



If you are a Florida company interested in exporting to the Spanish market, please click [here](#).

Connections between Spain and Florida

As a main business center in the Americas, Florida offers unique advantages for Spanish companies that seek business opportunities in the Western Hemisphere, manufacture products in Florida to export them to the rest of the world, locate regional or national headquarters, or simply to use Florida’s excellent logistics infrastructure in order to access strategic markets. Proof of this is that more than 500 leading Spanish companies have established operations in Florida.

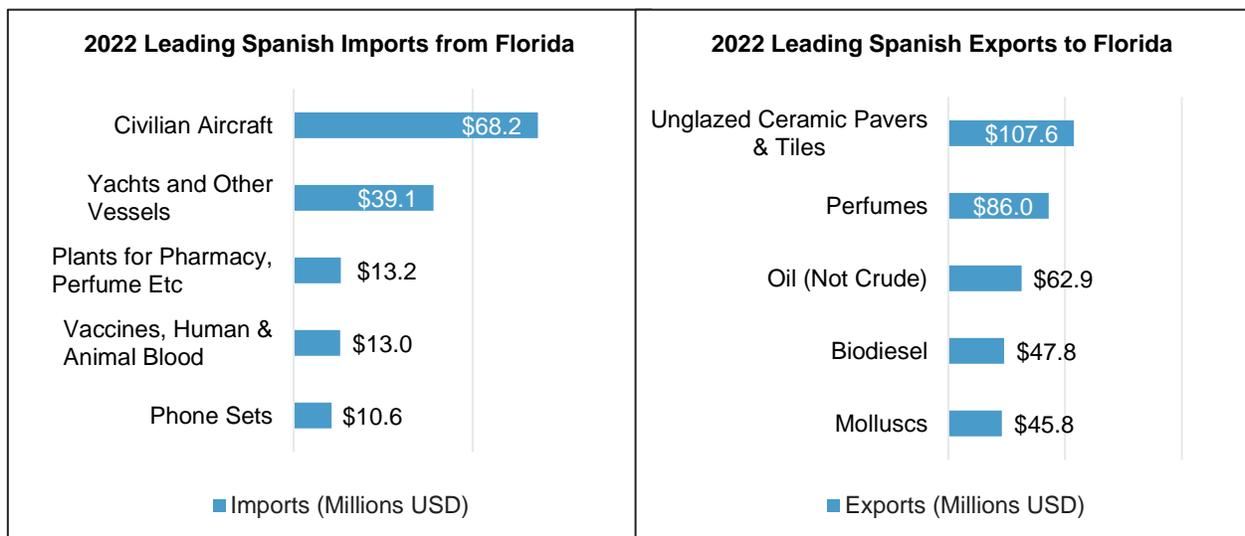
Florida-Spain Bilateral Merchandise Trade (\$1.7 Billion in 2022)

In 2022, total bilateral merchandise trade between Florida and Spain was nearly **\$1.7 billion**, making it **Florida’s 6th largest bilateral merchandise trade partner in the EU** and 29th largest partner overall.



Merchandise trade measures the value of **goods entering or exiting the United States through Florida’s seaports and airports**. This includes goods that are produced, grown, or mined in Florida as well as goods from other states and countries that are shipped through Florida. Merchandise trade data demonstrates **Florida’s pivotal role as a gateway to Latin America**, the Caribbean, and the southeastern U.S.— a true nexus of western hemispheric trade.

- Spanish imports from Florida totaled **\$362 million** in 2022, making Spain the state’s 38th largest export market.
- Spanish exports to Florida totaled **\$1,371 million** in 2022, making Spain Florida’s 22nd largest source for imports.



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- **Strong commercial relationship:** Spain is one of the Florida's most important commercial partners in Europe, with a total bilateral trade of over \$1.7 billion U.S. per year.
- **Stable growth of bilateral trade:** Total annual trade between Spain and Florida has grown steadily in recent years. Bilateral trade in value-added services such as banking, insurance, consulting, and transportation has especially increased.
- **Spain's trade with third countries through Florida:** As a commercial hub with the Americas, Florida is a point of distribution and transportation for goods destined for the Caribbean, Latin America, and the rest of the world.

Spanish Exports to Florida (\$1.4 Billion in 2022)

- **Florida is a key market for Spanish companies.** Spain has become a major exporter to Florida, reaching nearly USD \$1.4 billion in 2022. Spain's most important exports to Florida include ceramics, perfumes, refined petroleum, and biodiesel.
- **Florida is the gateway for Spanish companies exporting to Latin American markets.** Besides finished products destined for Florida, Spanish companies also export intermediate goods needed by their affiliates making finished products in Florida. The finished products then continue to markets throughout Latin America and the Caribbean.
- **Florida is a gateway to the rest of the United States.** Due to its highly developed infrastructure and logistics capabilities, as well as multilingual workforce, Florida is often used by Spanish companies to introduce products in the broader United States market.

Spanish Investment in Florida (FDI in 2020)

Spain is a major investor in Florida. Spain is a significant source of foreign direct investment in the Florida economy, both for in terms of the capital invested and the number of jobs created by Spanish companies.

Access to markets in the Americas. Florida's strong technological base, widespread knowledge of the Spanish language, and extensive global links have made possible the success of many Spanish companies in Florida, reaching markets in the Americas and around the world. In fact, the Florida operations of Spanish companies have played an important role in reaffirming Florida's position as the world's foremost corporate hub for Latin American operations.

- Based on the most current statistics from the U.S. Bureau of Economic Analysis, Spain is the **15th largest foreign direct investor** in Florida, with Spanish-owned affiliates **accounting for more than 5,500 Florida jobs**.
- **EU Ranking:** Spain is also the **7th largest EU investor** in Florida in terms of employment, following Sweden and preceding Belgium.

