Made in Rural Florida

Grow Your Business Community with International Tools & Strategies

www.eflorida.com
Florida Export Highlights

- 95% of the world’s customers live outside the U.S.
- Florida is the nation’s 4th largest exporter
- State’s origin exports in 2013 reached $61.3 billion, services reached $29 million
- Florida exports are on pace to double between 2009-2014
- Since 2000, 100% of Florida’s manufacturing growth has come from exports
- 62% of Florida’s origin exports comes from SME’s
- Over 55,000 Florida manufacturing companies now export
- Over 1.3 million jobs depend on trade
Florida Exports Dashboard

Florida Origin Exports

Top Export Country Markets-2014

Value, USD

2012 2013 2014

Canada Brazil Colombia Venezuela UAE Mexico Peru DR Hong Kong Germany

USDOC ($$ In Billions )
Michael Schiffhauer (L/S-Medical)  
Statewide

Andrea Moore (ICT-Computer)  (I)  
Bay, Calhoun, Escambia, Franklin, Gadsden, Gulf, Holmes, Jackson, Jefferson, Leon, Liberty, Okaloosa, Santa Rosa, Walton, Washington, Wakulla

Larry Bernaski (Marine/Boating)  (II)  

Paul Mitchell (Aviation/Aerospace)  (III)  
Brevard, Highlands, Lake, Marion, Orange, Osceola, Polk, Seminole, Sumter, Volusia

Max Stewart (World Bank)  (IV)  
Charlotte, Citrus, Desoto, Hardee, Hernando, Hillsborough, Manatee, Pasco, Pinellas, Sarasota

John Diep (Clean Technology)  (V)  
Broward, Indian River, Martin, Okeechobee, Palm Beach, St. Lucie

Ivan Barrios (Team Florida Trade Missions)  
Collier, Glades, Hendry, Lee, Miami-Dade, Monroe
IT&D Export Services

- Export Counseling Services (5-Regional Offices)
- Bi-monthly International Events eNewsletter
- Educational Seminars/Conferences
- Market Statistics, Databases and Information
- Governor Team Florida Missions/Trade Missions
- Industry Specific International Trade Fairs/Shows
- International Trade Offices-13 Locations
- Grant Programs (Trade Show Grants, Brazil Gold Key Grants, Gold Key/Matchmaker Grants and Export Marketing Plan Service)
- Certificates Of Free Sale & Certificates Of Good Manufacturing
- World Bank-PSLO Opportunities
New Export Programs

Gold Key/Matchmaker Grants

Enterprise Florida, Inc.
Reimbursable Gold Key/Matchmaker Grants

In support of Enterprise Florida’s Export Diversification and Expansion Program, reimbursable Gold Key/Matchmaker Grants are now being offered to assist Florida small to medium-sized companies to generate or increase their export sales overseas.

With over 70% of the world’s buying power located outside the United States, exporting can be your ticket to growth and profitability. According to the US Department of Commerce, exporters find that, on average, sales grow faster, more jobs are created, and employees earn more than those in non-exporting firms.

The Gold Key/Matchmaker Grants serve as an international market development tool for companies that are new or infrequent exporters. It provides companies with an opportunity to meet with pre-screened and pre-qualified foreign buyers, agents, importers, and representatives with an interest in your products and/or services.

The Gold Key/Matchmaker Services offered:
- Customized market and industry briefings with qualified trade specialists.
- Timely and relevant market research.
- Appointments with prospective trade partners in key industry sectors.
- Post-meeting debriefing with trade specialists and assistance in developing appropriate follow-up strategies.
- Help with travel, accommodations, interpreter service, and clerical support.

Please see other side for further information.

