



# Global Florida Webinar September 25, 2018

Ireland & the United Kingdom  
Trade Mission & Matchmaking



## DAN TAPIA

Manager, International Strategy & Policy  
Florida Chamber of Commerce

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# Agenda

- I. Welcome | **Dan Tapia**, Manager, International Policy & Strategy, Florida Chamber of Commerce
- II. Guest Speakers:
  - **Janet Jainarain**, Vice President, International Marketing & Research, Enterprise Florida, Inc.
  - **Conor Griffiths**, Trade & Investment Consultant, OCO Global
- III. Audience Comments
- IV. Adjourn



The Florida Chamber of Commerce will be **leading** a Business Development and Trade Mission to Dublin, Ireland and London, United Kingdom. This mission will provide Florida businesses with the opportunity to meet with potential customers and partners who will build your understanding and export capability in two very dynamic markets.

**FLORIDA  
CHAMBER**  
*of Commerce*



The banner features the Florida Chamber of Commerce logo in the top left corner. The main visual is a large image of the Irish flag and the Union Jack flag. Below the flags, the text "Business Development & Trade Mission to Ireland & UK" is displayed in white on a dark blue background. Underneath this, "Ireland, UK" is on the left, the dates "03 DEC 2018 - 07 DEC 2018" are in the center, and a red "REGISTER >" button is on the right.

FLORIDA  
CHAMBER  
of Commerce

Business Development & Trade Mission to Ireland & UK

Ireland, UK

03 DEC 2018 - 07 DEC 2018

REGISTER >

## Sponsors



Holland & Knight



# Mission Itinerary (Subject to Change)

## **Saturday, December 1, 2018 (Dublin, Ireland)**

- Recommended Travel Day

## **Sunday, December 2, 2018 (Dublin, Ireland)**

- Free For Your Own Appointments

## **Monday, December 3, 2018 (Dublin, Ireland)**

- Ireland Commercial Briefing by the U.S. Embassy
- One-on-One Business Matchmaking
- Lunch with Business and Industry Groups
- Welcome Reception at Guinness Storehouse.

## **Tuesday, December 4, 2018 (Dublin, Ireland)**

- “Doing Business in Florida” Seminar
- One-on-One Business Matchmaking
- Lunch with Business and Industry Groups
- Networking Reception at Dublin City Hall

## **Wednesday, December 5, 2018 (Dublin, Ireland – London, U.K.)**

- Depart to London, U.K.
- “Welcome to London” Luncheon
- United Kingdom Country Commercial Briefing by the U.S. Embassy
- Networking Reception at the US Embassy in Partnership with Leadership Florida

## **Thursday, December 6, 2018 (London, U.K.)**

- “Doing Business in Florida” Seminar
- One-on-One Business Matchmaking.
- “Florida as your Logistics Hub” Seminar
- Closing Reception

