



FLORIDA
CHAMBER
of Commerce

Florida International Trade & Investment Conference

Hyatt Regency, Coral Gables, FL

May 30, 2019

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Creating Opportunities



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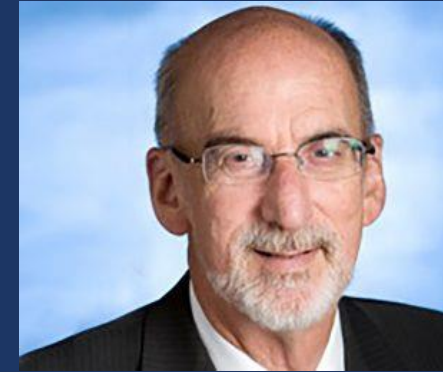
Why This Matters



Alice Ancona,
Director, International
Strategy & Policy,
Florida Chamber of
Commerce



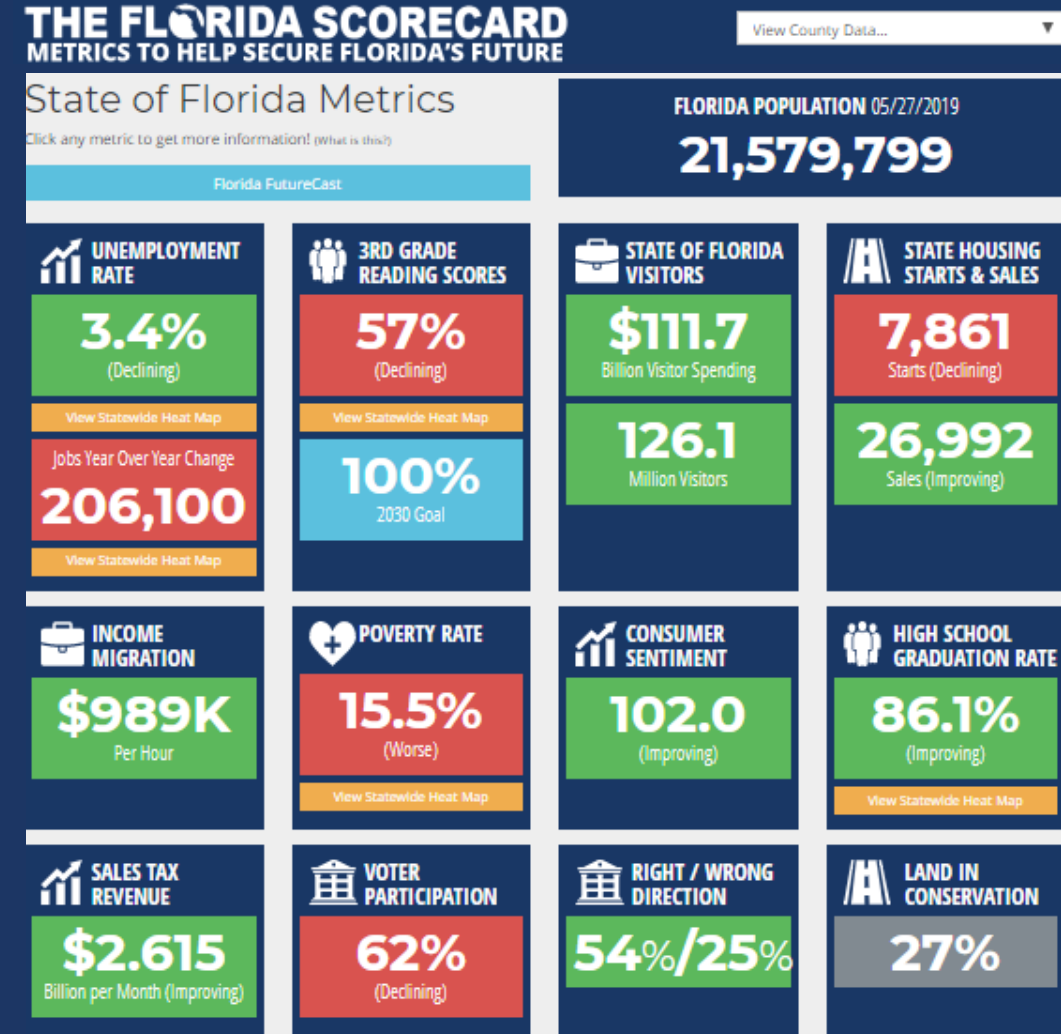
Neil Herrington,
Senior Vice President,
Americas, US Chamber
of Commerce