TARGET SECTORS ELIGIBLE FOR GOLD KEY GRANTS:
- Aviation & Aerospace
- CleanTech
- Defense& Homeland Security
- Information Technology
- Life Sciences
- Marine Industry
- Other Manufacturing
- Professional Services
  - Healthcare
  - Architecture/Engineering
  - Software Development
  - Research & Development
- Research & Development

Target Sector Trade Grants

SBA-funded grants to help Florida companies grow their export sales through international trade events

Expanding into international markets can be vital to the success of a company’s growth strategy and studies demonstrate that companies with a significant international portfolio grow faster, are more profitable, and less susceptible to domestic downturns. Thanks to a grant from the U.S. Small Business Administration, Enterprise Florida, Inc. (EFI) offers Target Sector Trade Grants to qualified Florida companies to help further their entry into global markets.

The Target Sector Trade Grant program provides event-specific grants to help small businesses in various target sectors enter new markets for the first time or expand an existing international market presence.

FIND OUT MORE ABOUT THE TARGET SECTOR TRADE GRANTS
- Aviation & Aerospace
- Clean Energy
- Homeland Security & Defense
- Information Technology
- Life Sciences
- Marine Industry
- Professional Services
  - Healthcare
  - Architecture/Engineering
  - Software Development
  - Research & Development
- All Other Manufacturing

WHO CAN APPLY FOR THE TRADE GRANTS?
Florida small manufacturers, target sector companies, R&D companies and technology services providers from all regions of the state will be eligible to participate in the program, with the following conditions:
- Companies must be legally registered in the state of Florida and the product or service offered must be produced in the state.
- Companies will need to meet specific eligibility criteria set forth by the U.S. Small Business Administration for services based on industry sector.
- Companies must be businesses for at least one year, and be operating profitably. Other criteria apply. Please contact an Enterprise Florida trade representative for complete details.
- The company must be able to show that it will be able to participate in the event.

Please see Application for complete Grant Criteria and Terms & Conditions.

Please see other side for further information.
New Export Programs (cont’d)

Export Marketing Plan Services

Ready for New Markets? We Can Help.

Our Export Marketing Plan Services will position your company for GROWTH.

In partnership with the U.S. Small Business Administration, Enterprise Florida, Inc. and the U.S. Commercial Service, the Florida SBDC Network is excited to announce a scholarship to assist qualified manufacturing small businesses in Florida who are “new-to-export” to identify growth strategies through the development of customized Export Marketing Plans.

Why Export?
• Over 95% of the world’s customers are located beyond U.S. borders.
• Exporters realize higher employment growth than non-exporters.
• Most companies that export have an easier time riding out fluctuations in the U.S. economy and are more likely to stay in business.
• Export wages are typically 13–18% higher than non-export wages.

The Process
You will meet with a Florida SBDC Certified Business Analyst (CBA) to conduct a confidential, in-depth business assessment. The CBA will prepare and provide your company with a customized Export Marketing Plan.

Qualifications
• Company must be committed to exporting; new-to-export preferred
• Minimum of 3 years in business
• 5 or more full-time employees
• $500,000 to $10 million in annual sales
• Company’s products or services must be labeled ‘Made in USA’ or have at least 33% U.S. content
• Company must meet SBA’s small business standards
• Florida manufacturers and professional service providers preferred
• Must be operating profitably, based on U.S. domestic operations

Cost to Qualifying Company - $500
The cost for preparation of an Export Marketing Plan is $5,000. Qualifying companies are eligible for a $2,500 scholarship, making the cost to your company $500.

Overseas Matchmaking
Upon completion and acceptance of the Florida SBDC Export Marketing Plan, each company can apply and automatically be approved for an Enterprise Florida grant up to $1,500 to be used for an Enterprise Florida Trade Mission or a standalone Gold Key with the U.S. Commercial Service. This grant may also be used to retain the services of an interpreter if needed.

For More Information, Call 1.866.737.7232
APPLY ONLINE at https://fsbdc.net/STEP/STEPApp.php

World Bank-PSLO Program

INTERNATIONAL BUSINESS OPPORTUNITIES WITH THE WORLD BANK
Enterprise Florida Inc. (EFI) is one of only nine U.S. organizations selected by the World Bank to serve as a Private Sector Liaison Officer (PSLO). With the knowledge of World Bank funding and procurement opportunities, Florida’s PSLO helps Florida businesses gain access to the billions of dollars in annual World Bank contracts. The Florida PSLO helps to create a better understanding of how to bid on World Bank projects, and also guides Florida companies through the procurement process.