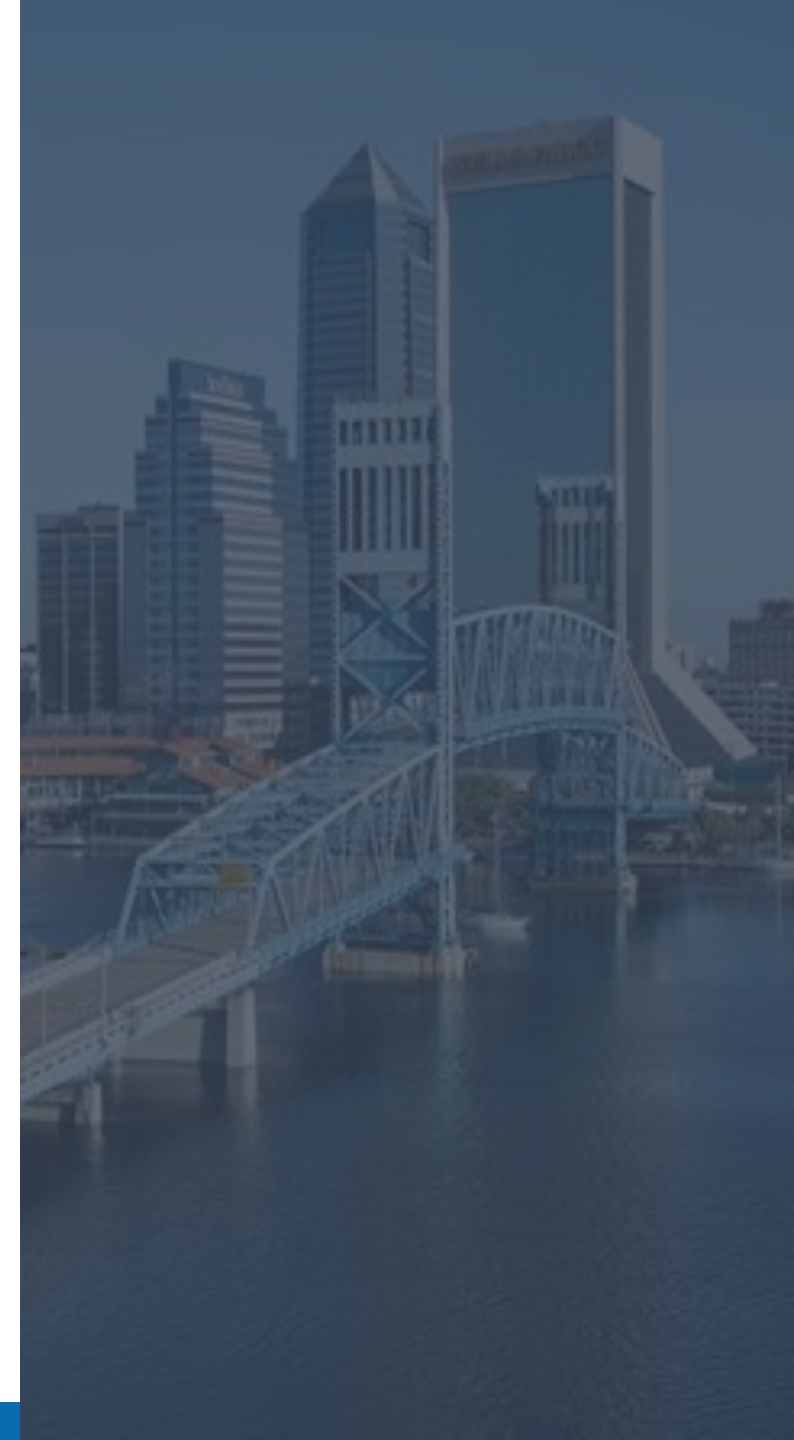
## **Friday, December 7, 2018 & Saturday, December 8, 2018 (London, U.K.)**

- Delegates Depart on Their Own

# Fees

- Full Registration (Dublin, London): \$1,500
- One City or Additional Company Registrant: \$750
- Guest Registration: \$500
- **Business to Business Matchmaking Fees are Additional**
- Registration fees include:
  - Networking receptions
  - Some meals
  - Local ground transportation for listed events

\*Airfare and lodging accommodations are not included with registration\*





## JANET JAINARAIN

Senior Vice President, International  
Trade & Development  
Enterprise Florida, Inc.





