



Global Florida Webinar

July 24, 2019

Pacific Alliance



DAN TAPIA

Manager, International Strategy & Policy
Florida Chamber of Commerce

dtapia@flchamber.com

Agenda

- I. **Welcome** | **Dan Tapia**, Manager, International Policy & Strategy, Florida Chamber of Commerce
- II. **Guest Speakers:**
 - **Rita Vargas Torregrosa**, Deputy Consul General, Mexico
 - **Alex Valencia**, Trade Officer, ProEcuador-Miami
 - **Juan Camilo Barrera**, Acting U.S. General Director, Agribusiness Executive Director, ProColombia USA
 - **Alejandra Henao, Senior Manager**, International Trade & Development, Enterprise Florida, Inc
- III. **Audience Comments**
- IV. **Adjourn**

Two way trade flows 2018 (origin exports & imports)

(median/nominal)



Mexico

-\$3.3 Billion Origin Exports

-\$7.5 Billion Imports



Colombia

-\$2.4 Billion Origin Exports

- \$2.3 Billion Imports



Peru

-\$1.5 Billion Origin Exports

-\$1.1 Billion Imports

Two way trade flows 2018 (origin exports & imports)

(median/nominal)

Ecuador



-\$986 Million Origin Exports

- \$852.5 Billion Imports

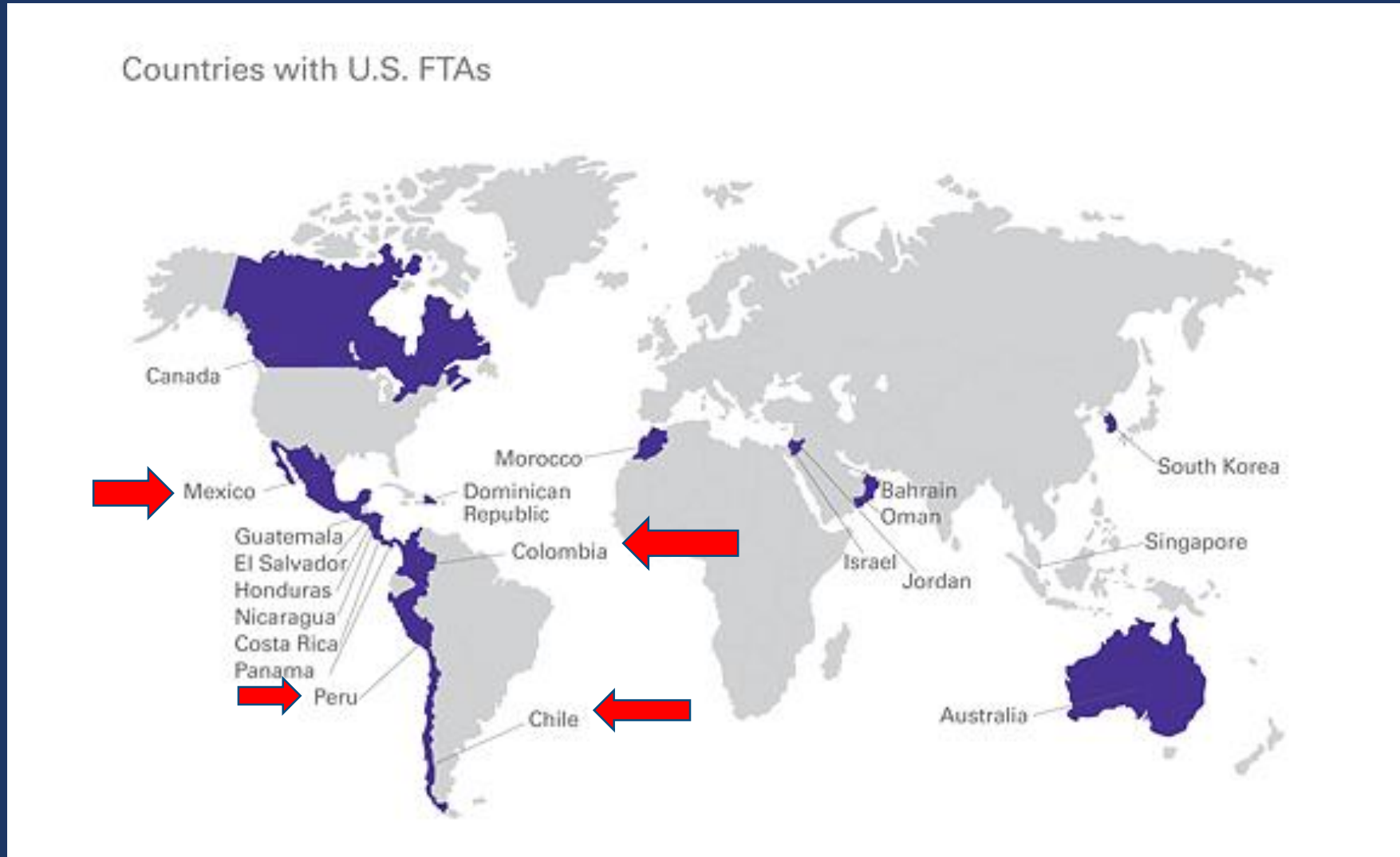
Chile



-\$1.9 Billion Origin Exports

-\$2.8 Billion Imports

FTAs 2011-2018





RITA VARGAS TORREGROSA

Deputy Consul General
Mexico

ECONOMIC ENVIRONMENT IN MEXICO

- Based on the Bank of Mexico information the Mexican economy is a strength with positive evolution in the internal market. There is an increased in purchasing power; despite the slowdown in the international economy and temporary increases in inflation.
- The economy registers positive growth, keep the same level of exports, tourism activity keeps growing, as well as the investments.

USMCA

- Mexican Senate already approved the USMCA.
- Mexico is waiting for the approval of USMCA from US and Canada.
- This is the key for the future of North American trade and especially to open to Florida new business in new sectors of the economy.



