

A nighttime aerial photograph of a city, likely Miami, showing a dense skyline of illuminated skyscrapers and a complex multi-level highway interchange with many cars. The scene is lit with warm yellow and orange lights from the city and roads, contrasting with the dark blue night sky.

FLORIDA
THE FUTURE IS HERE.

FLORIDA: GATEWAY TO LATIN AMERICA & THE CARIBBEAN

BOUNDLESS FREEDOM

No other site in the Western Hemisphere can match Florida's unique combination of strategic geographic location, state-of-the-art infrastructure, multilingual workforce, and concentration of corporate and financial resources. By locating in Florida, your company can do business globally with ease.

Florida is host to regional and hemispheric headquarters of companies from all over the world. The state also has a vibrant international banking center, a diplomatic hub with a Consular Corps representing over 80 nations, and a workforce with a cultural and linguistic affinity for Latin America. Like many international firms, your company can base facilities such as warehousing, distribution and manufacturing in Florida to take advantage of the state's easy access to global markets.

TOP 5 REASONS TO SERVE LATIN AMERICA FROM FLORIDA

1 Strong Foundation and Support



Florida is an economic super-state with the **4th largest economy** in the U.S. In fact, if Florida were a country, its economy would be the **16th largest in the world**. Consistently ranked among the **most business-**

friendly states in the nation, Florida's pro-business government, low tax rates and streamlined regulations provide a **stable economy** from which your company can conduct business efficiently and cost-effectively.

More than **1,400 multinational firms are located in South Florida** alone, many of which serve as their company's Latin American headquarters. With a number of international banks and other international financial institutions, Miami is considered the second-largest financial hub in the U.S. Florida's strong service support infrastructure can offer your company a number a **Latin America-focused services** such as accounting, consulting, legal, financial and more. **These business experts can help your company get established quickly and assist you in reaching markets in Latin America and the Caribbean.**¹

Miami continually ranks as the **#1 Best City to Do Business in Latin America** and is the only non-Latin American city to even appear in the rankings.

(América Economía 2016)

2 Trade Expertise

Florida is the strategic and economic center of the



Americas due in part to its geographic location, economic stability and trade expertise. **With a Florida location, your company can be more competitive at reaching Latin American markets.**

- Florida's merchandise trade (exports plus imports) with Latin American & Caribbean markets totaled **\$80 billion** in 2016.

- **Nearly one-third** of all U.S. exports to Latin America & the Caribbean in 2016 were shipped from or through Florida.
- Of Florida's total exports to the world, **74% or \$50.1 billion** in goods went to Latin America & the Caribbean.
- The **top five merchandise exports from Florida to Latin America** include 1) aircraft, spacecraft and parts; 2) telecommunications equipment; 3) computers and components; 4) medical, surgical, dental or veterinary equipment, and 5) motor cars and vehicles.
- Leading destinations for **high-tech exports** in 2016 were Brazil, Paraguay, Colombia, Peru, and Argentina.²

3 Extensive Infrastructure



Florida has one of the world's most extensive multimodal transportation systems, featuring **20 commercial airports, 15 deepwater seaports**, and extensive highway and

freight rail networks. In Florida, your workforce and products can quickly and easily travel to and from Latin America and Caribbean markets.

- Florida offers **more direct, nonstop flights to Latin America and the Caribbean** than any other state. In fact, the Miami, Ft. Lauderdale and Orlando international airports combined offer more than 120 nonstop flights to the region.
- Florida ranks **#1 in exports by air** to Latin America and the Caribbean.
- Florida's seaports handle **more than 40%** of all U.S. containerized cargo exports by value to Latin America and the Caribbean.
- In 2016, Florida's air and sea ports combined had **22.2 million metric tons** of merchandise exported to and imported from Latin America.
- Florida is also a **major telecommunications hub for Latin America**. With fiber optic cables from the Americas making landfall in South Florida and the NAP of the Americas in Miami serving as a key internet exchange point, your company can experience massive and diverse connectivity.³

¹ Bureau of Economic Analysis, The World Bank, Florida International Bankers Association, World City Who's Here ² U.S. Department of Commerce

³ Miami, Ft. Lauderdale and Orlando International Airport websites, nonstopfrom.com, Florida Department of Transportation, equinix.com

4 Talented Workforce



Florida's multicultural and multilingual workforce make it easy to do business in Latin America and the Caribbean. Roughly **5 million Floridians speak a foreign language**.

Additionally, **22% of all degrees**, bachelors or higher, in Florida are awarded to someone of **Hispanic descent**. There is a wealth of **bilingual professionals** (accountants, consultants, attorneys, financial advisors and more) with Latin American and Caribbean market expertise. In fact, **28.8% of all Florida businesses are owned by a person of Hispanic ethnicity**. You will be able to find the qualified talent and resources you need to grow your business in Florida.⁴

5 Business Resources















Florida has **44 consulates, 40 bi-national chambers of commerce and 94 sister-city relationships** focused on Latin America and the Caribbean, to help you, your business and your workforce have a smooth transition into

Florida's communities. Additionally, Enterprise Florida offers exporting assistance to Latin American markets and works with a number of local and regional economic development partners to help your company succeed in the state.⁵

Florida has one of the lowest private sector unionization rates (2.5%) in the nation.