Lee Sandler,
Partner, Sandler, Travis
& Rosenberg

You Can't Manage What You Don't Measure

- Florida's Economy **\$1.06 Trillion GDP** (17th in the world)
- **21.5 Million** Residents (3rd / +4.5M by 2030 / 900 net new residents per day)
- **209,700** Jobs Created in Florida in the Past Year **1.7 M** over 8 years
- Florida creates more than **1-out-of-every-13** jobs in the U.S.
- **125 Million** Visitors in 2018
- **3.5%** Unemployment Rate
- In 2018, trade was responsible for **\$147.8B of our GDP** and impacts **1 in 5 jobs/2.5M**



2013 Florida Chamber Trade & Logistics Report Goals

1. **Position Florida** as one of the nation's leading states for global trade and investment
2. **Grow Florida jobs** in trade, transportation, logistics, export oriented manufacturing, and value-added services
3. **Expand Florida's market** share on critical global trade lanes
4. **Supply more imports** through Florida's sea and air gateways
5. **Double Florida-made exports** during the next five years and double again thereafter
6. **Expand trade in services** to global trade partners and value added services to trading companies

2014

Top Global Partners

IMPORTS

China	
Japan	
Costa Rica	
Brazil	
Colombia	

EXPORTS

Brazil	
Canada	
Switzerland	
Colombia	
Venezuela	

VISITORS

Canada	
Brazil	
United Kingdom	
Argentina	
Venezuela	

INVESTMENT

Spain	
United Kingdom	
Canada	
Switzerland	
Brazil	

Florida's Top Global Partners

ORIGIN EXPORTS*

SERVICES EXPORTS

STATE IMPORTS

VISITORS**

INVESTMENT***

Brazil



United Kingdom



China



Canada



United Kingdom



Canada



Canada



Mexico



United Kingdom



Canada



Mexico



China



Canada



Brazil



Germany



Colombia



Japan



Germany



Argentina



Spain



Germany



Mexico



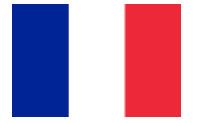
Brazil



Colombia



France



Florida Trade Snapshot

4th in the U.S. for Services Exports

1st in the Southeast and 4th in the U.S. for FDI employment (348K)

8th in the U.S. for origin exports

2nd in the U.S. for number exporters (58K)

2nd for number of SME exporters (62.7% of Florida exporters)

3rd in export intensity (37% of what is manufactured is exported)

Florida Trade with Latin America

Merchandise Trade:

- 53.9 % is with Latin America & the Caribbean
- 28.9 % of total U.S. trade with Latin America & the Caribbean; 25.5 % of total U.S. trade with South America; 35.1 % of total trade with Central America and 38.3 % with the Caribbean
- 33.0 % of all U.S. merchandise exports to Latin America & Caribbean
- 23.5 % of all merchandise imports from the region

Origin Exports:

- 16.7 % of all U.S. exports to Latin American & the Caribbean in 2018; 15.1 % of U.S. exports to South America; 16.0 % of exports to Central America, and 24.3% of U.S. exports to the Caribbean
- Latin America/Caribbean remains the leading region for Florida-origin exports at 47.9 %

Two way trade flows 2011-2018 *(origin exports & state imports)*

(median/nominal)