Trade matters for Florida and Mexico

MEXICO: THE UNITED STATES

2nd Largest Export Market
&
Largest Supplier

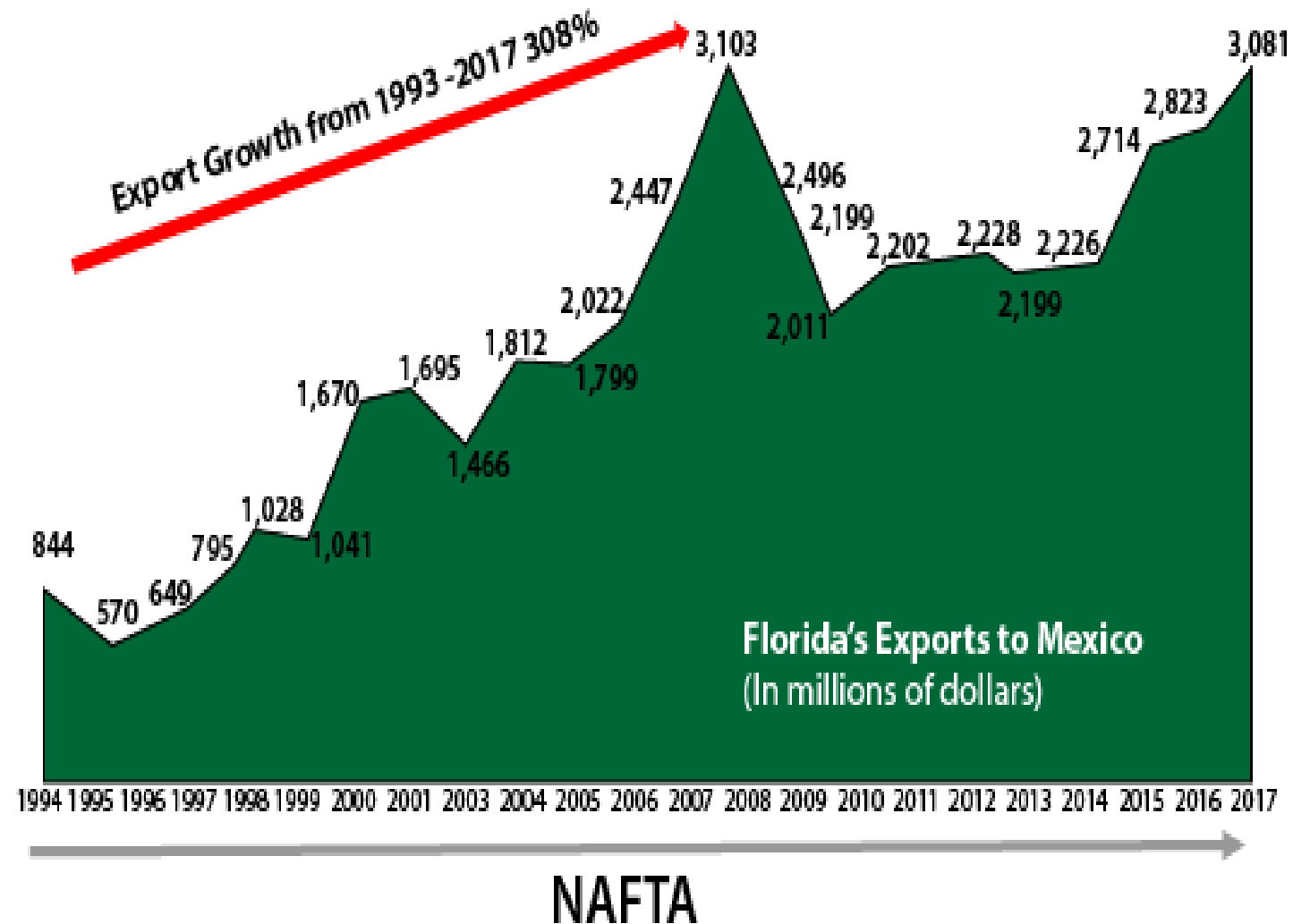
Trade

- \$9.7 billion in goods are traded between Florida and Mexico.
- Mexico accounts for 5.6% of Florida's exports worldwide.
- Mexico is Florida's 3rd largest export market

Jobs

- Over 290,200 jobs in Florida depend on trade with Mexico

Florida Export to Mexico since NAFTA



Florida- Mexico trade by main products

Exports to Mexico: millions of U.S. dollars	
Product	2018
Civilian Aircraft, Engines, And Parts	234.9
Parts for yachts or pleasure boats of heading 8903	151.1
Motor Cars & Vehicles For Transporting Persons	140.4
Mineral Or Chemical Fertilizers	120.7
Articles Of Jewelry & Parts, Of Precious Metal Or of metal clad	71.5

Imports from Mexico: millions of U.S. dollars	
Product	2018
Motor Cars & Vehicles For Transporting Persons	2,110.0
Motor Vehicles For Transport Of Goods	608.2
Gold (including gold plated with platinum) unwrought or in semimanufactured forms, or in powder form	507.8
Imports Of Articles Exported And Returned, Unadvanced	352.6
Fruit Juices Not Fortified With Vitamins Or Minerals	256.1

Mexican investment supports jobs in Florida

- Mexican companies operate **761** business establishments and provide **10,486** local jobs.
- Six million manufacturing jobs in the U.S., and many here in Florida, depend on the international trade supported by NAFTA.
- Florida businesses, especially those in manufacturing, are seeing the real benefits of the open trade with our North American partners that NAFTA brings.



USMCA Key Provisions

- Rules of origin
- Goods Market Access
- Intellectual Property
- **Small Business**
- Agriculture
- Digital Trade
- Labor

SMEs

- A chapter dedicated for regulate small and medium-sized enterprises
- Mexico and Canada are the top two export destinations for U.S. SME goods. In 2016 82,000 U.S. small and medium sized businesses exported \$51.2 billion in goods to Canada, and 53,000 U.S. small and medium businesses exported \$76.2 billion in goods to Mexico.

PACIFIC ALLIANCE

- The XIV Summit took place from 1st to 6 of July in Lima, Peru
- Membership
 - PA welcomed Ecuador as the next Associated country; advanced in the negotiation of new countries as associates as well as four new observer countries.
- SME
 - The Bank of Latin America (CAF) supports to the SME with funds, in areas such as global value chains, agriculture, regulatory improvement, SMEs, promotion of exports and investment, trade facilitation, innovation, intellectual property and services, and capital.
- Macrorueda Business
 - This commercial platform aims to promote intra-regional trade and promote the exportable supply of the block to enter third economies.
 - On July 8th more than 400 entrepreneurs from AP participated doing business with China, Japan, South Korea, India, Indonesia, Malaysia, Philippines, Singapore Thailand, Vietnam, Australia y New Zealand.