## ***Helping Florida Companies Expand Overseas***

### **Business Matchmaker Trade Grants**

Janet Jainarain, Marketing & Research

Chris Munoz, Trade Manager





# About Enterprise Florida, Inc. (EFI)

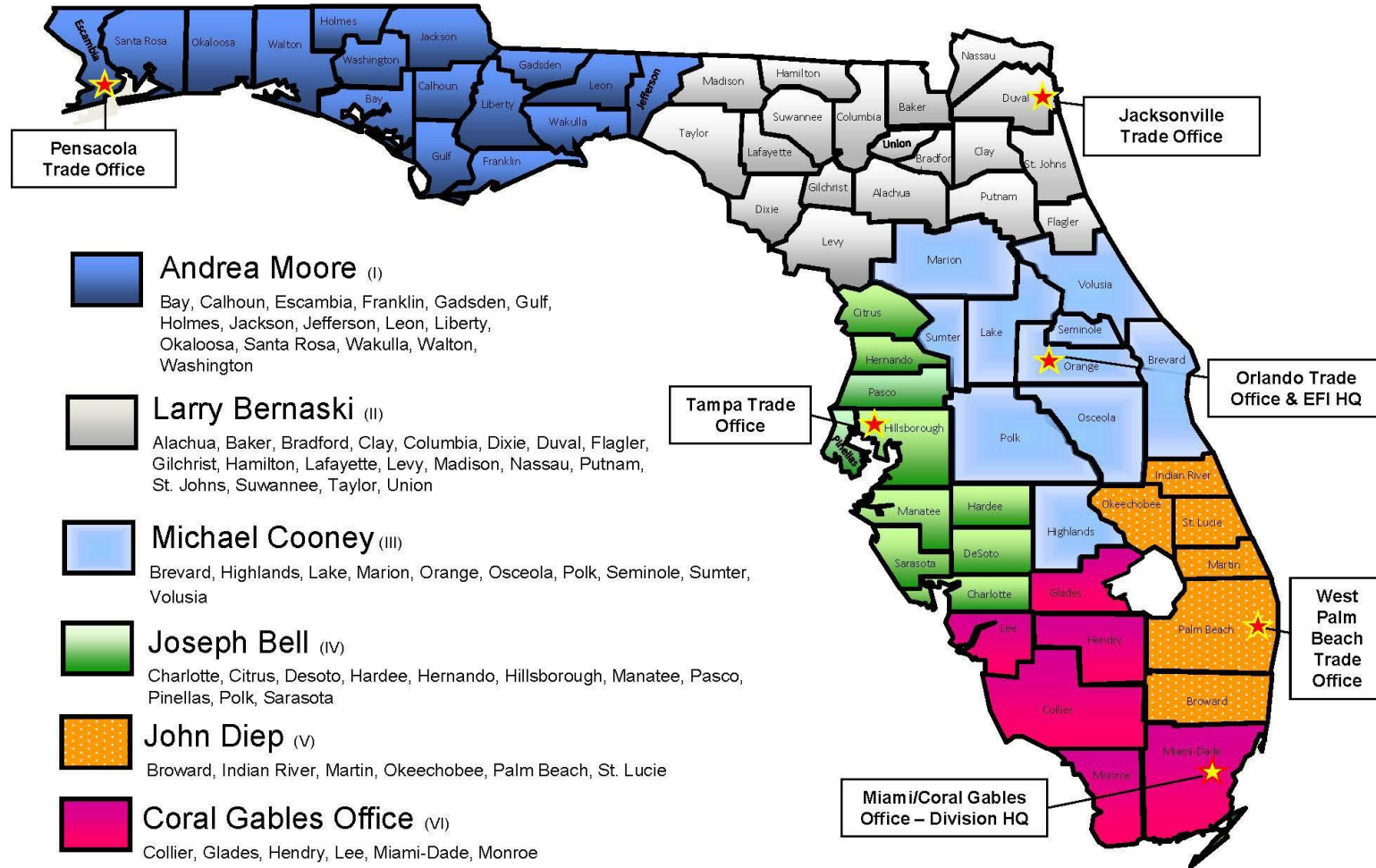
- ***Principal economic development organization*** for the State of Florida since 1996
- ***Private, not-for-profit corporation***, chaired by Florida's Governor
- Funded by the ***State of Florida and investors*** from the private sector (Board of Directors)
- Statewide ***network of partnerships*** with local economic development organizations, government agencies, sector associations and chambers, universities, and other stakeholders

# EFI's Int'l Trade & Development Division

- Provide a ***statewide trade development*** network to assist Florida SMEs to export worldwide
- 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