Central America & Caribbean

Origin Exports	-\$1.789B
Imports	-\$2.488B
Total	-\$5.12B



South America

Origin Exports	-\$1.802B
Imports	-\$1.656B
Total	-\$4.110B



Europe

Origin Exports	+\$662M
Imports	-\$155B
Total	-\$1.264B

Brazil coming back after \$4.5B loss
Venezuela was a \$1.9B loss

Estimated market share loss \$10.49B

Source: U.S. Census & WISER Trade

Canada & Mexico Trade



Origin Exports
+
State Imports

\$13.18B

Origin Exports

Canada

2011-18

-\$186.665M/ -5% decline

2018 OE

\$3.749B

Mexico

2011-18

+\$1.139B/ 52% growth

2018 OE

\$3.335B

State Imports

2018 Mexico

\$4.918B

2018 Canada

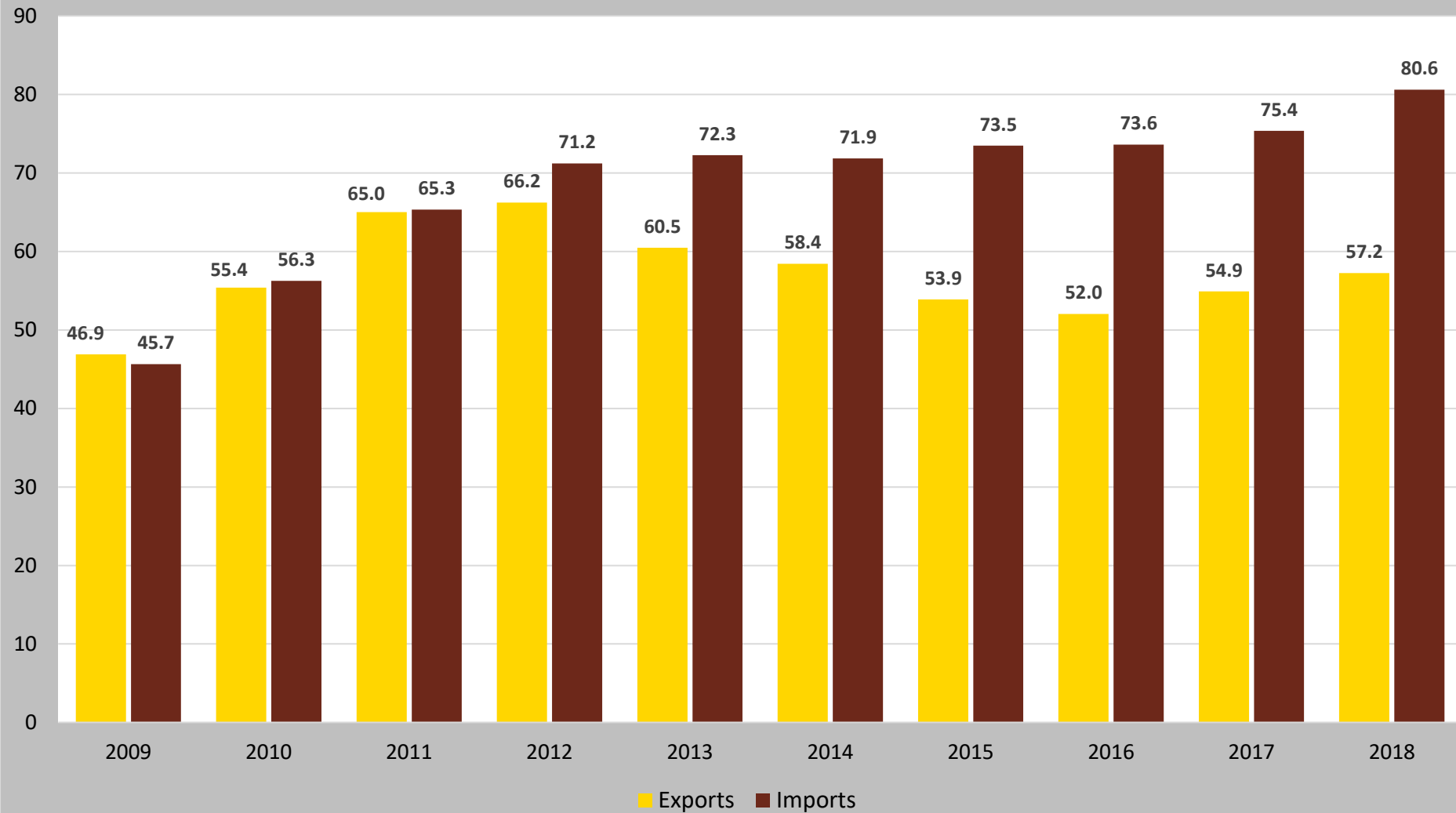
\$1.198B

Total

\$6.11B

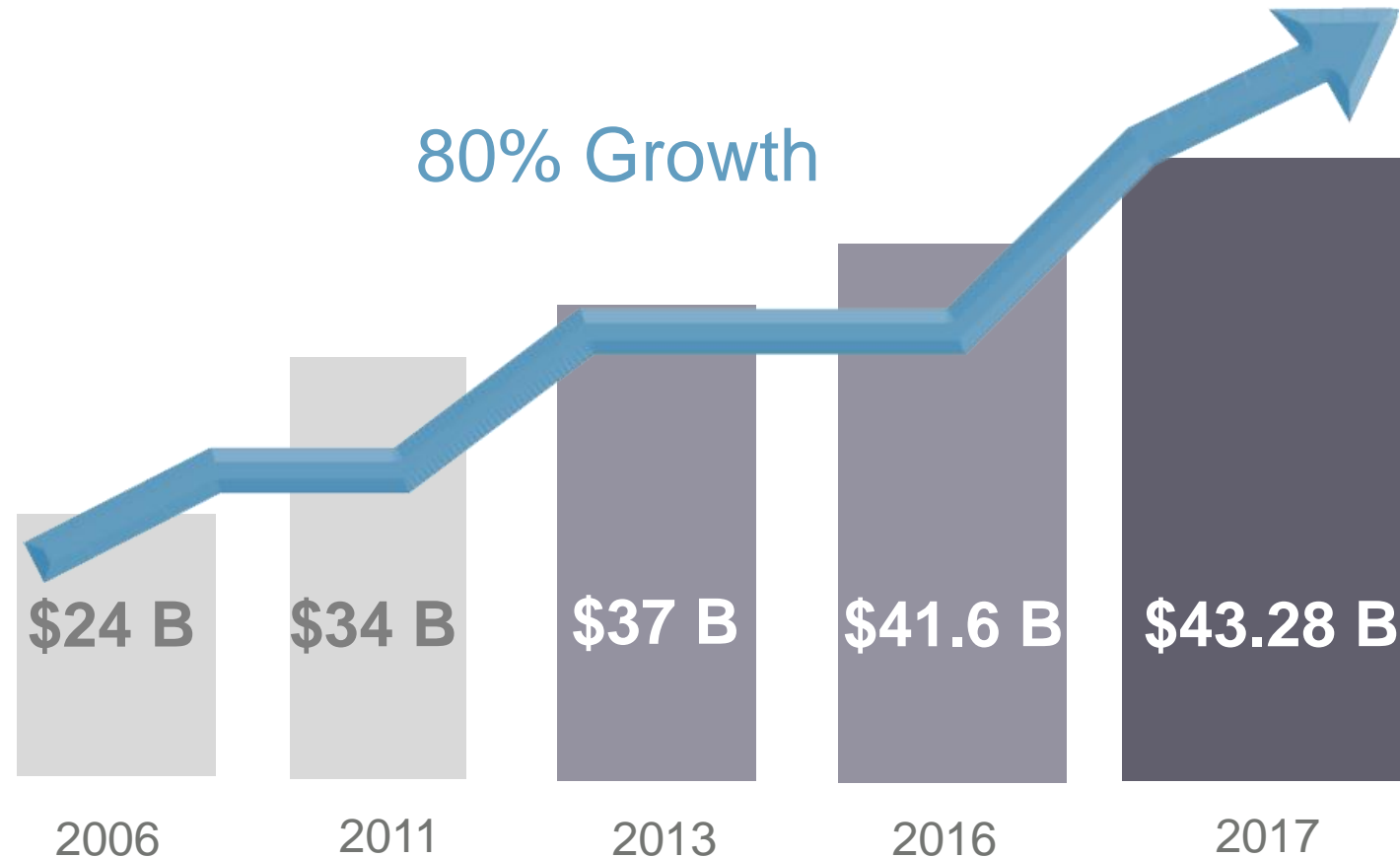
Source: U.S. Census & WISER Trade

Florida-Origin Exports vs Imports - All Countries (\$Billion)



Florida Services Exports

If you can't make it, mine it or grow it – it's a service.



\$9.28 billion in services exports growth from 2011-17



Florida 2030

Move more goods, people, and services through Florida's international gateways.

Make more goods, services, innovations, and ideas for export to international markets.

Multiply the impact of international trade across Florida's economy by increasing emphasis on supply chains and trade-related services.



www.Florida2030.org

Latin American Market Outlook Opportunities Remain Amidst a Slowdown



Nathaniel Karp

Chief U.S. Economist
BBVA Compass

Florida – Your Platform for Trade, Your Partner in the Americas



Donna Hrinak

President
Boeing Latin America

Connectivity, Logistics & Security



Emir Pineda,
Manager, Aviation Trade &
Logistics, Marketing Division,
Miami-Dade Aviation Department

Unleashing E-commerce and Trade in the Americas

*presented by the Florida Chamber's
Trade & Logistics Institute*



Gary Goldfarb,
Chief Strategy Officer at
Interport Logistics



Frank Diaz,
Executive Vice President,
Logistics and Distribution
Pricesmart, Inc.



Jaime Basagoitia,
General Manager, Trans
Express, Inc



Stephen Armellini
Senior Executive Vice
President, Armellini Industries

Connectivity, Logistics & Security

How has Florida's trade changed?



