

ENHANCING FLORIDA'S INTERNATIONAL BUSINESS DEVELOPMENT TOOLKIT

Enterprise Florida, Inc. (EFI) launched the Florida International Business Expansion Initiative in 2006 to expand the global business capacity of the state's economic development organizations (EDOs) and trade organizations. Beginning in January 2009 and continuing throughout the year, Enterprise Florida will organize a series of workshops to provide training and information for its economic development partners seeking to expand their local international development efforts. Emphasis will be on helping small and mid-sized communities. The programs will consist of one-day training sessions for the staff of EDOs, designed to enhance their ability to assist local companies and attract foreign direct investment.

BENEFITS TO EFI PARTNERS

The goal is to provide our partners with the tools that can help them move their international business development agendas forward. In communities where no such program exists, EDOs will be encouraged to establish a baseline initiative to ensure that local companies interested in pursuing international markets have access to statewide and federal resources. Also known as Train the Trainers, the program focuses on helping our partners become experts who can help businesses expand overseas.

To learn more about the Florida International Network Development training program, please contact your local Enterprise Florida trade representative:

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WORKSHOP FACULTY AND TOPICS

Faculty consisting of EFI staff and invited guest experts from the Florida Trade Partners Alliance will travel to the community for the training. Organizations such as the Florida Export Finance Corporation and Ex-Im Bank will participate as needed in individual sessions. EDOs in each region selected will be encouraged to meet together for the workshops. The host EDO will be asked to provide the training facility and food/refreshments during the training day. Training programs will be customized based on the specific needs of each community, but a typical workshop will include information on:

- Accessing EFI services
- Practical recommendations on enhancing local international activities
- Promoting the communities' airport/port
- Helping local companies to access foreign buyers
- Assisting local companies to enter international markets
- Trade finance
- EFI web site navigation
- Conducting overseas trade events/shows and investment missions
- Using EFI international office network services
- Recruiting foreign direct investment
- Establishing local world trade councils

Enterprise Florida, Inc. (EFI) is a partnership between Florida's business and government leaders and is the principal economic development organization for the State of Florida. EFI's mission is to diversify Florida's economy and create better-paying jobs for its citizens by supporting, attracting and helping to create businesses in innovative, high-growth industries. In pursuit of its mission, EFI works closely with a statewide network of economic development partners and is funded both by the State of Florida and private-sector businesses.