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- Spanish affiliates in Florida were estimated to have **total holdings of USD \$1.3 billion in gross property, plant, and equipment in 2020.**
- According to the Trade Commission of Spain in Miami (ICEX) and the Spain-U.S. Chamber of Commerce’s database of foreign-owned affiliates in Florida, there are more than 500 Spanish companies operating in Florida.



Select Spanish-Owned Companies with Operations in Florida

Spanish Parent Company	Florida Subsidiary Company
Abertis Infraestructuras, SA (Infrastructure)	TBI Airport Management Inc.
Banco de Sabadell, SA (Financial Services)	Sabadell United Bank, NA
Banco Santander SA (Financial Services)	Banco Santander International
Fomento de Construcciones y Contratas SA (Infrastructure)	FCC Environmental Services
Iberia Airlines (Líneas Aéreas de España)	Iberia Airlines of Spain
Mapfre, SA (Financial Services)	Mapfre USA Inc.
Obrascon Huarte Lain, SA (OHLA) (Construction)	Community Asphalt Corp.
Telefónica SA (Communications)	Telefonica USA, Inc.
Zara International España SA (Retail)	Zara USA, Inc.

Florida-headquartered companies in a variety of industry sectors have operations in Spain, including these well-known corporations:

Florida Companies in Spain

Citrix Systems, Inc. (Software)	Hertz Global Inc. (Car/ Equipment Rental)
Claire’s Stores (Retail)	Jabil, Inc. (Electronics)
Fresh Del Monte Produce, Inc. (Produce)	Office Depot, Inc. (Retail)
Hard Rock Café International (Leisure)	Sitel Worldwide Corp. (Customer Exp.)

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Cultural Linkages

Spain and Florida share a historical and cultural tradition

The connection between Spain and Florida dates back more than 500 years. In 1513, Don **Juan Ponce de León** discovered this land and claimed it for the Spanish crown, naming the peninsula “La Florida”. Then in 1565, Spanish Admiral **Pedro Menéndez de Avilés** founded the city of **San Agustín**, the oldest permanent European settlement in North America. To celebrate these bonds of centuries past, in the 21st century there have been multiple official visits to the State of Florida by Spanish monarchs.

Today the cultural heritage of Florida is a modern mix of Anglo-American-Hispanic and various other influences. All Latino cultures are strongly represented in Florida, with significant Hispanic and non-Hispanic communities. There are numerous Hispanic-American clubs in Florida, and an important cultural cooperation between Florida and various Latin American countries.

Language

Spanish is a language widely spoken in Florida, especially in the southeast of the State. One in five Floridians speaks Spanish at home. A reflection of Florida’s strong ties with Spain is that Spanish is also a business language in business transactions between Florida and Latin America. Spanish is widely studied in colleges and universities in Florida, and there are schools and special classes where Spanish is taught as the first language.

The Castilian language is ubiquitous in print and electronic media. Most of the Spanish-language media conglomerates have their headquarters or major offices in Florida, and Miami is the undisputed and recognized capital of the global Latin entertainment industry, ranging from music to publishing to art.

Sister cities

The State of Florida has one of the most active “Sister Cities” programs in the United States to promote the exchange of people, ideas, and culture as a first step in establishing business ties. There are currently eight twinned cities between Spain and Florida:

- Bradenton - Sister City agreement with **Barcarrota**, Spain
- Coral Gables - Sister City agreements with **El Puerto de Santa Maria** and **Granada**, Spain
- Fort Lauderdale - Sister City agreement with **Mataro**, Spain
- Miami - Sister City agreement with **Madrid**, Spain
- Miami - Emeritus Status Sister City agreement with **Murcia**, Spain
- Miami Beach - Sister City agreement with **Almonte**, Spain
- Orlando - Sister City agreement with **Valladolid**, Spain
- Oviedo - Sister City agreement with **Oviedo**, Spain
- Pensacola - Sister City agreement with **Macharaviaya**, Spain
- St. Augustine - Sister City agreement with **Ciudadella de Menorca**, Spain
- St. Petersburg - Sister City agreement with **Figueres**, Spain
- Tampa - Sister City agreement with **Oviedo**, Spain



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Spanish Tourism & Diaspora in Florida

- In 2022, **187,000 Spaniards visited Florida**, accounting for **7.6% of total European visitors** to Florida. This **197% growth** over 2021 signals a strong recovery of Spanish tourism.
- France ranked **2nd largest nationality of EU visitors** to Florida in 2022, following Germany (259,000) and preceding France (175,000).
- About **5.5 million Hispanic Americans live in Florida** as of 2020, comprising roughly 25% of the state's population and a majority population of Miami.
- An estimated **4.6 million Floridians speak Spanish at home** as of 2021, over 20% of the state's population. This is a substantial comparative advantage when it comes to doing business.



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Air Linkages

There are several **non-stop flights** from Florida to Spain:

- Miami (MIA) to **Barcelona (BCN)** – American Airlines
- Fort Lauderdale-Hollywood (FLL) to **Barcelona (BCN)** – Norwegian Airlines



Spanish Government & Business Associations in Florida

- [Consulate General of Spain – Miami](#)
- Honorary Vice Consulate of Spain – Tampa
- Honorary Vice Consulate of Spain – Orlando
- Honorary Vice Consulate of Spain – Jacksonville-St. Augustine
- Honorary Vice Consulate of Spain – Pensacola

- [Spain-U.S. Chamber of Commerce](#)
- [ICEX - Trade Commission of Spain – Miami \(Coral Gables\)](#)



SelectFlorida Presence in Spain

SelectFlorida – Spain & Portugal

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