Connectivity, Logistics & Security

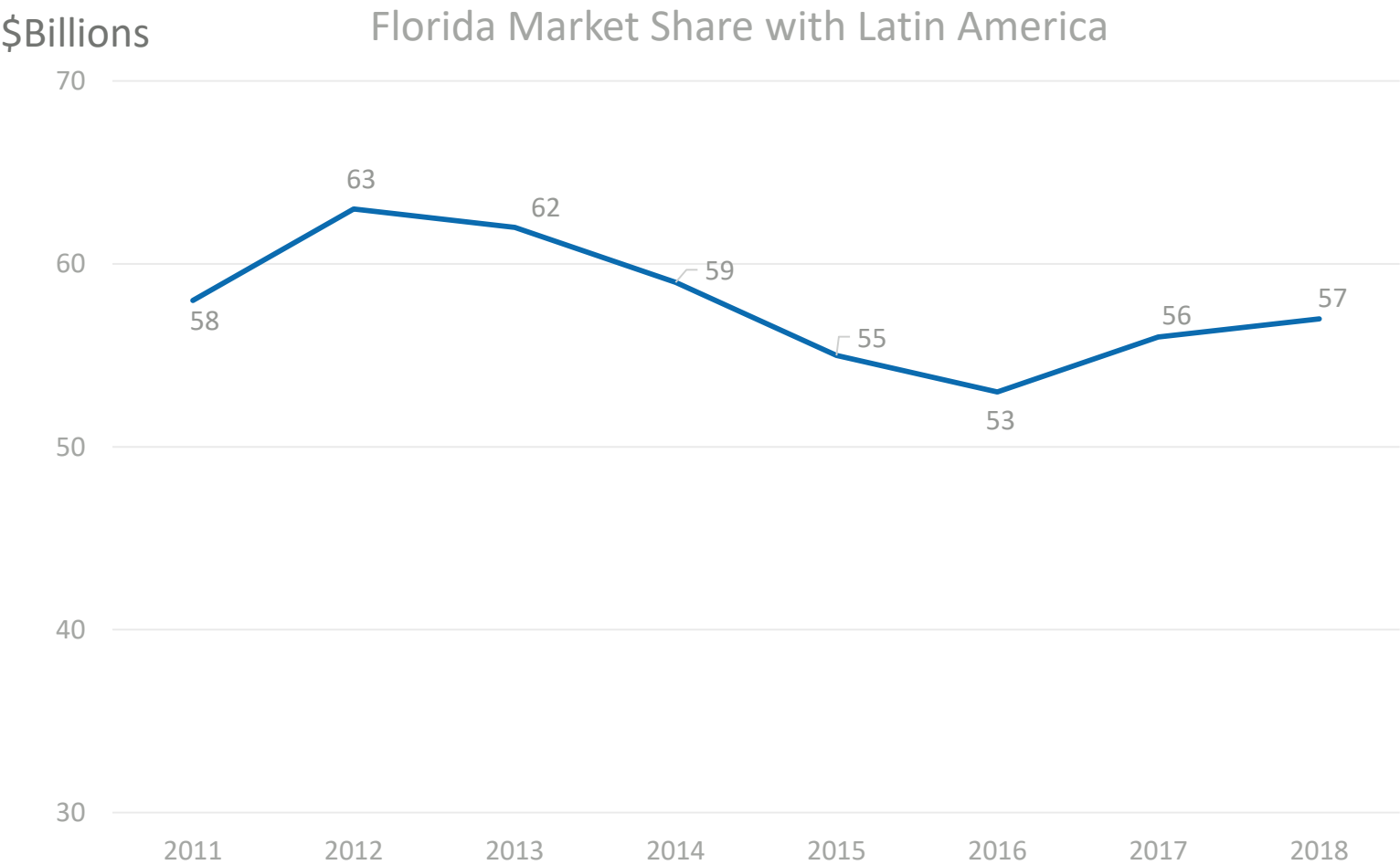


Connectivity, Logistics & Security



Connectivity, Logistics & Security

Florida has lost 2% market share in Latin America since 2011



Connectivity, Logistics & Security

The United States keeps losing ground to China in Latin America. In 2018 Bolivia, Chile, Uruguay, and Venezuela all [joined China](#)'s \$1 trillion investment initiative known as [Belt and Road](#). China's plans to finance billions in infrastructure across the region will update pathways and supply chains that facilitate Sino-Latin American trade. **China has already supplanted the United States as the top trade partner for Brazil, Chile, and Peru.**