# Florida Trade Offices

## Florida Trade Offices

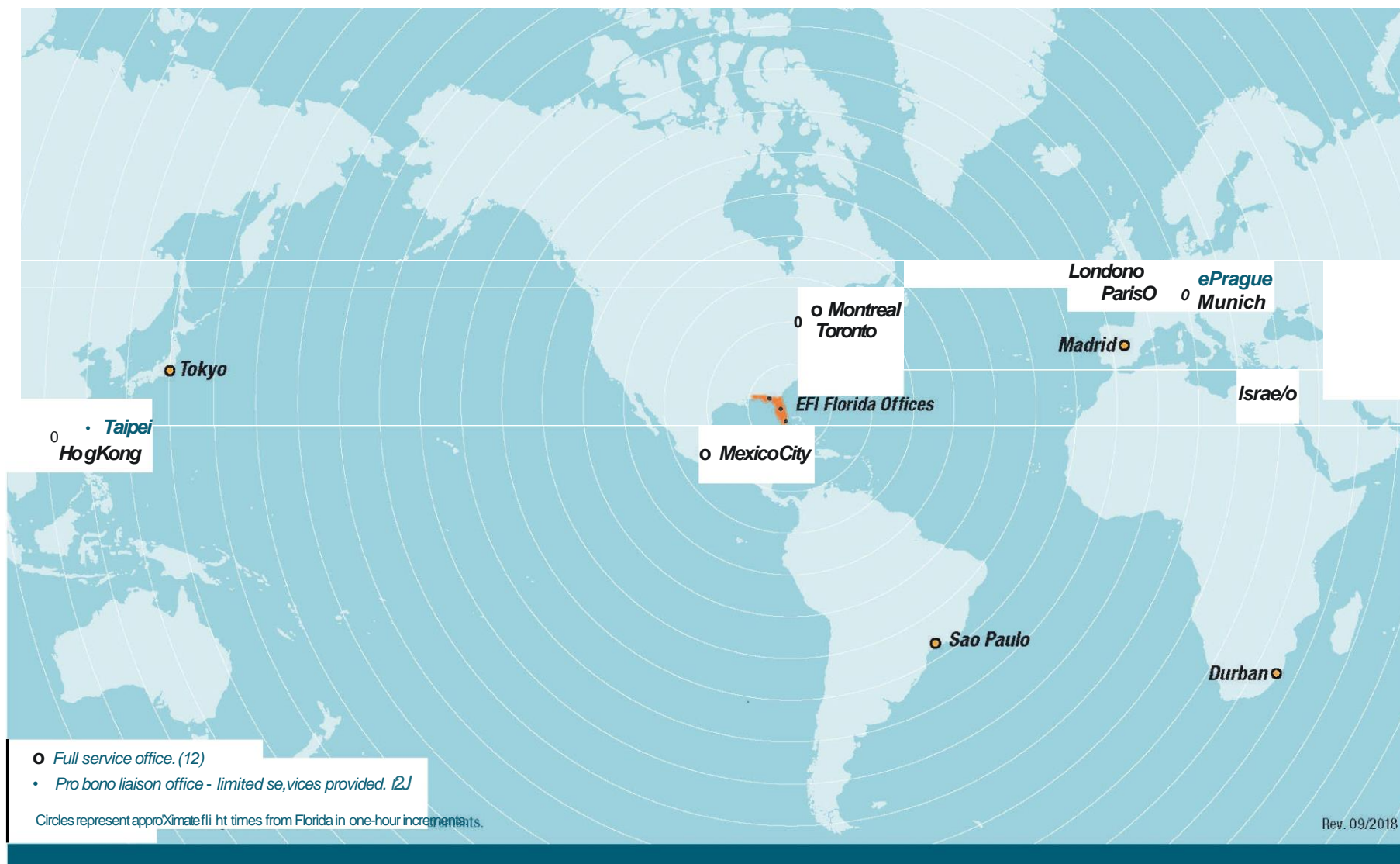




# INTERNATIONAL OFFICES

FLORIDA  
THE

FUTURE IS HERE.



