The “E-Team”: Enterprise Florida’s Approach to Helping Florida Companies Sell Products & Services in Foreign Markets

Florida Photonics Cluster – General Members Meeting
Orlando, Florida
Thursday April 24, 2018
What is Enterprise Florida and what does it do?

Enterprise Florida, Inc. (EFI) is a public-private partnership between Florida’s business and government leaders and is the principal economic development organization for the state of Florida. EFI’s mission is to expand and diversify the state’s economy through job creation. In pursuit of its mission, EFI works closely with a statewide network of economic development partners and is funded both by the State of Florida and by private-sector businesses.
Who We Serve

- Small and medium-sized Florida companies (SMEs) many of which are manufacturers, high-tech, and professional services companies who are
  - New-to-export
  - Infrequent exporters
  - Mature exporters looking to diversify markets
- Florida economic development and trade organizations (EDOs)
- International companies interested in Florida’s products and services
- Foreign direct investors interested in expanding in or relocating to Florida
EFI’s Int’l Trade & Development Mission

Provide a **STATEWIDE TRADE DEVELOPMENT** network to assist Florida SMEs to export worldwide.

Assist Florida companies to **IDENTIFY INTERNATIONAL CLIENTS AND DIVERSIFY MARKETS** through a menu of export support programs.

**MARKET THE STATE’S BUSINESS ADVANTAGES** worldwide through Florida’s international offices and trade events.

Provide an **INTERNATIONAL REPRESENTATION NETWORK** to identify FDI prospects and to help Florida companies to export.
Why Export?

- 95% of consumers are outside of the U.S. – and the middle-class is growing globally

- U.S.-made products are in demand around the world

- Companies that export:
  - Grow faster
  - Pay higher wages
  - More profitable than those that do not

- Diversifying your markets can keep overall sales stable – and may keep you in business

- Trade assistance is readily available for companies of all sizes through EFI, USEAC, and SBDCs
| 60,000 | • Number of Florida exporters - 2nd only to CA |
| $142 B | • Florida’s total two-way trade with the world in 2016 |
| $52 B | • Value of Florida-origin exports in 2016 |
| #7 | • Seventh largest export state in the U.S. |
Florida’s Export Scorecard

2.5 M
- # of jobs that international trade supports in Florida

36%
- % of the state’s production that is exported (3rd in the U.S.)

#4
- Fourth largest exporters of services in the U.S.

#3
- Third largest exporter of high-tech goods in the U.S.
Florida Seaports

Port of Pensacola
Port of Panama City
Port of Port St. Joe
Port Citrus
Port of St. Petersburg
Port Manatee
Port of Tampa
Port of Fort Pierce
Port Canaveral
Port of Fernandina
Port of Jacksonville
Port of Palm Beach
Port Everglades
Port Miami
Port of Key West
Target Sectors

- Aviation & Aerospace
- Clean Technologies – Energy and Environmental
- Defense and Homeland Security
- Information Technologies/Telecommunications
- Life Sciences
- Marine Industry
- Logistics and Distribution
- Manufacturing
- Professional and Financial Services
Florida’s Export Snapshot


- Brazil: $3.6
- Canada: $3.5
- Mexico: $2.8
- Colombia: $2.2
- Germany: $1.9
- Chile: $1.9
- Dom. Republic: $1.7
- Paraguay: $1.5
- Peru: $1.5
- UAE: $1.5

$US Billions
Florida’s Export Snapshot

World Region as Share of Florida-Origin Exports, 2016

- Latin America & the Caribbean: 50.1%
- Europe (Excl. Turkey): 18.2%
- Asia & the Middle East: 17.5%
- Canada/Mexico: 4.4%
- Australia & Oceania: 1.1%
- African Continent: 1.0%
# Florida’s Export Snapshot

## Top 10 Florida-Origin Export Commodities, 2016

<table>
<thead>
<tr>
<th>Rank</th>
<th>Commodity</th>
<th>Millions of U.S. Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>TOTAL FLORIDA-ORIGIN EXPORTS</strong></td>
<td><strong>$52,049.4</strong></td>
</tr>
<tr>
<td>1</td>
<td>Civilian Aircraft, Engines, And Parts</td>
<td><strong>$5,419.9</strong></td>
</tr>
<tr>
<td>2</td>
<td>Electric Apparatus For Line Telephony Etc, Parts</td>
<td><strong>$3,788.1</strong></td>
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<tr>
<td>3</td>
<td>Automatic Data Processing Machines; Magnetic Readers Etc</td>
<td><strong>$1,817.0</strong></td>
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<tr>
<td>4</td>
<td>Mineral Or Chemical Fertilizers; Fertilizer Packs</td>
<td><strong>$1,757.4</strong></td>
</tr>
<tr>
<td>5</td>
<td>Motor Cars &amp; Vehicles For Transporting Persons</td>
<td><strong>$1,156.0</strong></td>
</tr>
<tr>
<td>6</td>
<td>Medical, Surgical, Dental Or Veterinary Instruments, Parts</td>
<td><strong>$1,101.3</strong></td>
</tr>
<tr>
<td>7</td>
<td>Electronic Integrated Circuits &amp; Microassemblies, Parts</td>
<td><strong>$1,057.0</strong></td>
</tr>
<tr>
<td>8</td>
<td>Turbojets, Turbopropellers &amp; Other Gas Turbines, Parts</td>
<td><strong>$861.6</strong></td>
</tr>
<tr>
<td>9</td>
<td>Articles Of Jewelry &amp; Parts, Of Precious Metal Or Metal Clad</td>
<td><strong>$839.5</strong></td>
</tr>
<tr>
<td>10</td>
<td>Parts and Accessories for Typewriters &amp; Other Office Machines</td>
<td><strong>$734.9</strong></td>
</tr>
<tr>
<td></td>
<td><strong>ALL OTHER COMMODITIES</strong></td>
<td><strong>$33,516.6</strong></td>
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</tbody>
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Trade Services Provided