- **Topics of interest:**
 - Financial integration
 - Homologation of tax regulations
- The group prioritizes in four thematic areas with the **observer countries:**
 - Science, Technology and Innovation
 - **Trade Facilitation**
 - **SMEs**
 - Education

- 59 Observer States
- The U.S. participates in the Pacific Alliance in meetings to which the observer states are invited by the member countries and have the right to speak.

CONCLUSIONS

NAFTA transformed our economies but it also changed the way our two societies interact and open a new business. With the approval of the USMCA Florida could take more opportunities to do business Mexico and the Pacific Alliance.



ALEX VALENCIA

Trade Officer
ProEcuador-Miami



PRO ECUADOR

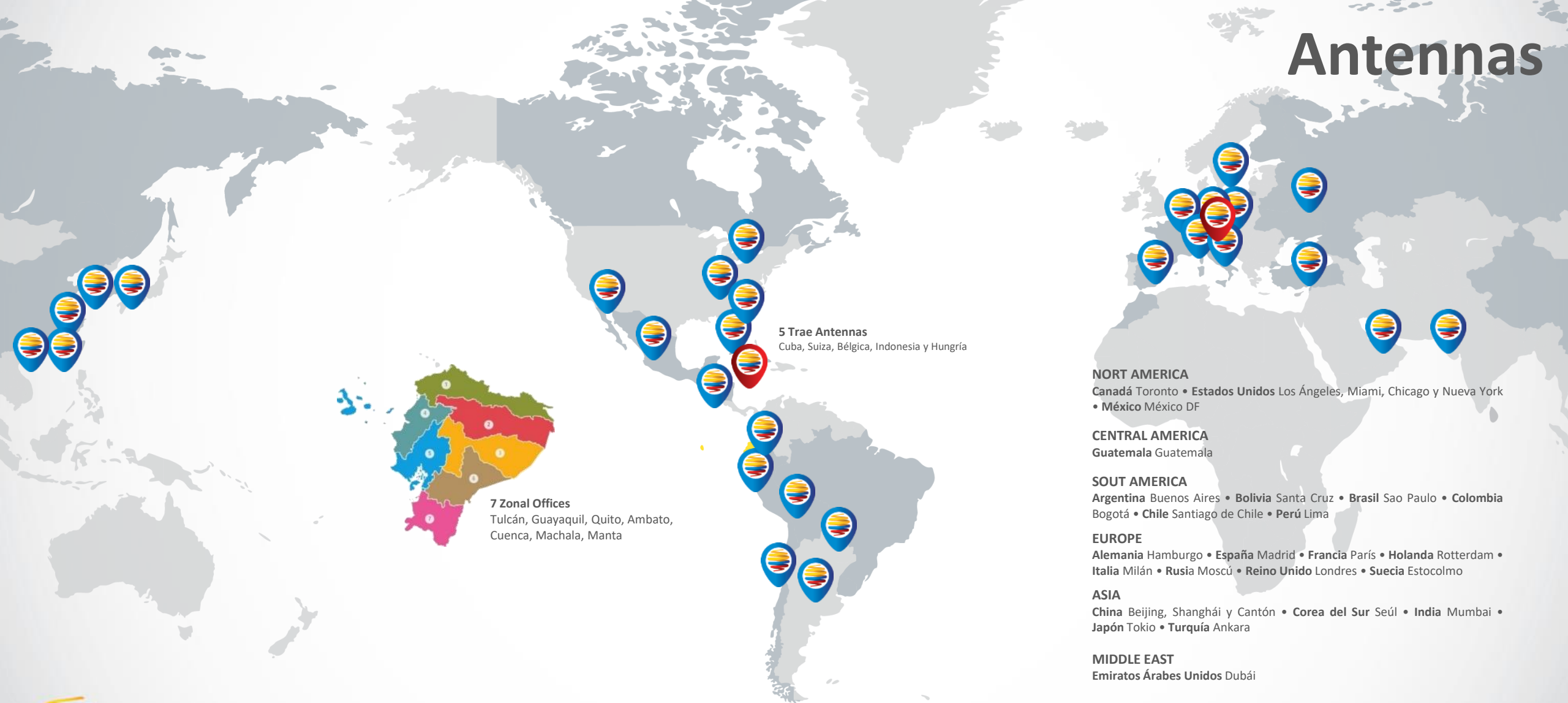
Business without borders



MINISTERIO
DE COMERCIO EXTERIOR
E INVERSIONES

www.proecuador.gob.ec

29 Trade Offices in 24 countries and 5 Trade Antennas



ECUADOR

The center of great opportunities

 **Capital:** Quito

 **Business Languages:** Spanish (official) & English

 **Area:** 257,217 Sq Km

 **Time Zone:** GMT -5 horas

 **Currency:** US Dollar

 **Population:** 17.2 M approx. (14.5 M in census 2010)

 **Nominal GDP:** USD 104,296 M (2017 BCE)

M = millions





ECUADOR

ECUADOR

The center of great opportunities

Access to a market of
1 Billion
people



CURRENT AGREEMENTS

Cartagena Agreement (CAN), EU (28), ACE 59 MERCOSUR, AAP 29 Mexico, AAP 42 Guatemala, ACE 65 Chile, AAP 46 Cuba, Nicaragua, El Salvador, EFTA



TRADE AGREEMENTS UNDER NEGOTIATION

Honduras, Korea



INITIAL STAGE NEGOTIATION AGREEMENTS

Costa Rica, India, Dominican Republic, Canada



| General Objectives

- Ecuadorian Exportable Offer promotion
- Country brand promotion in main markets
- Products, exporters and market diversification
- Investment Opportunities promotion



