

# VIRTUAL BUSINESS MATCHMAKING SERVICE MEXICO

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. In Mexico, Enterprise Florida's foreign office assists Florida companies with all aspects of exporting. Of the top ten Florida's trading partners, Mexico ranks seventh with a total trade value of \$6,450 million U.S. in 2019.

## THE MEXICO MARKET—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. Why Mexico? Mexico offers opportunities for Florida companies in several sectors. With the launching of the USMCA trade agreement, they will be able to take advantage of improved trade facilitation and easier market access. Key sectors include: information technology, packaging material, medical equipment and devices, supply chain for the automotive and aerospace industry, environmental technologies and more.



### 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
- A minimum of five (5) virtual meetings with suitable partners
- Translation service included



### Results

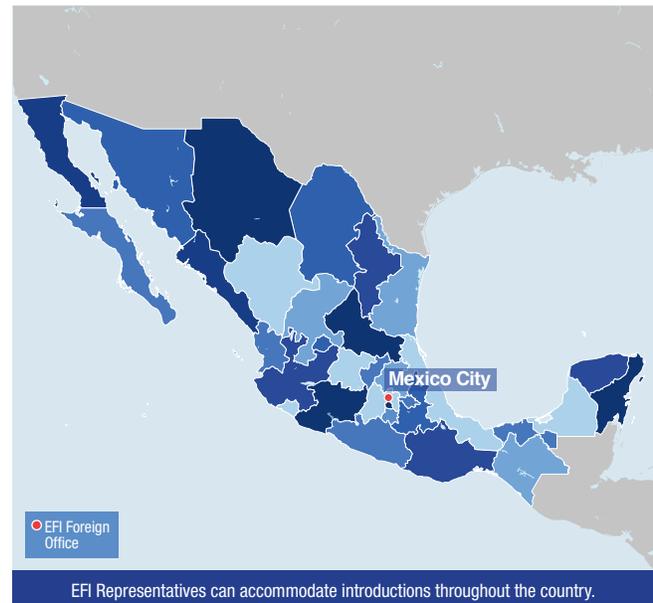
The VBM delivers virtual introductions via teleconference or video conference of five (5) interested agents, distributors or partners in your target markets who have been pre-screened and pre-qualified.



### Costs: \$1,000 (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.



**Ana Arroyo**  
Director  
EFI Mexico



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