JOIN ENTERPRISE FLORIDA ON THE
LIEUTENANT GOVERNOR’S TRADE MISSION TO COLOMBIA
BOGOTÁ, COLOMBIA  |  NOVEMBER 18 – 21, 2019

Organized by Enterprise Florida, the official economic development organization for the state of Florida.
Dear International Business Leader:

I am pleased to invite you to participate in Enterprise Florida’s export sales mission to Bogotá, Colombia from November 18-21, 2019.

Colombia holds vast opportunities for Florida companies interested in increasing their footprint in this market. With more than $4.4 billion of merchandise shipped in 2018, and growing by six percent last year, Colombia ranks as Florida’s second-largest export market.

The Republic of Colombia is the fourth-largest economy in Latin America, after Brazil, Mexico, and Argentina, and has the third-largest population with approximately 49 million inhabitants. Aided by major security improvements and steady economic growth in recent years, Colombia continues to increase its commercial and investment ties to the United States, Europe, Asia, and the rest of Latin America.

In contrast to most Latin American countries that have one or two major cities, Colombia offers U.S. exporters access through multiple commercial hubs. Each of these cities has its own American Chamber of Commerce.

This trade mission will provide you with an excellent opportunity to enter or expand your business in Colombia. I urge you to join me on this mission as we work together to grow our state’s economic ties with this important trading partner.

Sincerely,

Jeanette Nuñez
Lieutenant Governor of Florida

MISSION ITINERARY*

Monday, November 18
- Delegation Departs Florida
- Transfer to Hotel for Check-in
- Welcome Reception

Tuesday, November 19
- Country Commercial Breakfast Briefing
- All-day: Gold Key One-On-One Appointments
- Networking Reception hosted by U.S. Ambassador

Wednesday, November 20
- Half-day: Gold Key One-On-One Appointments

Thursday, November 21
- Delegation Departs Colombia

*Subject to Change
**OPPORTUNITIES FOR FLORIDA COMPANIES**

The Colombian economy grew, on average, 4.3 percent from 2010 to 2016, and 1.8 percent in 2017—more than the average growth for Latin America and the Caribbean. The U.S. is Colombia’s largest trading partner, and bilateral trade between the two countries reached nearly $29 billion in 2018. With $7 billion in two-way trade, Florida accounts for 24 percent of all U.S. trade with Colombia—more than any other state.

**U.S. COMMERCIAL SERVICE IN BOGOTÁ, COLOMBIA**

As part of EFI’s Gold Key Package, participants will have the opportunity to take advantage of unparalleled trade facilitation services provided by the U.S. Commercial Service (USCS) in Bogotá. The USCS offers a variety of products and services designed to facilitate U.S. exports and foreign direct investment opportunities. The USCS will coordinate all one-on-one Gold Key appointments.

**BEST EXPORT OPPORTUNITIES**

These industry sectors provide some of the best opportunities for exports for Florida companies. If your industry is not mentioned below, contact EFI for a no-obligation assessment.

- Agricultural Equipment
- Automotive
- Defense
- Education
- Electric Power and Renewable Energy Systems
- Information & Communication Technology and Services
- Infrastructure
- Medical Equipment
- Travel and Tourism
- Water Treatment Systems
- Processed Food and Beverages
TWO WAYS TO PARTICIPATE:

OPTION 1: GOLD KEY PACKAGE - 2 DAYS

☐ First company representative ............... $1,300
  (fee does not include interpretation service. Limited to 20 companies.)
☐ Additional company representative ........ $500
  (non-transferable)

Package includes the following:
• Gold Key Service*: The U.S. Commercial Service will schedule 1.5 days of one-on-one appointments with pre-screened Colombian companies that have expressed an interest in your product or service.
• Admission into all mission events.
• Ground transportation to all mission events.

*Gold Key participation will be limited to Florida manufacturers and service companies that best meet the participation criteria. Final selection will be determined by the U.S. Commercial Officer after a review to ensure market suitability.

OPTION 2: DELEGATE PACKAGE*

☐ Delegate ......................... $500 per person

Package includes the following:
• Admission to all mission events.
• Airport transfers in-country when traveling on official mission flights.
• Ground transportation to all mission events.

*Delegate package does not include any one-on-one appointments. This option encourages delegates to schedule their own individual appointments and activities during their free time. Package does not require a review and, therefore, registration and payment will be processed upon receipt of registration forms.

GRANTS

EFI will offer a limited number of Gold Key Matchmaking one-on-one appointments through the USCS for participating Florida companies. The price of this service is $1,300; however, small and mid-sized Florida manufacturers and professional service providers may qualify for a Gold Key Grant, which will offset 100 percent of the Matchmaking registration fee for the first company representative. A separate application process will be required for this grant. Additional company representatives will not qualify for the grant.

TRAVEL ARRANGEMENTS

Express Travel, an independent travel agency, will coordinate all airline reservations. A special group discounted airfare rate has been negotiated for this event. Mission participants are expected to travel as a group and must do so in order to use ground transportation. For additional travel guidance, please contact Express Travel: (305) 341-1200.

The official mission hotel will be the JW Marriott. A special group discounted hotel rate has been negotiated for this event. For additional guidance, please contact Alejandra Henao from Enterprise Florida.

ESTIMATED TRAVEL COSTS

JW Marriott (official Mission hotel)
Single or double accommodation.......................... $250
  (includes breakfast, taxes and internet)
Round-trip airfare from Miami to Bogotá ...................... $595
  (price is approximate)

CANCELLATIONS

Cancellations prior to October 10, 2019 must be made in writing and sent to Alejandra Henao at ahenao@enterpriseflorida.com. No VERBAL cancellations will be accepted. For a full refund, cancellations must be received by October 12, 2019.

Contact Alejandra Henao for further details.
305.808.3670 or ahenao@enterpriseflorida.com.

GOLD KEY REGISTRATION DEADLINE: FRIDAY, SEPTEMBER 13, 2019
DELEGATE PACKAGE REGISTRATION DEADLINE: TUESDAY, OCTOBER 15, 2019

For registration forms, contact:
Alejandra Henao at ahenao@enterpriseflorida.com

Registration will not be considered final until ALL event and travel registration forms and payment have been received.