

# VIRTUAL BUSINESS MATCHMAKING SERVICE CANADA

Since 1996, Enterprise Florida's (EFI) International Trade & Development Division has been a strong advocate for business growth through market diversification. We help Florida-based businesses enter and succeed in foreign markets.

Canada is Florida's #1 global economic partner. According to a study published by the Canadian Consulate in Miami, trade between Florida and Canada is worth more than \$7 billion annually, of which about \$1.4 billion flows directly between Canadian airports/seaports and those in Florida. It is the second largest market for Florida-origin goods behind Brazil and its total value of exports reached over U.S. \$4 billion annually.

Canadian imports from Florida have grown by over 50% in the last decade. Canada imports \$3-4 billion U.S. worth of Florida-origin goods each year, across a wide variety of industries, including:

**IT Products • Aerospace Parts • Medical Devices & Equipment • Fertilizers • Pharmaceuticals • Electronic Components**

## OUR NETWORK—YOUR OPPORTUNITY

In the wake of unprecedented market disruptions and travel restrictions, Enterprise Florida is pleased to support the state's business community with the new Virtual Business Matchmaking Service (VBM). This service is designed to help facilitate your market entry by matching you with suitable foreign partners, distributors and buyers.



### Advantages

- YOU define ideal partner criteria
- YOU pick desired meeting partners from a long list of suitable, qualified companies resulting from a thorough distributor/agent/VAR search
- No need to travel
- Scheduling flexibility



### Results

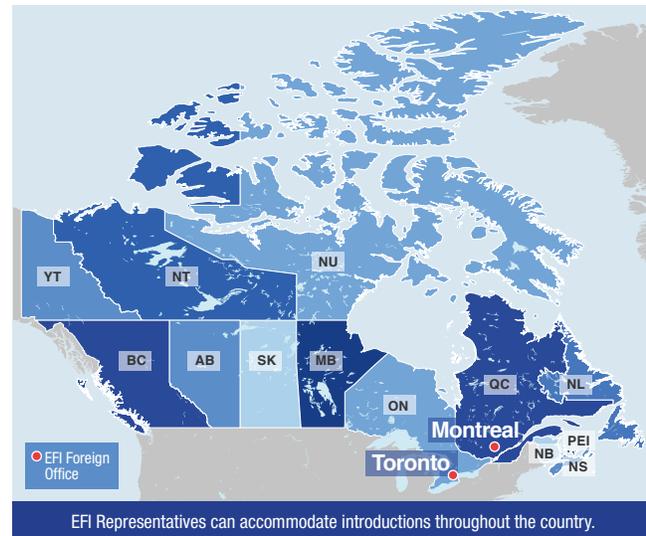
The VBM delivers virtual introductions via teleconference or video conference of five interested agents, distributors or partners in your target markets who have been pre-screened and pre-qualified.



### Costs: \$1,850 (or \$0 with trade grant)\*

For eligible small businesses, Enterprise Florida's trade grant will cover the full cost of the VBM on a reimbursement basis, making the service completely free.

\*Eligibility criteria apply.



**Raidan Al-Eryani**  
Director  
EFI Canada-Montreal



**Hesam Houryaband**  
Deputy Director  
EFI Canada-Toronto



For more information about EFI's **Virtual Business Matchmaking Service** and other support services, contact:

### Andrea Moore

Regional Manager, International Trade Development, Enterprise Florida Inc.

[amoore@enterpriseflorida.com](mailto:amoore@enterpriseflorida.com)  
850-469-8989