Florida is the nation’s fourth-largest exporting state. The U.S. Chamber of Commerce estimates that nearly half of all U.S. exports go to developing countries. Out of the top 20 countries in which Florida exports, more than half are developing nations where the World Bank has lending programs in place. Additionally, Florida is the strategic and economic center of Latin America and the Caribbean because of its geographic proximity, economic and political stability, and multicultural and multilingual workforce. These attributes position Florida well for securing World Bank procurement opportunities.

For information on how your Florida business can take advantage of these opportunities, please contact the Florida PSLO:

Lenis Bellovich
Private Sector Liaison Officer (PSLO) for World Bank
Enterprise Florida, Inc.
Telephone: 813.276.9400
Email: lenis.bellovich@florida.com

If you are familiar with the World Bank’s procurement process, access the World Bank Projects Database now.

ABOUT THE WORLD BANK GROUP (PSLO) NETWORK
The PSLO Initiative is a worldwide network of business advocacy organizations that promote trade and investment between countries in conjunction with World Bank Group activities. It serves as a key access point to the World Bank Group, which works to foster trade and investment between countries with the support of the World Bank Group’s products and services. Currently, there is a global network of 134 PSLOS in 83 countries.
# Florida International Trade Events

## Latin America & The Caribbean

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Name</th>
<th>Event Location</th>
<th>Industry Sector(s)</th>
<th>Trade or Investment</th>
<th>Event Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 3-7, 2014</td>
<td>Export Sales Mission to Panama</td>
<td>Panama City</td>
<td>Best Prospects</td>
<td>Trade &amp; Investment</td>
<td>Stefanie Pivakson 305-806-3388 Jorge Pino 305-806-3389</td>
</tr>
<tr>
<td>February 19, 2015 (TBA)</td>
<td>Team Florida Mission to Peru</td>
<td>Lima, Peru</td>
<td>Best Prospects</td>
<td>Trade &amp; Investment</td>
<td>Stefanie Pivakson 305-806-3388 Jorge Pino 305-806-3389</td>
</tr>
<tr>
<td>May 25-26, 2015</td>
<td>HOSPITALAR 2015</td>
<td>Sao Paulo, Brazil</td>
<td>Life Sciences</td>
<td>Investment &amp; Trade</td>
<td>Michael Schlueter 407-595-5534</td>
</tr>
<tr>
<td>May 25-26, 2015</td>
<td>5th Ibero-American Congress of Chambers of Commerce</td>
<td>Miami, Florida</td>
<td>Best Prospects</td>
<td>Trade &amp; Investment</td>
<td>Ivan Berroa 305-806-3388</td>
</tr>
<tr>
<td>May 28, 2015</td>
<td>Team Florida Mission to Mexico</td>
<td>Mexico City, Mexico</td>
<td>Best Prospects</td>
<td>Trade &amp; Investment</td>
<td>Stefanie Pivakson 305-806-3388 Jorge Pino 305-806-3389</td>
</tr>
</tbody>
</table>