PRO ECUADOR SERVICES



**MARKET
INTELLIGENCE**

**INTERNATIONAL
TRADE SHOWS**

**INWARD /
OUTWARD
MISSIONS**

**BUSINESS
MATCHMAKING**

**COMMERCIAL
OPPORTUNITIES**

B2B MARKETPLACE OF PRODUCTS MADE IN ECUADOR

- PRO ECUADOR has developed an exclusive e-commerce b2b platform that facilitates the commercial connection between Ecuadorian exporters and international buyers.
- With just a few clicks, exporters and buyers will be able to easily communicate and negotiate.
- **What Producer/Exporter can be part of it?** Only companies from Ecuador that are registered at PRO ECUADOR. You can register your company through this link: <https://www.proecuador.gob.ec/>
- **What Buyer can be part of it?** Any company in the world interested in buying Ecuadorian products!



www.ecuadorb2b.com

E-ECUADOR B2B PLATFORM FLOW

BUYER

1. REGISTERS AT THE E-ECUADOR B2B



2. PRO ECUADOR TRADE OFFICE CONFIRMS REGISTRATION



3. BROWSES E-ECUADOR WEBSITE TO FIND ECUADORIAN PRODUCTS OF INTEREST



PLATFORM B2B



4. INTERNAL COMMUNICATION



5. NEGOTIATION PROCESS



6. DEAL IS COMPLETED. PAYMENT IS HANDLED SEPARATELY.

EXPORTER

1. REGISTERS AT THE E-ECUADOR B2B



2. PRO ECUADOR HEAD OFFICE IN ECUADOR CONFIRMS REGISTRATION



3. RECEIVES POTENCIAL INTEREST FROM THE BUYER THROUGH THE WEBSITE



Contact Information – Trade Office for Southern U.S.A. & The Caribbean



Alex Valencia
Trade Officer

PROECUADOR - MIAMI
1428 Brickell Avenue, Suite 305, Miami, FL 33131

+1 (786) 449 1229

+1 (305) 677 8154

pvalenciav@proecuador.gob.ec

PRO ECUADOR North America @proecuatornoram

proecuatornortha www.proecuador.gob.ec



PRO ECUADOR



@Pro_Ecuador



proecuador



INSTPROECUADOR



JUAN CAMILO BARRERA

Acting U.S. General Director, Agribusiness
Executive Director, ProColombia USA



El futuro
es de todos

Gobierno
de Colombia

BUSINESS OPPORTUNITIES WITH COLOMBIA

2019



PROCOLOMBIA
EXPORTACIONES TURISMO INVERSIÓN MARCA PAÍS





Colombia offers:



Multiple development centers and regions coupled with a growing middle class securing a greater demand in products and services.



Various opportunities for investment in a wide range of economic sectors.



A growing, strategically located market that facilitates transactions and business deals in the region.



A dynamic and stable economy.



A trade platform with over 16 Trade Agreements enabling investors to reach third markets with preferential access.



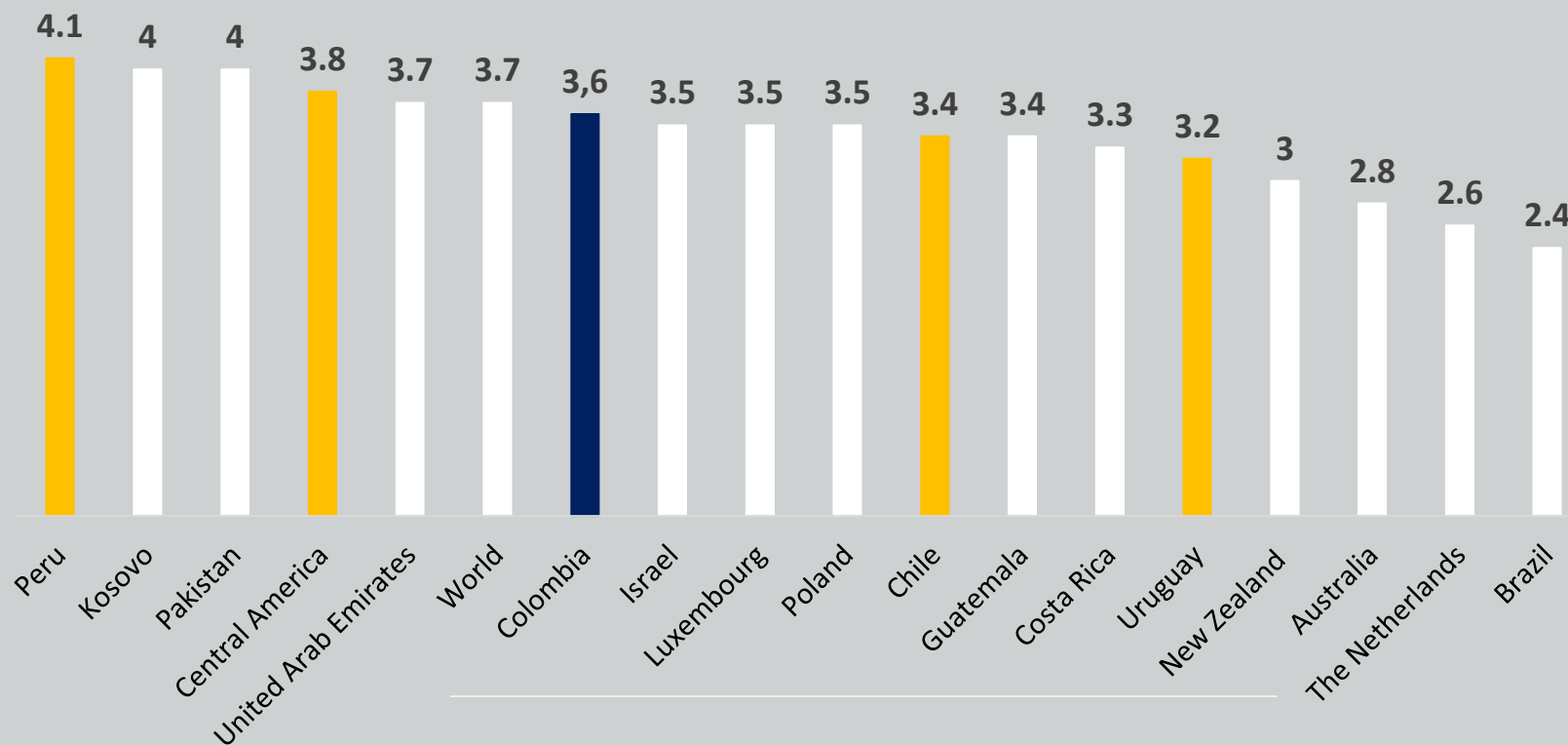
A growing pool of qualified Colombian companies able to partner with international investors to reach out to regional markets