INFORMATION
- Consultations
- Data
- Introductions

EVENTS
- Trade Shows
- Trade Missions
- Seminars/
  Workshops

GRANTS
- TSTSG
- Gold Key
- EMP
- Website
- Translation
Information

- **One-on-one consultations** on all aspects of exporting

- Customized research reports

- **Introduction** overseas

- **Educational Events** are conducted throughout the state on export fundamentals, opportunities, developing an export strategy and more


- The **International Trade Events Newsletter** keeps you informed about upcoming local and overseas trade events.

- **EFI’s World Bank Private Sector Liaison Officer** can help guide your business on working with the World Bank.
Trade Shows are *industry-specific events* where EFI organizes Florida Pavilions in major target sector trade shows overseas, so that Florida companies can showcase their latest products and services.

**UPCOMING TRADE SHOWS**

- CEBIT (Germany)
- Farnborough Air Show (UK)
- Marine Equipment Trade Show (Netherlands)
- Hospitalar (Brazil)
- GITEX (Dubai)
- Medica (Germany)
Events – Trade Missions

Trade Missions are *multi-sector events* in target markets organized to help Florida companies identify new clients and develop strategic relationships through business matchmaking events.

**Upcoming: Trade Mission to Hong Kong/China**

**2018 TRADE MISSIONS**

- Export Sales Mission to Costa Rica (2/18)
- Export Sales Mission to Hong Kong & China (6/18)
- Service Export Sales Mission to Brazil (6/18)
- Florida Trade Mission to Tanzania/Kenya (11/18)
Trade Grants

- **Target Sector Trade Show Grants** provide event-specific grants to cover 50% of the cost of a *trade show booth* on a reimbursement basis to eligible SMEs, up to $6,000.

- **Gold Key/Business Matchmaker Grants** reimburse up to $1,000 to cover the cost of a U.S. Commercial Service Gold Key Service or a similar overseas Business Matchmaker program.

*Trade grants can be used for EFI-sponsored events as well as those not affiliated with EFI.*
Trade Grants

- **Export Marketing Plans** are prepared by FSBDC Network professionals and are designed to provide Florida small and medium-sized manufacturers a road map to enter the export business. Valued at $4,000, companies pay only $500 while a trade grant covers the remaining cost.

- **Florida Online Global – Website Localization** helps you globalize your business by making it local with fully customized websites in your target markets. Website services are provided by IBT Online and trade grants cover $6,000 for two different funding options.
Trade Grants

FLORIDA'S ONLINE GLOBAL PROGRAM
GO GLOBAL WITH WEBSITE LOCALIZATION

WORKING TOGETHER TO HELP YOU EXPAND INTERNATIONALLY
Enterprise Florida, Inc. (EFI) works closely with IBT Online to deliver the Florida Online Global program, building and marketing country specific websites for Florida companies.

FLORIDA ONLINE GLOBAL OPTION A:
TWO MARKET EXPANSION

Deliver: A defined program of two country-specific websites that are fully localized for your top two international target markets (example Mexico and Germany...).

Statement of work:
- Kick off conference call and planning
- Assistance with domain names, choice and registration, template design/layout with corporate branding
- For each country-specific website, 12 web pages (1 home page, 1 about us page, 8 product/service pages, 1 contact page, 1 compliance page) localized and translated content (2,000 words maximum, per page).

FLORIDA ONLINE GLOBAL OPTION B:
MULTI-MARKET WEB PRESENCE

Deliver: A customized program of multi-market country-specific websites and marketing that are fully localized for your top international target markets (example Mexico, Brazil, Germany, the UK, the UAE, Japan and China...).

Statement of work:
- Kick off conference call, objectives, target markets and scope
- Customized proposal, presentation, adaptation and finalization
- Strategic planning, website specification and architecture
- Content localization and translation and
Photonics Events

**LASER World of PHOTONICS**

Munich, Germany  
June 24-27, 2019

This biannual event combines a global trade fair and industry conferences and is widely considered a leading marketplace and think tank for the laser and photonics industry. It combines research and applications, and promotes the use and further development of optical technologies, and a wide range for components, systems and applications in photonics. [www.world-of-photonics.com](http://www.world-of-photonics.com)

**SPIE.**  
Security and Defence, 11-13 September 2018 – Berlin, Germany

**SPIE.**  
Photonics Asia, 11-13 October 2018 – Beijing, China
Northwest Florida Trade Manager

PENSACOLA to TALLAHASSEE

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