## Asia & The Pacific

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Name</th>
<th>Event Location</th>
<th>Industry Sector(s)</th>
<th>Trade or Investment</th>
<th>Event Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 18-20, 2014</td>
<td>31st Annual Meeting of the Southeast U.S./Japan &amp; Japan-U.S. Southeast Association Conference</td>
<td>Tokyo, Japan</td>
<td>Best Prospects</td>
<td>Trade &amp; Investment</td>
<td>John Doe 514-322-8339 Dave Woodard 736-723-6979</td>
</tr>
<tr>
<td>September 19-20, 2014</td>
<td>Export Sales Mission to Singapore &amp; Malaysia</td>
<td>Singapore &amp; Malaysia</td>
<td>Best Prospects</td>
<td>Trade Development</td>
<td>John Doe 514-322-8339 Dave Woodard 736-723-6979</td>
</tr>
<tr>
<td>May 2015 (TBA)</td>
<td>Taiwan International Boat Show 2015</td>
<td>Kaohsiung, Taiwan</td>
<td>Marine Industry</td>
<td>Trade &amp; Investment</td>
<td>Larry Berroa 866-166-9260</td>
</tr>
<tr>
<td>May-June 2015 (TBA)</td>
<td>Export Sales Mission to Hong Kong &amp; Guangzhou</td>
<td>Hong Kong &amp; Guangzhou, China</td>
<td>Best Prospects</td>
<td>Trade Development</td>
<td>John Doe 514-322-8339</td>
</tr>
</tbody>
</table>

## North America

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Name</th>
<th>Event Location</th>
<th>Industry Sector(s)</th>
<th>Trade or Investment</th>
<th>Event Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 13, 2014</td>
<td>Invest in the U.S.</td>
<td>Quebec City, Canada</td>
<td>Best Prospects</td>
<td>Investment &amp; Trade</td>
<td>Frederic Bermand 01 514-449-0564</td>
</tr>
<tr>
<td>October 8-9, 2014</td>
<td>BioContact Quebec 2014</td>
<td>Quebec City, Canada</td>
<td>Life Sciences</td>
<td>Investment &amp; Trade</td>
<td>Frederic Bermand 01 514-449-0564</td>
</tr>
<tr>
<td>November 10-11, 2014</td>
<td>Montreal International Game Summit</td>
<td>Montreal, Quebec</td>
<td>IT &amp; Digital Media</td>
<td>Investment &amp; Trade</td>
<td>Frederic Bermand 01 514-449-0564</td>
</tr>
<tr>
<td>November 18-19, 2014 (TBA)</td>
<td>37th Annual Conference on the Caribbean and Central America</td>
<td>Wilmington, N.C.</td>
<td>Best Prospects</td>
<td>Trade Development</td>
<td>Marty Merritt 305-806-3388</td>
</tr>
<tr>
<td>May 21-22, 2015 (TBA)</td>
<td>2015 International Days</td>
<td>Scottsdale, Florida</td>
<td>Best Prospects</td>
<td>Trade Development</td>
<td>Ivan Berroa 305-806-3388</td>
</tr>
</tbody>
</table>

## Europe & The Middle East

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Name</th>
<th>Event Location</th>
<th>Industry Sector(s)</th>
<th>Trade or Investment</th>
<th>Event Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 5-6, 2014</td>
<td>Cannes Film Boat Show 2014</td>
<td>Cannes, France</td>
<td>Marine Industry</td>
<td>Trade &amp; Investment</td>
<td>Larry Berroa 866-198-9260</td>
</tr>
<tr>
<td>November 11-14, 2014</td>
<td>Electromobility 2014</td>
<td>Munich, Germany</td>
<td>Information Technology</td>
<td>Trade &amp; Investment</td>
<td>Andrea Moreo 810-409-2660</td>
</tr>
<tr>
<td>November 18-20, 2014</td>
<td>Marine Equipment Trade Show (MET5)</td>
<td>Amsterdam, Netherlands</td>
<td>Marine Industry</td>
<td>Trade &amp; Investment</td>
<td>Larry Berroa 866-198-9260</td>
</tr>
<tr>
<td>March 3-7, 2015</td>
<td>CeBit 2015</td>
<td>Hannover, Germany</td>
<td>Information Technology</td>
<td>Investment &amp; Trade</td>
<td>Andrea Moreo 810-409-2660</td>
</tr>
</tbody>
</table>
Larry Bernaski, Regional Manager
Enterprise Florida
Three Independent Drive
Jacksonville, Florida 32202
904-359-9350
lbernaski@eflorida.com
www.eflorida.com