GROWTH FORECASTS

GDP variation, 2019



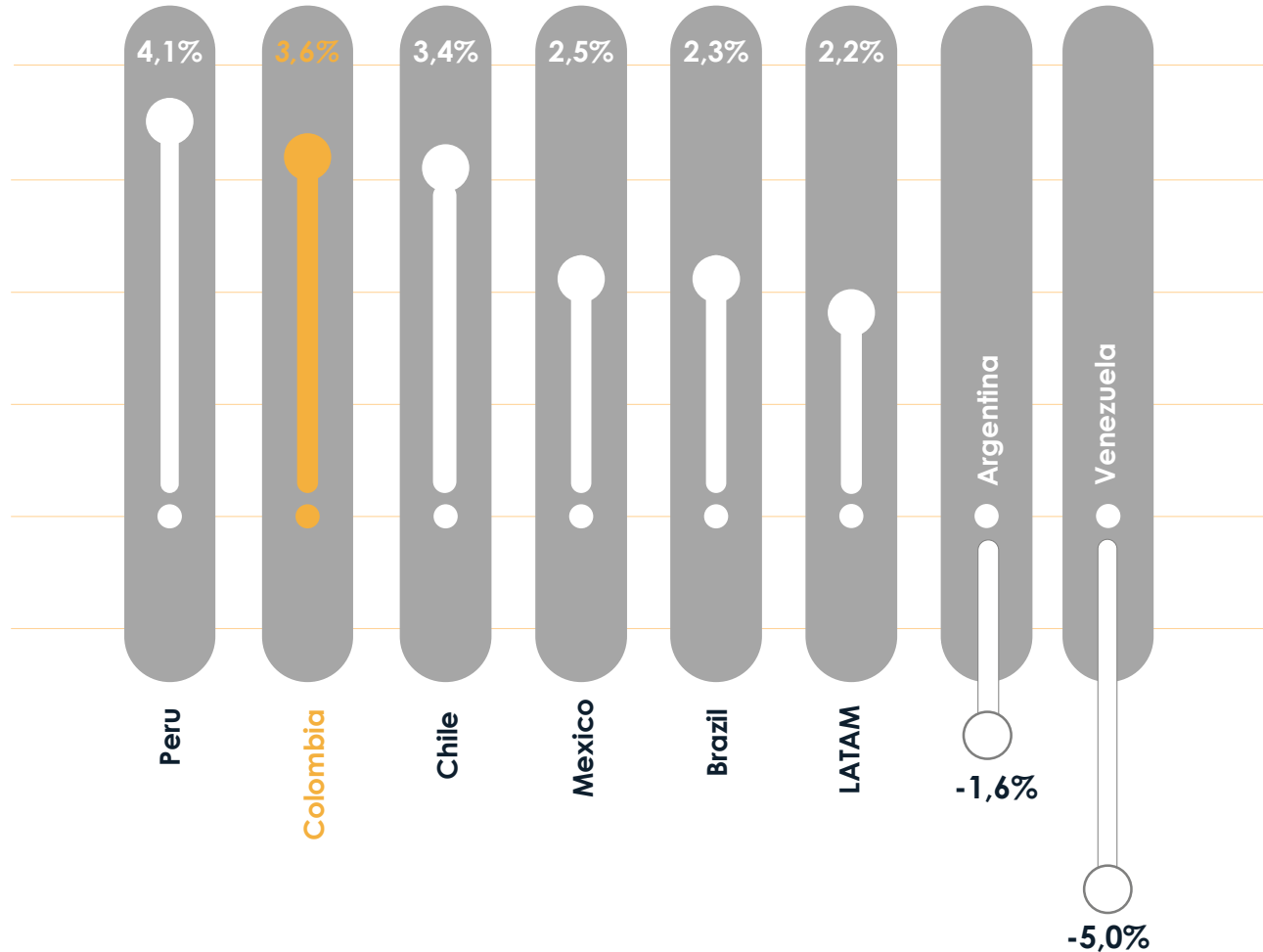
COLOMBIA

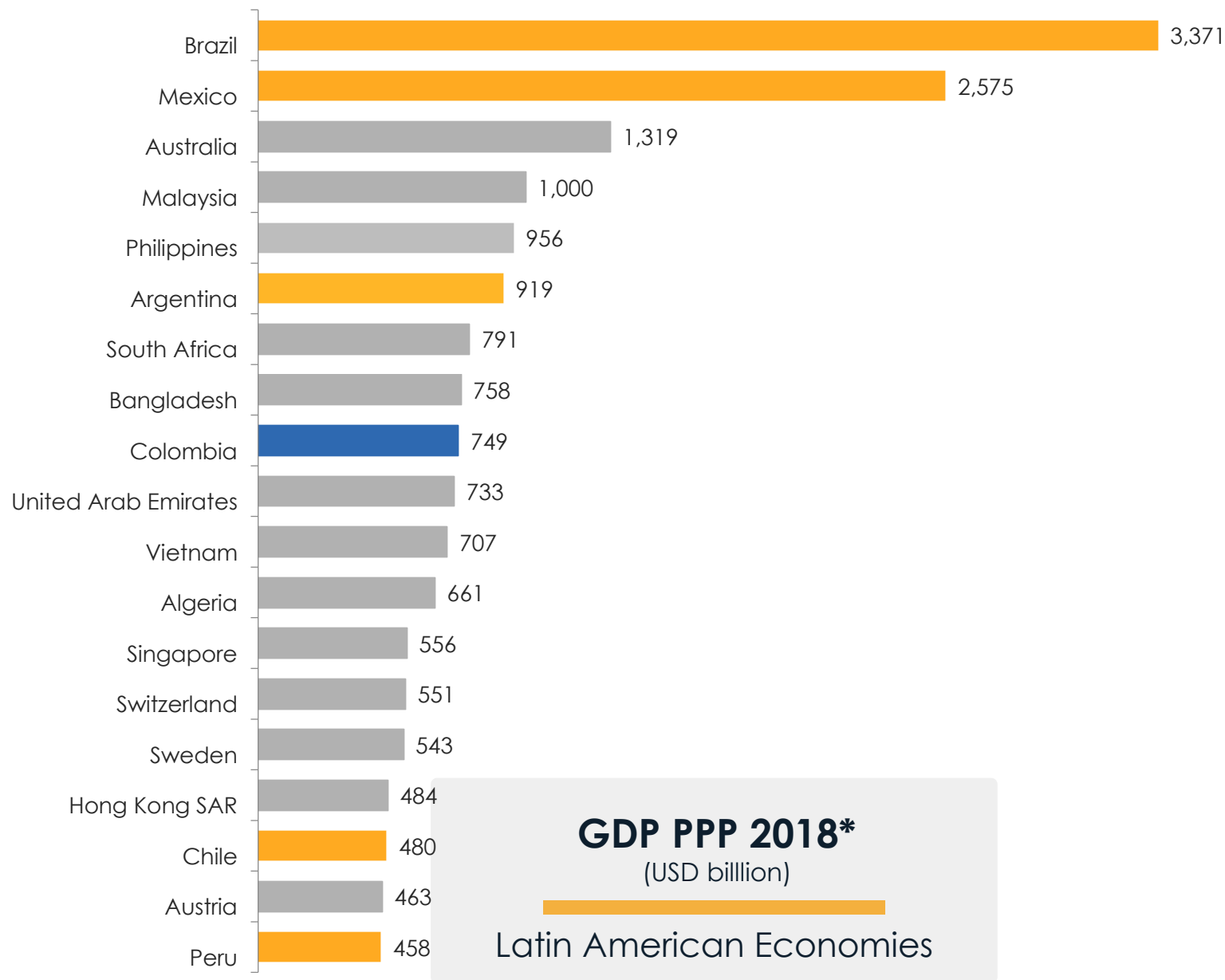
is projected to grow by **3.6%**, faster than most countries in **Latin America**

