JOIN ENTERPRISE FLORIDA ON AN EXPORT SALES MISSION TO
TEGUCIGALPA, HONDURAS | DECEMBER 1 – 3, 2015
Dear International Business Leader:

The Honduran economy continues to gain ground, providing Florida companies interested in the Central American market a strategic entry point.

The United States is the chief trading partner for Honduras and Florida plays a significant role in this activity. The Central American nation is ranked as Florida’s ninth-best market with nearly $2 billion in Florida merchandise exports. Total merchandise trade totaled $4.5 billion in 2014, allowing for ample opportunity to further expand on our trade relationships. The U.S.-Central America Free Trade Agreement (CAFTA-DR), implemented in 2006, further facilitates trade for interested companies by eliminating most tariffs and barriers. The agreement also offers protection for U.S. investments and intellectual property while creating transparency and procedures for conducting business. A significant advantage for U.S. exporters exists in the positive perception of U.S. manufactured goods and the relatively close proximity between both countries. Honduras also acts as a distribution gateway for the rest of Central America due to some of the lowest logistical costs in the region.

The Export Sales Mission to Honduras will take place December 1-3, 2015 in the capital city of Tegucigalpa. Florida exporters are invited to join the mission and participate in the Gold Key program. This program offers an excellent way to meet with potential Honduran business partners and establish ties.

I encourage you to accompany me on this important mission as we continue the work of creating jobs in our state through the promotion of international trade.

Sincerely,

Bill Johnson
Florida Secretary of Commerce
President and CEO, Enterprise Florida, Inc.

Mission Itinerary*

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<tr>
<th>Tuesday, December 1</th>
<th>Delegation departs Miami International Airport</th>
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<td></td>
<td>• Country Commercial Briefing</td>
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<td>• Ambassador’s Reception</td>
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<td>Wednesday, December 2</td>
<td>Tegucigalpa, Honduras</td>
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<td>• Gold Key One-on-One Appointments</td>
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<td>• Networking Luncheon</td>
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<td>Thursday, December 3</td>
<td>Tegucigalpa, Honduras</td>
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*Subject to change
Opportunities for Florida Companies

The Latin American region accounts for 60 percent of Florida’s total merchandise trade. Honduras, with its expected continued growth, provides Florida exporters a wide range of opportunities for U.S. goods and services.

Bilateral trade between the U.S. and Honduras totaled $9.8 billion in 2013. Honduras ranks as Florida’s 9th top merchandise trading partner having exported nearly $4.5 billion of merchandise in 2014.

How to Participate

Are you a Florida company that manufactures or provides a value added service? Are interested in doing business with Honduras? Consider joining the Export Sales Mission to Honduras as a Gold Key participant. The Gold Key Service is one of the most efficient ways to meet with a pre-screened potential cross-border business associate, whether you are seeking an agent, a distributor, or a partner. Individual meetings will be arranged during the mission by the U.S. Commercial Service in Tegucigalpa to ensure pre-screened Honduran companies for you to do business with. Grants are available to qualifying companies.

Companies or individuals interested in participating in the mission can also consider joining as a delegate. Delegate participants will benefit from the various networking events offered during the mission.

If you provide these services or products, you should consider joining the Export Sales Mission to Tegucigalpa, Honduras!

Best export opportunities for Florida companies:

- Safety & Security Equipment
- Packaging & Food Processing Equipment
- Hotel & Restaurant Equipment
- General Consumer Goods
- Automotive Parts/Service Equipment
- Apparel & Footwear
- Construction Equipment & Services
- Agricultural Equipment
- Clinical/Laboratory Equipment
There are two ways of participating:

### Option 1: GOLD KEY PACKAGE

- **First company representative** ............... $1,050
- **Additional company representative** .... $450

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

Gold Key participation will be limited to Florida manufacturers, distributors, and service companies that best meet the participation criteria. Selection of these firms will be on a first come, first-served basis. Final selection will be determined by the U.S. Commercial Officer after a review to ensure market suitability. Once EFI receives your application form, a US Commercial Service (USCS) officer in Honduras will conduct an assessment of your product or service. You will be notified of approval within approximately 10 business days.

### Option 2: DELEGATE PACKAGE

- **Delegate** .............................. $500 per person

Package includes the following:
- Admission to all mission events.
- 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.

### GRANTS

Gold Key grants will be available to qualified Florida manufacturers as well as eligible high-tech and professional service providers. The grant offsets 100% of the gold key service registration fee for the first company representative. A separate application process will be required for this grant. Additional company representatives will be charged $450.

### TRAVEL ARRANGEMENTS

Express Travel, an independent travel agency, will coordinate all airline and hotel reservations. Special group discounted airfare and hotel rates have 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.

### ESTIMATED TRAVEL COSTS

- **Intercontinental Tegucigalpa (official Mission hotel)**
  - Single ........................................ approx. $169 + tax
  - Double ................................. approx. $184 + tax

  *These rates include breakfast and wifi

- Round-trip airfare from Miami to Tegucigalpa on American Airlines ................................... approx. $715.97

### CANCELLATIONS

Cancellations prior to November 1, 2015 must be made in writing and sent to Stephanie Pavolini at spavolini@enterpriseflorida.com. No VERBAL cancellations will be accepted. For a full refund, cancellations must be received by November 1, 2015.

Contact Stephanie Pavolini for details:
(305) 808-3388 or spavolini@enterpriseflorida.com

**Gold Key Registration Deadline:** October 5, 2015

**Delegate Package Registration Deadline:** November 2, 2015

For registration forms, contact:
Stephanie Pavolini at spavolini@enterpriseflorida.com
or Jorge Riano at jriano@enterpriseflorida.com

Registration will not be considered final until online registration is complete, travel arrangements have been made, and payment has been received.