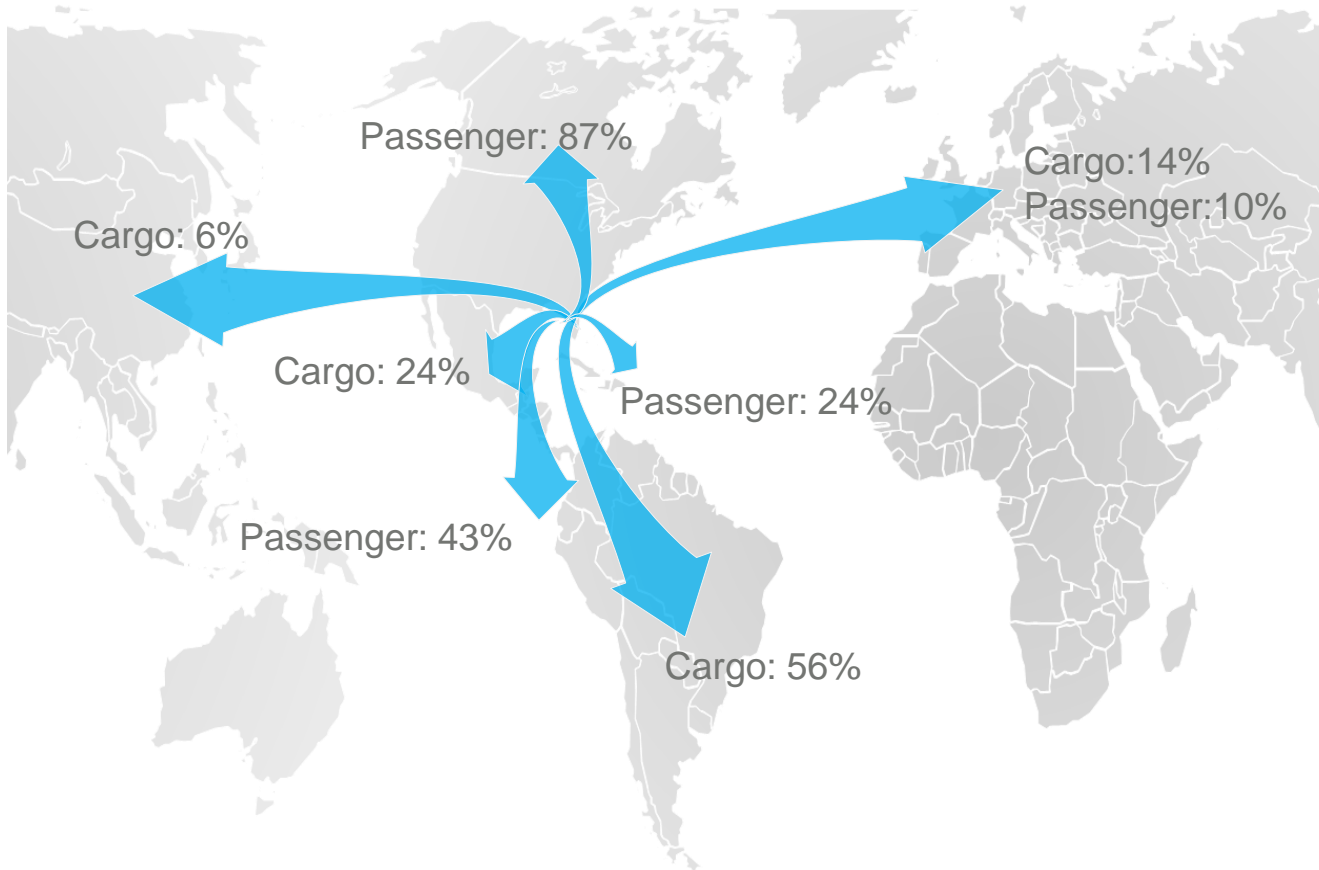
Americas Society Council of the Americas



Sebastián Piñera of Chile and Xi Jinping of China

Florida's Airports

- **Approximately half** of all visitors arrive by air
- **Largest U.S. gateway** for Latin American air cargo



20 Commercial Service Airports

- 4 Large hubs, more than any other state
- Ranked 2nd in the U.S. for passenger volume

109 General Aviation Airports

- 10 national assets, more than any state

Florida's weekly international air cargo capacity

- Asia 6%
- Europe 14%
- Latin America/Caribbean 24%
- South America 56%

Florida's weekly international passenger service

- Europe 10%
- Caribbean 38%
- Central & South America 43%
- Canada 87%

Florida's Seaports

15

Public Seaports

Florida seaports handled 25.3% of U.S. waterborne exports and 19.7% waterborne imports with Latin America & the Caribbean

10

Container Ports

With service to Africa, Asia, Caribbean, Central America, South America, Europe and Mexico. 10 of the top 12 Ocean Carriers call on Florida Seaports

3.71 Million TEU

1M 2M 3M 4M

7

Cruise Ports

World's Largest Passenger Cruise Market.