GROSS DOMESTIC PRODUCT

Estimated growth 2019

Colombia, one of the top growing economies in 2019 among the largest Latin American countries





COLOMBIA

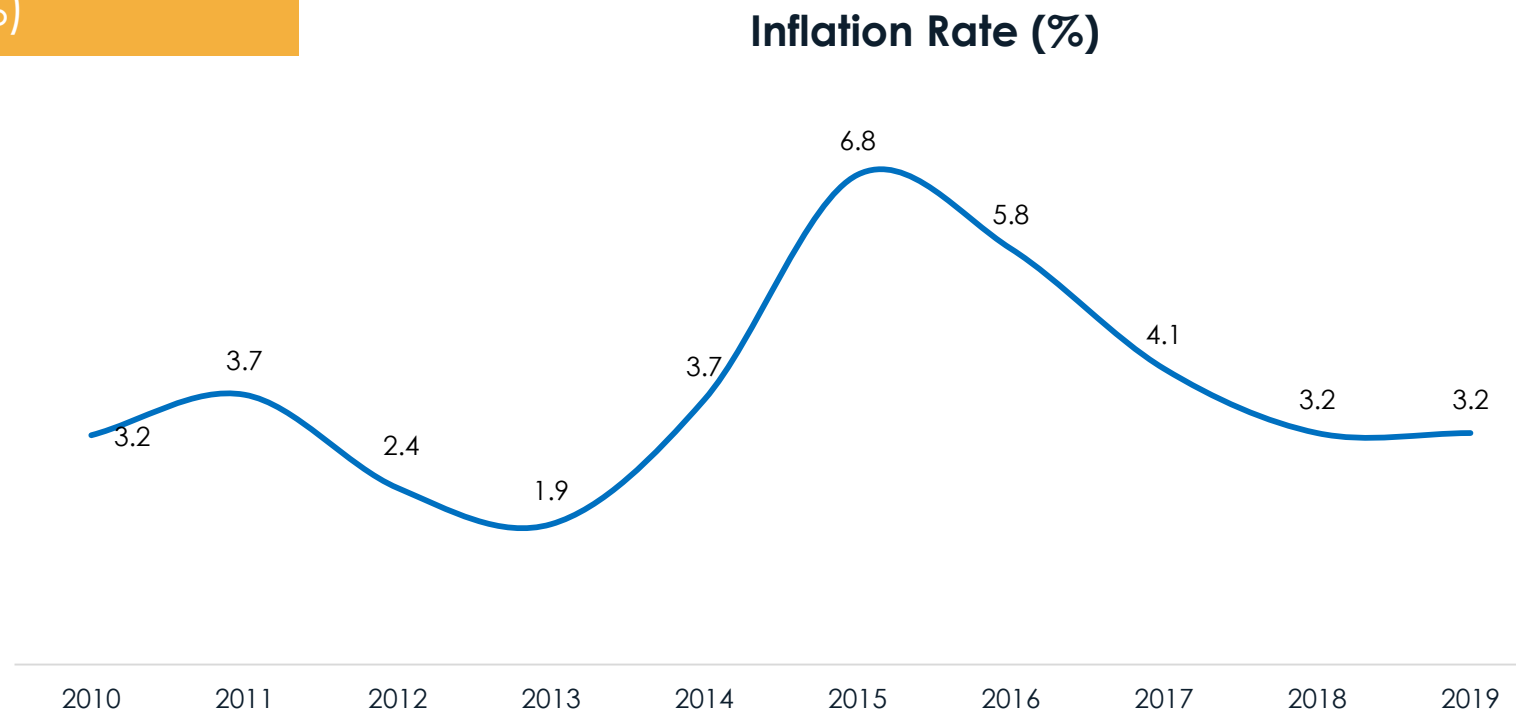
Is the **32nd** largest economy in the world and **4th** in Latin America.