# Trade Services Provided

- **Statewide Trade Offices** provide an array of programs and services to Florida manufacturers, export intermediaries and professional services providers through our network located in Jacksonville, Orlando, Pensacola, Tampa, West Palm Beach, and Miami.
- **International Office Network** provides Florida companies with access to global markets. Offices are located in Brazil, Canada, Czech Republic, France, Germany, Hong Kong, Israel, Japan, Mexico, South Africa, Spain, Taiwan and the U.K.
- **Export Counseling** includes a FREE evaluation of a company's market readiness, selecting target markets for its products or services, trade statistics, research and problem solving assistance.
- **Export Finance** advice in collaboration with the Florida Export Finance Corporation can guide small-to-medium sized companies to other state and federal sources (SBA, EXIM Bank).

# Trade Services Provided

## ➤ TRADE MISSIONS

Multi-sector events in target markets organized to help Florida companies identify new clients and develop strategic relationships through business matchmaking events.

## ➤ TRADE SHOWS

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.

### RECENT & UPCOMING TRADE MISSIONS

Israel (12/17)
Costa Rica (2/18)
China (5/18)
Tanzania/Kenya (11/18)
Dominican Republic (11/18)

### EXAMPLES OF TRADE SHOWS

FIDAE (Chile)
Arab Health (UAE)
Marine Equipment Trade Show (Netherlands)
Singapore Air Show (Singapore)
GITEX Technology Week (UAE)
Africa Health (South Africa)



# Trade Services Provided

- **Educational Events** are conducted throughout the state on export fundamentals, opportunities, developing an export strategy and more.
- **Certificates of Free Sale / Good Manufacturing Practices** are required by some countries before a product can enter the country. EFI provides this service.
- **The Florida Export Directory** is an online platform to promote your products around the world. Register your company at [www.FloridaExportDirectory.com](http://www.FloridaExportDirectory.com).
- **The International Trade Events Newsletter** keeps you informed about upcoming local and overseas trade events.
- **EFI's World Bank Private Sector Liaison Officer** is available to guide your business on working with the World Bank.

# Florida Export Diversification & Expansion Grants

- **Target Sector Trade Show Grants** (Reimburse 75% of trade show booth costs up to \$7,500 or 100% up to \$10,000 depending on company size and target market)



- **Export Marketing Plans** (Priced at \$4,000, companies pay only \$500 while a trade grant covers the remaining \$3,500)



- **Florida Online Global – Website Localization** (Grant covers \$8,000 for two different funding options to have foreign-language websites created)



# Business Matchmaker Grants

- Enterprise Florida is offering **Business Matchmaker Grants** to eligible companies participating in the Florida Chamber's Business Development & Trade Mission to Ireland and the UK

***Grants will reimburse qualified companies the FULL cost of the matchmaking service***

## ***Two options:***

- **\$2,500** for matchmaking in a single market (Ireland or the UK)
- **\$2,000** for each market if visiting two **(total of \$4,000)**



# Business Matchmaker Grants

## Qualifications:

- Company must be located and registered in the state of Florida with the *Division of Corporations*
- Have less than 500 employees
- In business for at least two years
- Must be one of the following:
  - New-to-export
  - New-to-market
  - Infrequent exporter



***(Grant recipients will be required to submit an Export Sales Report to EFI)***

# Business Matchmaker Grants

## Qualifications, *Continued*:

- Products must manufactured in the state or services provided from within the state

## Eligible Professional Services Sectors

- Architecture/Construction/Engineering Services
- Aviation Services
- Computer Services
- Education/Training Services
- Financial Services
- Healthcare Services
- Information Services
- Investment Services
- Management Consulting Services
- Operations/Management Services
- Telecommunications Services
- Water Resources Equipment Services

# Business Matchmaker Grants - Process



Register for Florida  
Chamber's  
Business  
Development &  
Trade Mission



Arrange for One-on-  
One Business  
Matchmaking  
through Conor  
Griffiths of OCO



Contact Chris  
Munoz, Enterprise  
Florida Trade  
Manager, for online  
grant application





