

INTERNATIONAL

Solidifying Florida's Role in Trade and Logistics



Rob Palmer, Chair, Florida Trade & Logistics Institute Florida Chamber of Commerce at the Florida Chamber Foundation's annual Transportation Summit

Why It Matters to Florida

If Florida were a country, we would have the 17th largest economy in the world. Florida is not just competing with other states, we are competing with other countries. This speaks to the need to continuing to focus on diversifying our economy and markets of opportunity is an important strategy for success and continued growth. Florida is well positioned to not only benefit from international trade but play a pivotal role in new and emerging trade lanes. Eighty percent of the world's purchasing power, 90 percent of economic growth, and 95 percent of consumers will live outside of U.S. borders. By 2030:

- ▶ The volume of global goods trade and the value of services trade is expected to nearly double.
- ▶ The world's population will increase to 8.4 billion.

Florida's GDP is fueled by trade. Florida is the seventh-largest export state in the U.S., with \$52 billion in exports originating from Florida in 2016. Exporting is big business in Florida - 60,000 Florida companies export and we have the second highest concentration of exporters behind California. Economic development in areas such as international trade, sea port, manufacturing, aerospace, aviation and other targeted clusters is tied directly to innovation, diversification and how well Florida can adapt to growing and changing trends.

Florida's Competitiveness Agenda

According to the Florida Chamber Foundation's *Trade and Logistics 2.0 Report*, Florida can create more than 150,000 high-wage jobs by growing manufacturing, exports and trade and logistics. In order to take advantage of changing trade routes, a historic expansion of the Panama Canal, and targeted infrastructure investments, we must continue to leverage and grow opportunities.

Strengthening Florida's rapidly growing manufacturing industry will be the key to ensuring a robust global future. The Florida Chamber supports initiatives that encourage growth in the manufacturing, trade and logistics industries as well as assist Florida companies be more competitive and have greater access in the global marketplace. The Florida Chamber will also continue to support strategic investments in our trade infrastructure, work to build a "talent supply chain" for trade, logistics and manufacturing workers and ensure an ongoing strategic presence in Washington, D.C. – advocating and positioning Florida for a leadership role at the federal level.

The Fight for Free Enterprise Continues

In order to become the number one state in the nation for innovation and economic development, we must continue to attract and retain high-skilled talent, target growing industries and continue to work toward the recommendations set forth in the Florida Chamber Foundation's *Trade and Logistics 2.0* report.

ACT NOW:

Learn how you can become involved in the Florida Chamber's International efforts by contacting Alice Ancona at aancona@flchamber.com and Dan Tapia at dtapia@flchamber.com or visit www.FloridaChamber.com/InternationalProgram.



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