

ENTERPRISE FLORIDA  
TRADE DEVELOPMENT  
PROGRAMS AND SERVICES

*International trade is big business in our state and we know what it takes to make it happen! Enterprise Florida helps thousands of companies around the state enter and expand in global markets through nationally recognized programs and services. Contact your local Enterprise Florida trade representative to learn how.*

**Export Counseling** – Professional trade counselors around the state provide free export counseling including evaluation of a company’s market readiness, selecting target markets for your products or services, market research, information on channels of distribution in target markets, and introductions to our International Offices.

**Educational Events** – Educational roundtables, seminars, and conferences on export fundamentals are offered throughout the state on topics such as researching markets, developing an export strategy, logistics, promotional opportunities and more.

**Overseas Trade Missions & Shows** – Participation in overseas trade missions and trade shows provides opportunities for Florida companies to showcase their products and services and meet one-on-one with potential customers worldwide.

**International Trade Events Newsletter** – A bi-weekly newsletter will keep you up-to-date on upcoming international trade events – from local educational workshops and seminars to overseas trade shows and trade missions.

**Florida Export Directory** – Exporters can gain international market exposure through the [FloridaExportDirectory](#) by promoting your products and services all over the globe where foreign buyers can find you.

**Certificates of Free Sale** – Enterprise Florida can prepare Certificates of Free Sale for firms involved in the export of products manufactured in, or distributed from, the state of Florida.

**World Bank** – Enterprise Florida serves as a Private Sector Liaison Officer (PSLO) to guide Florida businesses through funding and procurement opportunities with the World Bank.

**Export Marketing Plans** – Working in partnership with the Florida SBDC Network, Export Marketing Plans help qualified Florida manufacturers and services providers pinpoint the best countries for their products, develop the right entry strategies, and promote their products abroad.

**Target Sector Trade Show Grants** – Qualified companies can apply for trade show grants with reimbursements of 75% (up to \$7,500) or 100% (up to \$10,000) of the cost of a trade show booth depending on company size and target market.

**Gold Key/Matchmaker Grants** – New or infrequent exporters can meet with pre-screened buyers, agents, and distributors in foreign markets with a Gold Key/Matchmaker Service. Reimbursable grants cover the cost of the matchmaker fee.

**Website Localization Grants** – Globalize your website by making it local with *Florida Online Global* – fully customized websites in your target markets. Two grant funding options are available to offset your website development costs.

**International Registration Grants** – Qualified companies can apply for grants to offset the costs of registrations and certifications required to do business in foreign markets.

**Export Finance** – In collaboration with the Florida Export Finance Corporation, EFI can guide small and medium-sized companies to state and federal resources that can help finance your export transactions.

**Africa Trade Expansion Program** – Florida is one of the few U.S. states with a dynamic program to support companies seeking access to markets throughout Africa – a continent of over one billion people – and Southern Africa in particular.

**To learn more about Enterprise Florida trade programs and services, please contact your local trade representative or visit [www.enterpriseflorida.com/export](http://www.enterpriseflorida.com/export).**

**TAMPA OFFICE**

**Counties Served:** Charlotte, Citrus, Desoto, Hardee, Hernando, Hillsborough, Manatee, Pasco, Pinellas, Sarasota

Mr. Joseph Bell  
[jbelle@enterpriseflorida.com](mailto:jbelle@enterpriseflorida.com)  
 Phone: (813) 276-9430

201 North Franklin Street, Suite 201  
 Tampa, FL 33602

**PENSACOLA OFFICE**

**Counties Served:** Bay, Calhoun, Escambia, Franklin, Gadsden, Gulf, Holmes, Jackson, Jefferson, Leon, Liberty, Okaloosa, Santa Rosa, Wakulla, Walton, Washington

Ms. Andrea Moore  
[amoore@enterpriseflorida.com](mailto:amoore@enterpriseflorida.com)  
 Phone: (850) 469-8989

418 W. Garden Street, Suite 109  
 Pensacola, FL 32502

**CORAL GABLES/HEADQUARTERS**

**Counties Served:** Collier, Glades, Hendry, Lee, Miami-Dade, Monroe

Ms. Alejandra Henao  
[ahenao@enterpriseflorida.com](mailto:ahenao@enterpriseflorida.com)

Mr. Carlos Guerra  
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201 Alhambra Circle, Suite 610  
 Coral Gables, FL 33134

Phone: (305) 808-3660

**ORLANDO OFFICE**

**Counties Served:** Brevard, Highlands, Lake, Marion, Orange, Osceola, Polk, Seminole, Sumter, Volusia

Mr. Michael Cooney  
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 Phone: (407) 956-5678

800 N. Magnolia Avenue, Suite 1100  
 Orlando, FL 32801

**JACKSONVILLE OFFICE**

**Counties Served:** Alachua, Baker, Bradford, Clay, Columbia, Dixie, Duval, Flagler, Gilchrist, Hamilton, Lafayette, Levy, Madison, Nassau, Putnam, St. Johns, Suwannee, Taylor, Union

Mr. Larry Bernaski  
[lbernaski@enterpriseflorida.com](mailto:lbernaski@enterpriseflorida.com)  
 Phone: (904) 359-9350

3 Independent Drive  
 Jacksonville, FL 32202

**WEST PALM BEACH OFFICE**

**Counties Served:** Broward, Indian River, Martin, Okeechobee, Palm Beach, St. Lucie

Mr. John Diep  
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 Phone: (561) 832-8339

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 West Palm Beach, FL 33401

**INTERNATIONAL OFFICES**

Enterprise Florida maintains a network of 14 International Offices in 13 foreign countries whose markets offer important trade and/or investment opportunities for Florida.



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