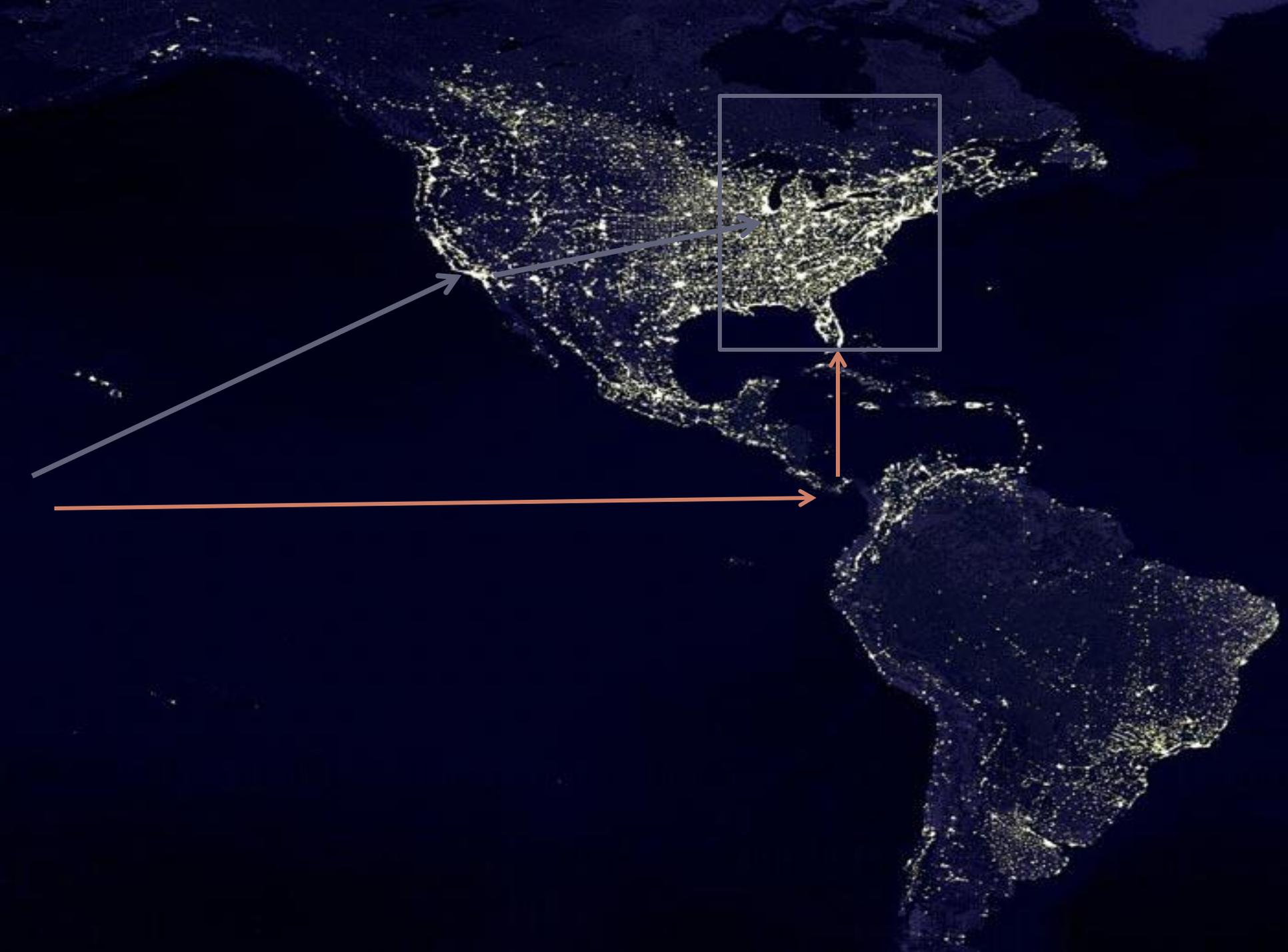


- Company manufacturers y-tube inserts for IV lines, looking at possible new markets... Where?
- Company has a PO for a project in Latin America but doesn't have the capital to finance deal...how?
- Company has multiple sales in markets but they are one time sales, no guidance to move forward... what can they do?



Strategic View







Infrastructure Investment



- Infrastructure Investment
 - Miami Intermodal Terminal at MIA
 - Miami tunnel from Port to freeway
 - JAXPORT dredging to 47ft*
 - Port Miami dredging to 50ft
 - Port Tampa Bay pipeline facility, fast express train, flyover bridge to interstate, harbor expansion
 - Intermodal change facility near Lake Okeechobee
 - Intermodal facility at Orlando Int'l*

Outlook for 2015 Florida



- Opening of the Panama Canal and increased port traffic to Florida
- Corporations priorities become closer access to shipping options
- In-flow of foreign direct investment to State of Florida
- Manufacturing in Florida will be a key driver for increased LATAM expansions

Outlook Tampa Bay



- Emphasis on STEM manufacturing
- Influx of LATAM Foreign Direct investment to the region
- Infrastructure improvements in the Tampa Bay MSA
- Currency valuations in the LATAM (ex. Chile)
- Strength of the USD in terms of EUR, MEX, BRL

Future?



- BRIC(S)
 - Brazil, **Russia**, India, China, (Singapore)
- MINT
 - Mexico, Indonesia, **Nigeria**, Turkey



Contact Enterprise Florida at:

***Enterprise Florida, Inc.
International Trade & Development Division
201 N. Franklin St, Suite 201
Tampa, FL 33602***

Phone: 813.276.9430

eflorida.com