In 2019 and 2020, inflation

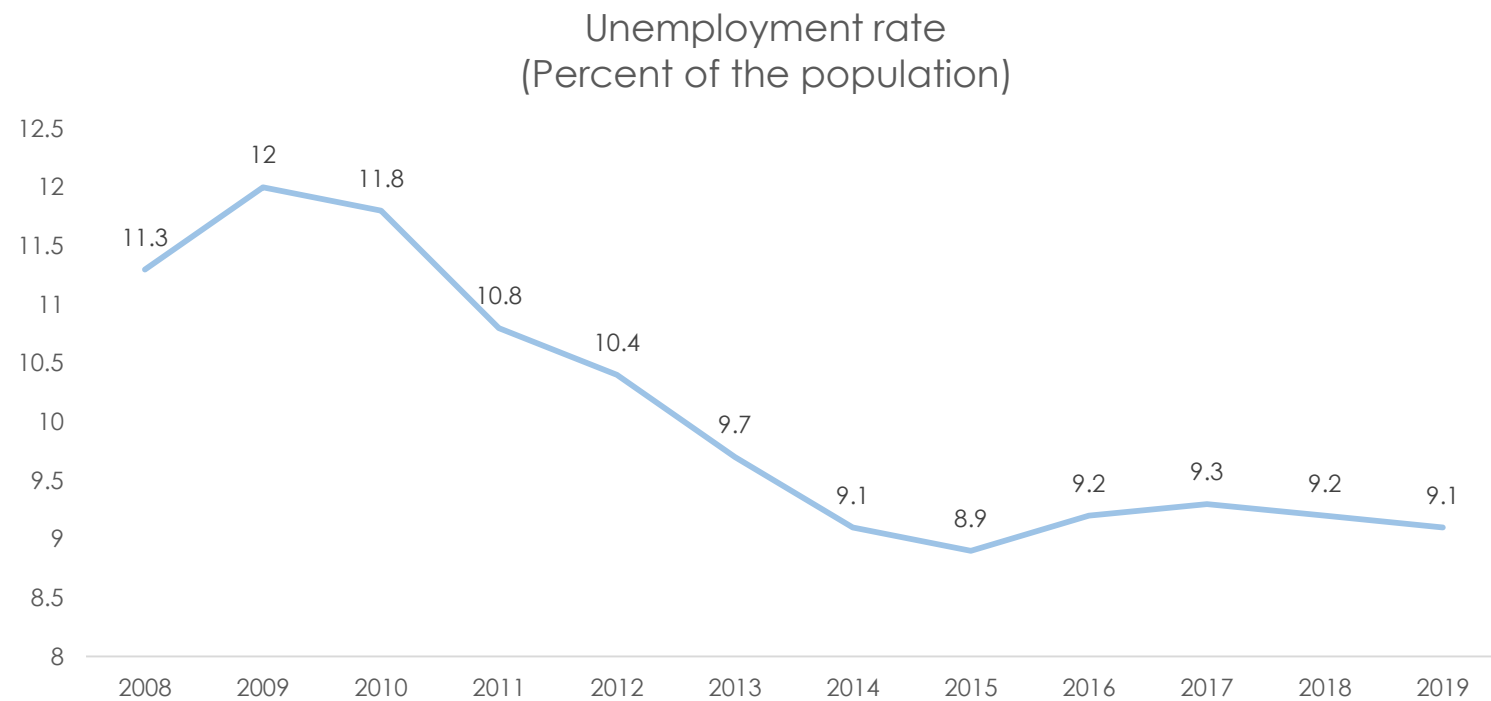
is expected to reach the target
rate set by the national bank

(2% - 4%)



Inflation continues an **uninterrupted
decelerating trend** since 2015.

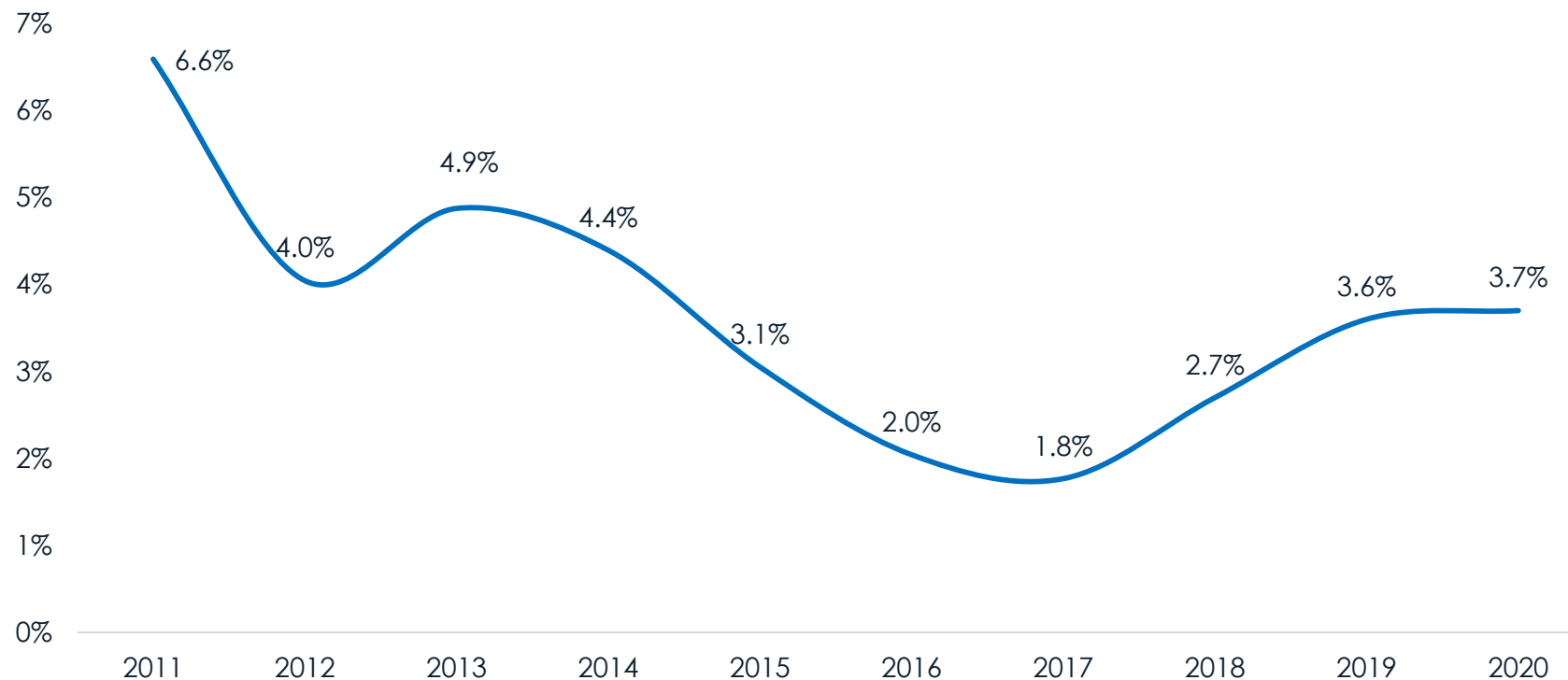
Since 2013 unemployment rate has remained at a single-digit level.