⁴ Census ⁵ Union Stats, U.S. Department of State, Sister Cities International, Enterprise Florida, Inc.

SELECTED FOREIGN COUNTRIES WITH NUMBER OF COMPANIES REPRESENTED IN FLORIDA:

 Australia	62	 Germany	455	 Netherlands	160
 Brazil	63	 Ireland	227	 Spain	124
 Canada	583	 Japan	503	 Switzerland	173
 France	279	 Mexico	234	 United Kingdom	636

Source: Dun & Bradstreet

MULTINATIONAL COMPANIES WITH LATIN AMERICAN HEADQUARTERS IN SOUTH FLORIDA

Acer (Taiwan)	Diageo (UK)	Hoerbiger (Germany)	Novartis (Switzerland)	Samsung Electronics (South Korea)
Apple (U.S.A)	Electrolux Major Appliances (Sweden)	Johnson & Johnson (U.S.A)	Olympus (Japan)	Sony Broadcast & Professional (Japan)
Charles Schwab (U.S.A)	FedEx Express (U.S.A)	Kraft Foods (U.S.A)	Oracle (U.S.A)	Stanley, Black and Decker (U.S.A)
Cisco (U.S.A)	Ferragamo (Italy)	Lexmark International (U.S.A)	Panasonic (Japan)	Telefonica (Spain)
Citigroup (U.S.A)	GP Batteries (Hong Kong/Singapore)	Medtronic (Ireland)	Porsche (Germany)	Xerox (U.S.A)
DB Schenker (Germany)	Grainger (U.S.A)	Microsoft (U.S.A)	Ricoh (Japan)	Yamaha Motor Distribution (Japan)

Source: WorldCity Who's Here



ENTERPRISEFLORIDA.COM

ORLANDO
Enterprise Florida
800 North Magnolia Avenue, Suite 1100
Orlando, Florida 32803
(407) 956-5600

MIAMI
Enterprise Florida
201 Alhambra Circle, Suite 610
Coral Gables, Florida 33134
(305) 808-3660

TALLAHASSEE
Enterprise Florida
101 North Monroe Street, Suite 1000
Tallahassee, Florida 32301
(850) 298-6620

- Florida has a pro-business government, low tax rates, streamlined regulations and a strong economy from which your company can conduct business efficiently and cost-effectively.
- Florida's workforce is multicultural, multilingual and has strong expertise in working with the Latin American region.
- With one-third of all U.S. exports to Latin America & the Caribbean flowing through Florida, the state is an expert in trading with the region.
- Florida has one of the largest concentrations of knowledge-based service providers specializing in Latin America.
- The state's multimodal infrastructure is a leader in getting people and products to and from Latin America quickly and easily.
- The state offers a strong support network of consular corps, chambers of commerce and sister cities to help you have a smooth transition into the Florida community.

FLORIDA IS THE GATEWAY TO LATIN AMERICA

Roughly 5 million foreign language speakers

Nearly 1/3 of all U.S. exports to Latin America flow through Florida

Florida imports \$29.6 billion from Latin America & the Caribbean

Florida exports \$50.1 billion to Latin America & the Caribbean

Florida seaports handle 40% of all U.S. containerized cargo exports to the region

120+ non-stop flights from Florida to Latin America

22.2 million metric tons of merchandise flowed between Latin American and Florida ports

Circles represent approximate flight times from Florida in one-hour increments.

Enterprise Florida International Offices

THE AMERICAS

BRAZIL (SAO PAULO)
T (55-11) 3044 4848

CANADA (MONTREAL)
T (514) 495-5231

CANADA (TORONTO)
T (416) 277-5269

MEXICO (MEXICO CITY)
T (52-55) 2455-3971 to 73

ASIA

JAPAN (TOKYO)
T 81(0)3-3578-8777

TAIWAN (TAIPEI LIAISON OFFICE)
T (886-2) 2758-5181

EUROPE

CZECH REPUBLIC & THE SLOVAK REPUBLIC (PRAGUE & SLOVAK REPUBLIC LIAISON OFFICE)
T (420) 224 900 027

FRANCE (PARIS)
T 33 (0) 64 562-0287

GERMANY (MUNICH)
T (49-89) 9901-3665

SPAIN (MADRID)
T (34-91) 781-3483

U.K. & IRELAND (LONDON)
T 44 (0) 207-822-0718

MIDDLE EAST/AFRICA

ISRAEL (RAMAT HA SHARON)
T (972-54) 599-6160

SOUTH AFRICA (DURBAN)
T 27 (0) 31-830-5054

About Enterprise Florida

Enterprise Florida, Inc. (EFI), the principal economic development organization for the state of Florida, confidentially assists companies with their expansion, location and trade plans.

EFI works closely with a network of local and regional economic development and trade partners throughout the state to help businesses succeed in Florida.