# For Further Information

## Business Matchmaker Trade Grants for Florida Chamber Mission

**Chris Munoz, Trade  
Manager** International  
Trade & Development  
Enterprise Florida, Inc.  
Phone: (305) 808-3386

[cmunoz@enterpriseflorida.com](mailto:cmunoz@enterpriseflorida.com)

For all other trade grants, please visit:

[www.enterpriseflorida.com/grants](http://www.enterpriseflorida.com/grants)



***THANK YOU!***

**Helping Florida Companies Expand Overseas**

Janet Jainarain, Marketing & Research

Chris Munoz, Trade Manager





# CONOR GRIFFITHS

Trade & Investment Consultant  
OCO Global



# **Mission to the UK and Ireland**

## OCO Global Matchmaking Services

September 2018





# OCO: Enterprise Florida's Delivery Partner in Europe

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OCO is the delivery partner for inward investment for Enterprise Florida in the UK, Ireland, France, Italy and Benelux.

Acting as in-market representatives we identify, engage and promote Florida as a destination for foreign direct investment and job creation to growing companies.

We are targeted job creation so Florida's success has been at the heart of our work for more than 10 years

# OCO and Enterprise Florida in Numbers



**13** years in partnership. OCO has been a trusted partner of EFI since 2005

**66** companies established in Florida since 2007 as a result of OCO's European support

**2211** jobs created in Florida as a result of OCO's representation in Europe

**200** million USD investment into the State of Florida as a result of its partnership with OCO

# OCO Global: Specialists in Internationalisation



- Partner of choice for 100s of companies as they expand globally
- Partner of choice for leading economic development agencies across the world
- Created over 100,000 jobs and \$m's in revenue for our clients since 2001

Founded in 2001, OCO has been supporting Economic Development Organisations and private companies alike to internationalise into new markets across the world.



# OCO's Experience in US Trade



OCO works extensively with various EDO's across the US to support export trade activities of US companies to the UK and Ireland. We are a long term trusted partner for Florida, Missouri, Ohio, Maine and Colorado and have supported various other US States with trade missions to the UK and Ireland.



1. OCO also have a series of regional and city level US clients\

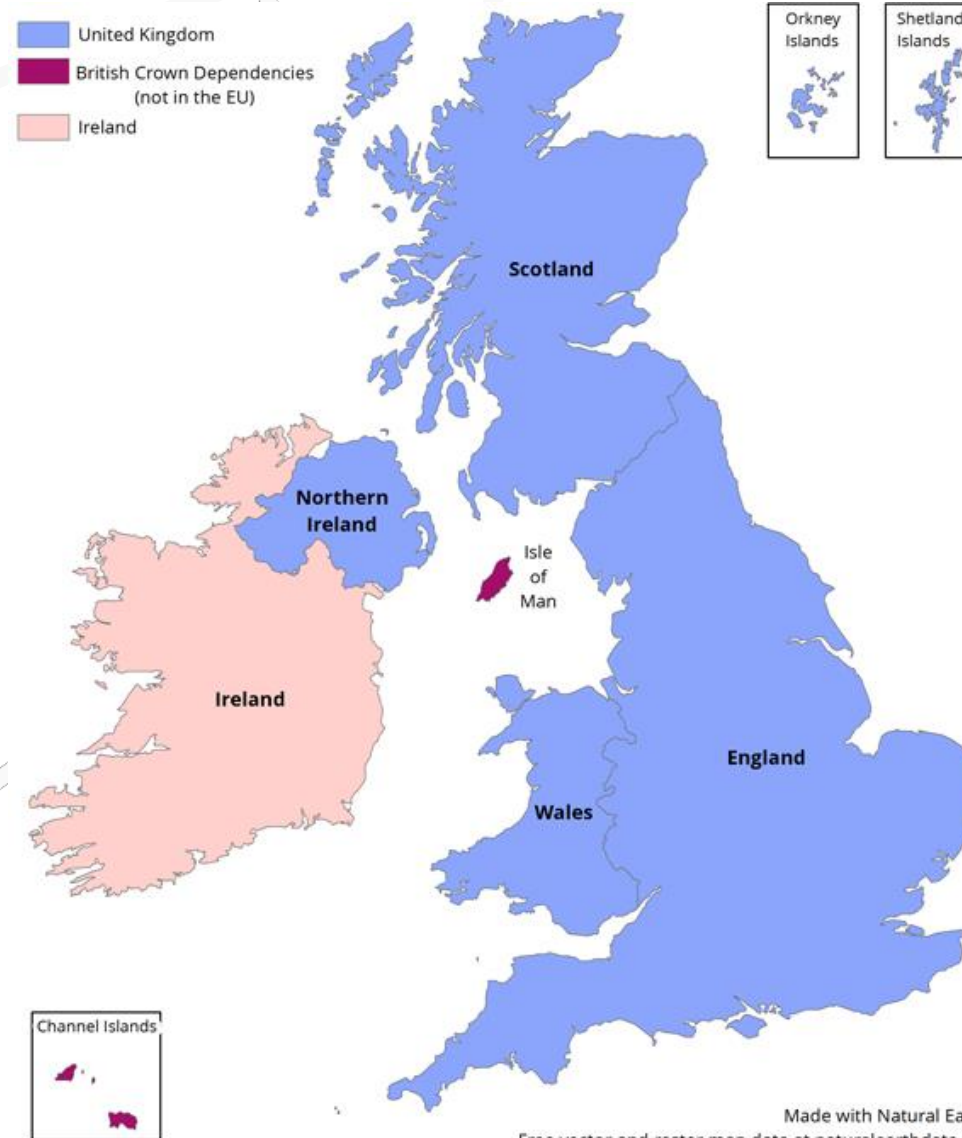
# Our Connectivity in the UK and Ireland