62% of all U.S. cruisers sailing through a Florida seaport

15.5 M Cruise
Passengers

5M 10M 15M 20M

11

Cargo Ports

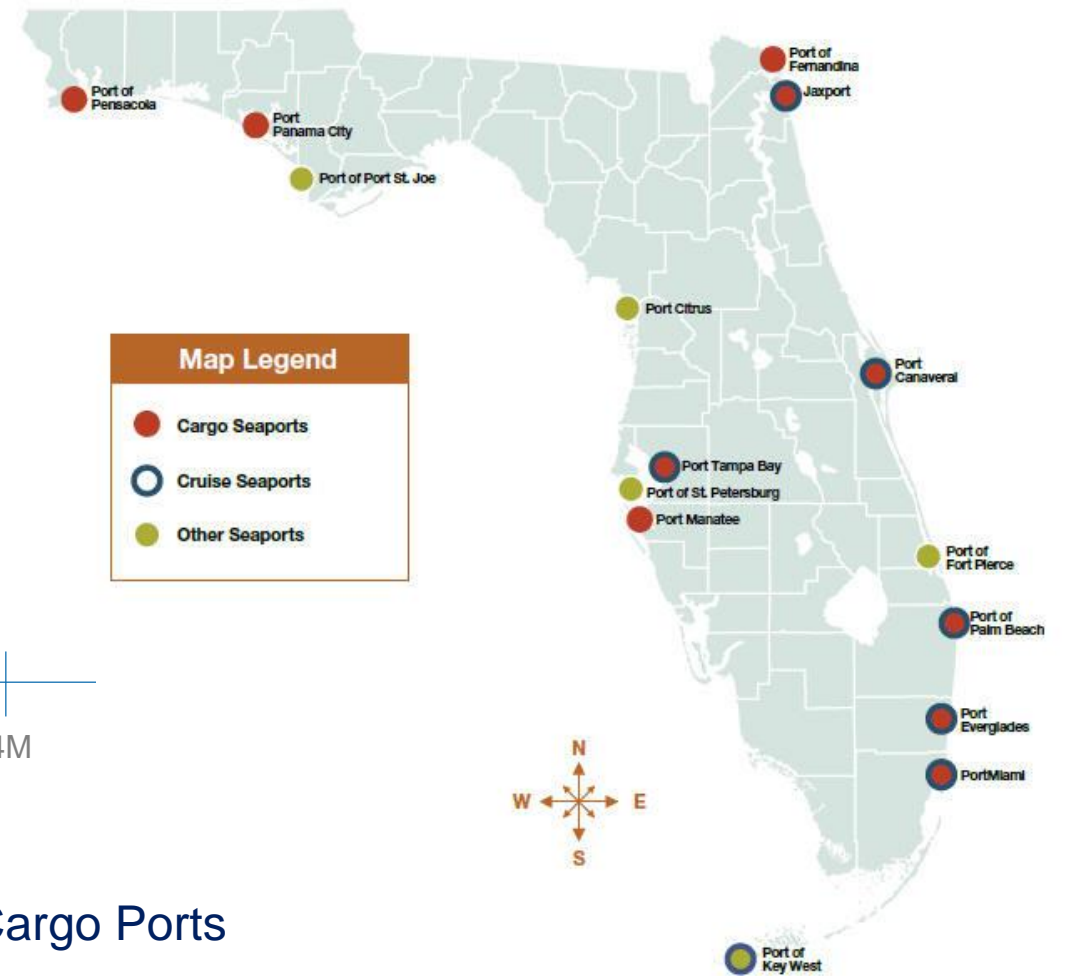
7M Tons Break Bulk

24.7M Tons Dry Bulk

53.3M Tons Liquid Bulk

5M 10M 15M 20M 25M

55M



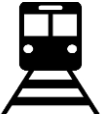
Florida's Transportation Assets



- **122,736** Centerline miles of public road
- **12,106** Centerline miles of State Highway System
- **4,688** Centerline miles of Strategic Intermodal System



- **329 M** vehicles travel daily on the SHS
- **637 M** truck tons transported in Florida



- **2,743 Miles** of Mainland Railroad Track



- **20 launches** into space

Florida's Strategic Intermodal System (SIS)

The SIS is a statewide network of high-priority transportation facilities. Designed to enhance Florida's competitiveness

