



ENTERPRISE FLORIDA TO LEAD FLORIDA COMPANIES TO WORLD'S LARGEST AVIATION EXHIBITION

Eleven small businesses and organizations will exhibit at Farnborough International Airshow

TALLAHASSEE, FL (July 9, 2014) – Florida Secretary of Commerce and Enterprise Florida (EFI) president and CEO, Gray Swoope, announced that EFI will lead a delegation of 11 Florida companies and organizations to the [Farnborough Airshow](#) from July 14-20 in London. The show will provide the state and Florida aviation and aerospace companies with a unique opportunity to demonstrate their competitive advantages in key targeted markets.

Secretary Swoope said, “I am excited that Florida will again have strong representation at the Farnborough Airshow. The show allows us to meet with global leaders in the aerospace industry and share Florida’s business story with them. It also provides a cost-effective opportunity for Florida’s small businesses, communities and organizations to exhibit their products and services on the largest stage in the world. Through our collaborative efforts, these companies and organizations will be able to grow and create new jobs in Florida.”

The Florida Pavilion allows small and mid-sized [aviation and aerospace](#) companies to cost-effectively exhibit their products. Of the nine small businesses attending the show, five were awarded a [Target Sector Trade Grant](#). Without the assistance of EFI’s [International Trade and Development efforts](#), many of the companies would not be able to attend and, without the pavilion, they would not be as successful and efficient in reaching such a large audience.

In total, 11 Florida companies and organizations are participating in the Florida Pavilion, including:

- [Aerospace Precision, Inc.](#) – Hollywood
- [Avionica Inc.](#) – Miami
- [BRPH Architects-Engineers, Inc.](#) – Melbourne
- [Craig Technologies](#) – Cape Canaveral
- [Embry-Riddle Aeronautical University](#) – Daytona Beach
- [JAXUSA Partnership](#) – Jacksonville
- [JBT AeroTech](#) — Orlando
- [Loos & Company, Inc.](#) – Naples
- [RAF Tabtronics LLC](#) - Deland
- [Team Volusia Economic Development Corporation](#) – Daytona Beach
- [Velocity Aerospace Group](#) – Fort Lauderdale

With approximately 1,500 exhibiting companies from nearly 50 countries and more than 107,000 trade visitors from all over the world, the [Farnborough Airshow](#) is one of the world’s largest exhibitions and air displays.



Governor Rick Scott, Chairman • Brett Couch, Vice Chairman • Gray Swoope, President & CEO

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“Avionica will be attending this year’s Farnborough Airshow to showcase our SatLINK MAX product, which provides our clientele with the ability to shed over 200 pounds of satellite equipment from their aircraft while offering a truly global (pole to pole) SatCom solution. We appreciate all the assistance extended to us by Enterprise Florida in order to attend one of the premier global aviation events at Farnborough this year,” said Bill Thompson, Vice President of Sales & Marketing, Avionica

“As a leader in the aviation design industry, Farnborough is not only a must attend event for our firm but it’s a place where we know we must have a presence on the show floor. This is the second consecutive year we have joined Enterprise Florida’s delegation at an international air show. We fully anticipate a repeat of last year’s success at the Paris Airshow which led to over a dozen leads and projected export sales of \$2 million for BRPH. Being part of the Florida pavilion maximizes our marketing efforts by affording us exposure we wouldn’t otherwise experience if we exhibited on our own,” said Brian Curtin, President, BRPH Architects – Engineers, Inc.

“The Farnborough Airshow provides Loos with great exposure to the global aviation industry. Enterprise Florida does a tremendous job of marketing the state and its aviation companies and we are fortunate to have a division located in Naples so both divisions can take advantage of this. We exhibit with Enterprise Florida at the Paris Airshow, the Singapore Airshow and at FIDAE in Chile, so we go all over the world with Enterprise Florida. The global aviation industry is projected to boom in the next 10 to 15 years and Florida is well positioned to take advantage of this growth through the aggressive marketing that the Enterprise Florida team does,” said Michael Wallace, Vice President of Sales and Marketing for the Connecticut division of Loos. “

Velocity Aerospace Group Business Development Manager, Jennifer Lynds said, “This is our first year attending and, as a repair station and distributor, we want to showcase how Velocity Aerospace can support aircrafts of various makes and models. While we won’t be showcasing a specific product, airlines, MROs, and distributors are encouraged to meet with us to discuss their needs and how we can offer upgrades, installations, and other customized products. We have representatives in the USA, UK, Malaysia and South America to make sure potential customers have a point of contact nearest to their location. Velocity Aerospace would not be able to push the airshows through our budget this year if it weren’t for the great opportunities given by Enterprise Florida. Being the gateway to the South American aviation industry, Florida is going to expand in the years to come because of the political support for economic growth. Aside from the wonders of Florida’s metropolitan attractions and fantastic weather, aviation businesses are supported by the local communities, like our Velocity Aerospace Fort Lauderdale location.”

EFI maintains an extensive schedule of overseas trade missions and exhibitions worldwide. In fiscal year 2013-14, EFI hosted 17 major international trade shows and missions with 724 participants generating more than \$820 million in total projected export sales by Florida companies.

Total projected sales from recent EFI international events include:

- [Expo Seguridad](#), Mexico: Six companies attended Latin America's largest security and defense trade show, recording more than \$4 million in total projected sales.
- [Singapore Airshow](#), Singapore: Twenty-two companies attended Asia's largest aerospace and defense exhibition, recording more than \$62 million in total projected sales.
- [HOSPITALAR](#), Brazil: Nine Florida companies reported combined total actual and expected export sales of \$19 million.
- [MEDICA](#), Germany: Florida exhibitors who attended the Germany-based show reported nearly \$159 million in total projected sales.
- [Dubai Airshow](#), Dubai: Dubai Airshow resulted in more than \$67 million in total projected sales for 11 Florida aviation and aerospace businesses.

International trade and foreign-direct investment accounted for about one-sixth of the state's economic output last year and supports an estimated one million jobs. Florida continues to have the highest trade surplus among all states, with total trade exports plus imports hitting a record of \$162.2 billion. Florida has a number of strengths to leverage, including one of the fastest-growing international economies, strong air and seaport infrastructure, and a large and well-qualified multicultural workforce. [Learn more about Enterprise Florida's export assistance programs.](#)

[Enterprise Florida, Inc.](#) (EFI) is a partnership between Florida's businesses and government leaders and is the principal economic development organization for the state of Florida. EFI facilitates job growth for Florida businesses through recruitment and retention, international trade and exporting, promotion of sporting events, and capital funding programs to assist small and minority businesses.

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