Department for  
International Trade

Invest   
Northern  
Ireland

 **ENTERPRISE  
IRELAND**  
where innovation means business



  
Scottish Enterprise

  
Llywodraeth Cymru  
Welsh Government

**NORTHERN  
POWERHOUSE**  HM Government



# UK Market Overview

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The UK is the second largest market in Europe, behind Germany

Both the UK and US state there is a “Special Relationship” with each country, citing economic, cultural and military connections

The UK is ranked 7<sup>th</sup> in the ease of doing business scale

Since Brexit, the UK has been trading on a weaker pound, which makes imports more expensive



5<sup>th</sup>

Largest economy

The US is

No.2

source market for  
imports from the US

\*EU Bloc is the largest single market

£86.95bn

UK imports from US

The US is

No.1

market for exports\*  
from the UK

42,000

US companies export to the  
UK

# Market Entry Considerations, Brexit



## Doing Business

- The UK is US friendly and are used to doing business with US companies
- Culturally, UK companies are polite but expect a high level of business professionalism
- The UK has a strong infrastructure throughout the country boasting strong, road, rail and air network
- London has in place underground (tube) and overground rail network allowing rapid transport

## Regulations and Brexit

- Currently the UK is part of the EU which means EU laws apply
- The UK is set to leave the EU on March 29<sup>th</sup> 2019
- This has created a high level of political uncertainty
- It remains unclear what the landscape will look like post-Brexit
- Both the EU and UK have expressed strong desire for a mutually beneficial outcome
- Opens up potential opportunities for trade deals with other countries like the US

# Key Sectors – UK

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- **Food and beverage**

Generates \$146 billion for the UK economy each year across 7000 companies

97% of business are SMEs

The industry is larger than both the automotive and aerospace sectors combined

Largest supermarkets: Tesco, Sainsburys, Asda (Walmart), Morrisons

- **Professional Services**

A key sector in the UK accounting for 3 quarters of the economy

More than 23,000 firms operating in the sector

The UK is more reliant on its services than any other G7 country

Key companies include: Berkshire Hathaway, AXA, Allianz, ICBC

- **Tech**

The sector is worth \$241 billion to the UK economy

Fintech is seen as a key sector for the UK with an expected growth rate of 88% in next 3 years