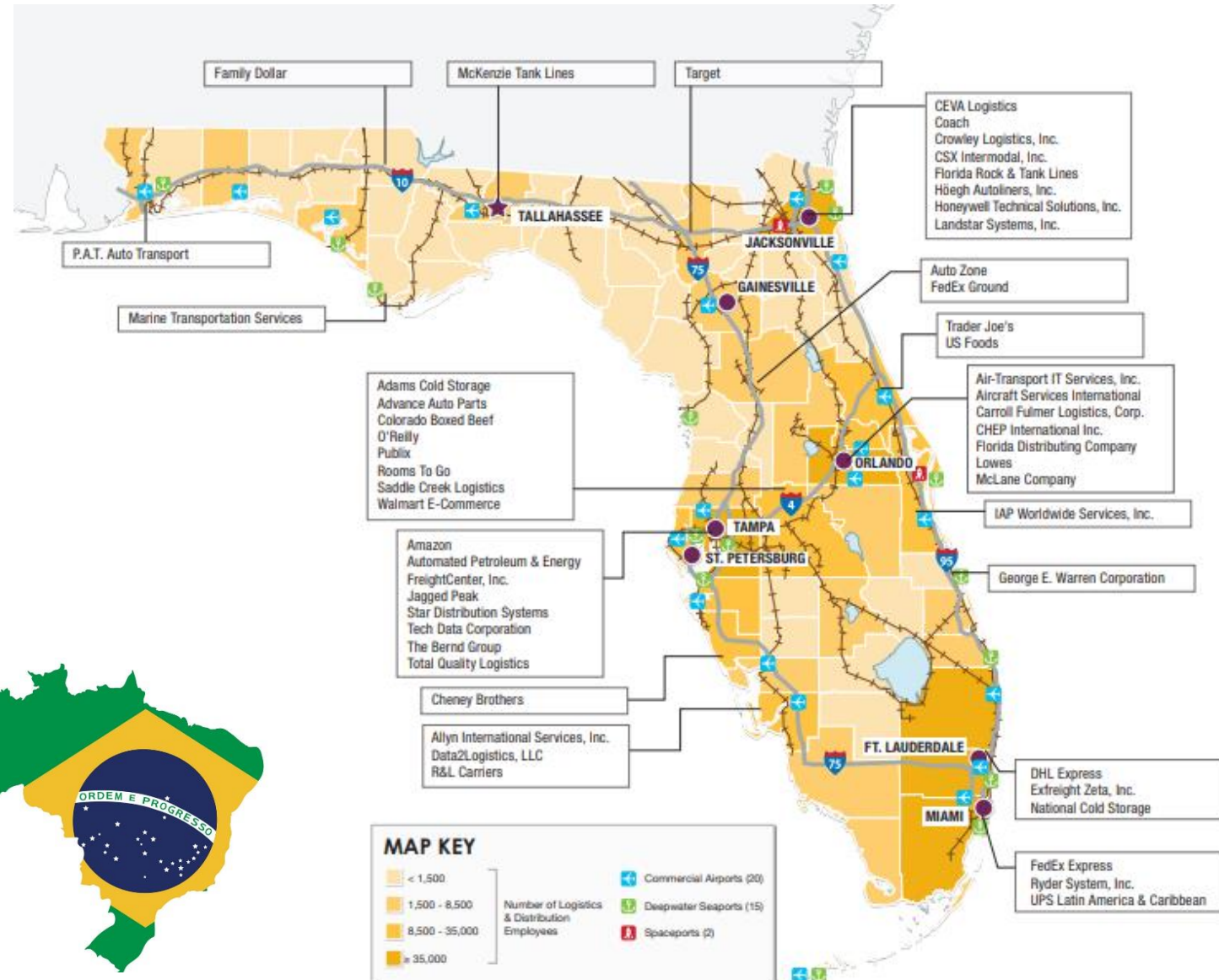


Connectivity, Logistics & Security

Ecommerce Connectivity

Distribution Centers and Logistics Company Locations in Florida

MIA Cargo
Pre-clearance
To Brazil
"Compra Fora"



Connectivity, Logistics & Security

What is driving Florida's market share decline with Latin America?

China has replaced US as the #1 trading partner for many markets in Latin America. Will Chile or some other country become the new gateway to China?

Can Florida leverage its position and infrastructure assets to continue its growth?

Is Ecommerce the answer to regaining market share with Latin America?

Will innovation continue to propel Florida into the future?

United States Southern Command's Priorities in Latin America



Lt Gen Mike Plehn

Military Deputy Commander
United States Southern Command

Growing Into a Top 10 Economy: How Do We Get There?



Robert Pupo,
Chair of Latin America Practice
Holland & Knight, LLP



Luis O'Naghten,
Partner, Hughes Hubbard & Reed LLP



Michael Preston Ed.D,
Executive Director, Florida Consortium
of Metropolitan Research Universities



Dr. Ed Moore
President, Independent Colleges &
Universities of Florida

Industry Breakouts



Concurrent Session 1:
MedTech and Life Sciences –
presented by: BioFlorida

Room: Granada



Concurrent Session 2:
Aerospace *presented by the*
Space Florida

Room: Cadiz



Concurrent Session 3:
Infrastructure – *presented*
by the Florida Chamber
Infrastructure Coalition

Room: Alcazaba

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