The Tech sector is growing 2.5 times faster than the overall economy

# Irish Market Overview

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Ireland is seen as the gateway for Europe for many US companies

Ireland won 12.1% of all US foreign direct investment in 2016

US firms indirectly account for 100,000 jobs in Ireland,  
approximately 20% of employment in the country

Ireland is ranked 17<sup>th</sup> in the global ease of doing business





# US and Ireland



8<sup>th</sup>

Best Performing  
economy

The US is

No.2

source market for  
imports for Ireland

£12.3bn

Irish imports from US

The US is

No.1

market for exports  
from Ireland

700

US companies have a physical  
presence in Ireland

# Market Entry Considerations



## Doing Business

- While primarily focused in Dublin, Ireland also has strong business clusters in Cork and Galway
- Culturally, Irish are polite and relatively laid back, but expect quality in delivery
- The country is used to doing business with US companies and will have an understanding of the US culture
- Dublin airport acts as a pre-clearance for US customs for travelers
- Shares a land border with Northern Ireland which is part of the UK

## Regulations

Ireland is part of the EU, which means it is both governed by EU legislation and its own set laws  
This means companies should be aware of relevant EU legislation. E.g:

CE Marking: does your product require and meet CE marking standards to be legally sold in Europe?

Food: There are specific packaging regulations around food and drink products, particularly regarding GMO

# Key Sectors – Ireland

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- **Food and Drink**

The sector is worth \$32.37 billion in revenue

Key manufacturers include: Guinness, Kerry Foods, Total Produce and ABP Food Group

Largest supermarkets: SuperValu, Tesco, Dunnes

- **Pharma**

18 of the worlds top 20 pharma companies have substantial manufacturing locations in Ireland

Ireland is the worlds 7<sup>th</sup> largest exporter of pharma and the EU's largest exporter

Key companies include: Pfizer, Johnson and Johnson, Roche, Novartis

- **Tech**

Dublin is home to one of Europe's key tech hubs

Software sector size expected to reach \$4.47 billion in 2020

Ireland is the second largest exporter of IT in the world

EMEA Headquarters for leading tech firms such as Google, Facebook, Twitter and LinkedIn

# OCO Services



## Assess

Through a bespoke assessment, we provide companies with an overview on how international markets operate, giving a clear picture of how their sector works in a foreign environment.

## Enter

Prepares companies to go to market, focusing on key areas where there are hubs of activity and investigate how businesses would perform in that existing market; thereby significantly reducing the risk of moving into a new market.

## Grow

Supports expansion plans within the new market, aligning with the companies' long-term strategies for growth. Championing sales and marketing initiatives through our global network of sector specialists, consultants and economic developmental bodies.



# How do I secure matchmaking services?

## 1. Register

Register your interest with Dan Tapia of the Florida Chamber of Commerce who will connect us directly via mail

## 2. Define

We will set a call to specifically discuss your opportunity in the UK and/ or Ireland for the mission and define objectives. We will tailor a proposal for support for the mission for up to 8 meetings depending on your needs

## 3. Confirm

Once you are happy to proceed, sign the proposal and return to me directly and we will kick off our work on your behalf for the mission.  
Cost for matchmaking is \$2500 per market or \$4000 for both markets

OCO

# Thank you

Conor Griffiths  
Conor.griffiths@ocoglobal.com



# Questions?

# Upcoming Events

- September 26, 2018- Future of Florida Forum- Orlando, FL
- December 11, 2018- Infrastructure Summit- Babcock Ranch, FL
- February 19-21, 2019- Legislative Fly-In & Global Florida Dinner- Tallahassee, FL
- April 9, 2019- Florida International Trade and Investment Conference- Miami, FL

[www.Flchamber.com/events](http://www.Flchamber.com/events)

# CONTACT US

## Get in touch

### Miami International Trade & Investment Office

**Alice Ancona** | Director, International Strategy & Policy

**Dan Tapia** | Manager, International Strategy & Policy



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