It is expected that, in 2019 and 2020, unemployment rate will continue to be at a one - digit level.

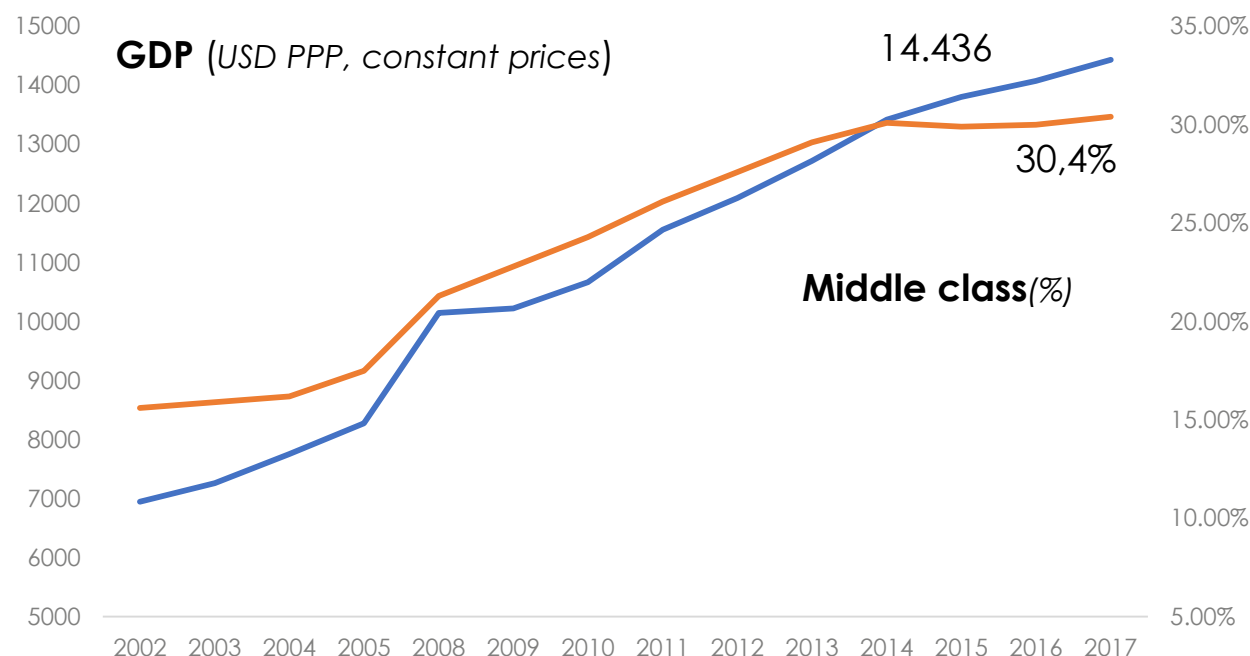
The **Colombian economy** is on the path of recovery and will expand by about **3.6%** in 2019-2020

GDP Growth (constant prices, % rate)



Inflation continues an **uninterrupted decelerating trend** since 2015.

A GROWING MIDDLE CLASS WITH HIGH PURCHASING POWER



Share of the population belonging to the middle class vs GDP per capita evolution
2002 – 2017

1.8%
GDP Growth
in 2017

2.7%
GDP Growth
in 2018

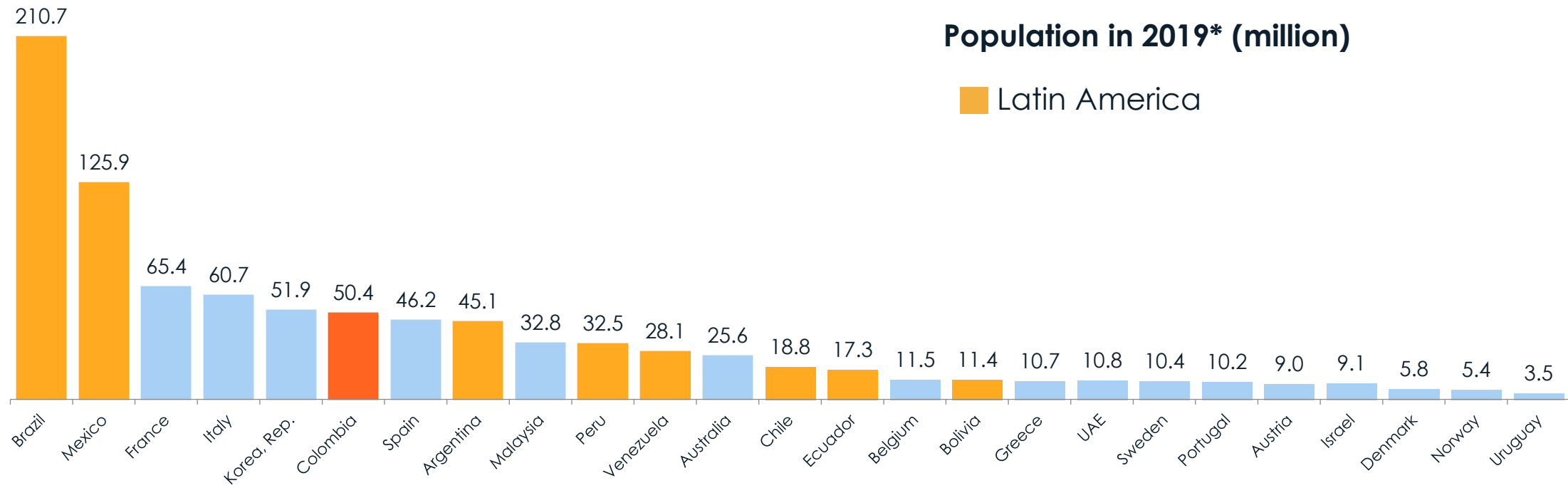
3.6%
GDP growth forecast
for 2019

Source: Poverty indicators (DANE) and GDP (World Bank) Middle class:
Estimated by ProColombia





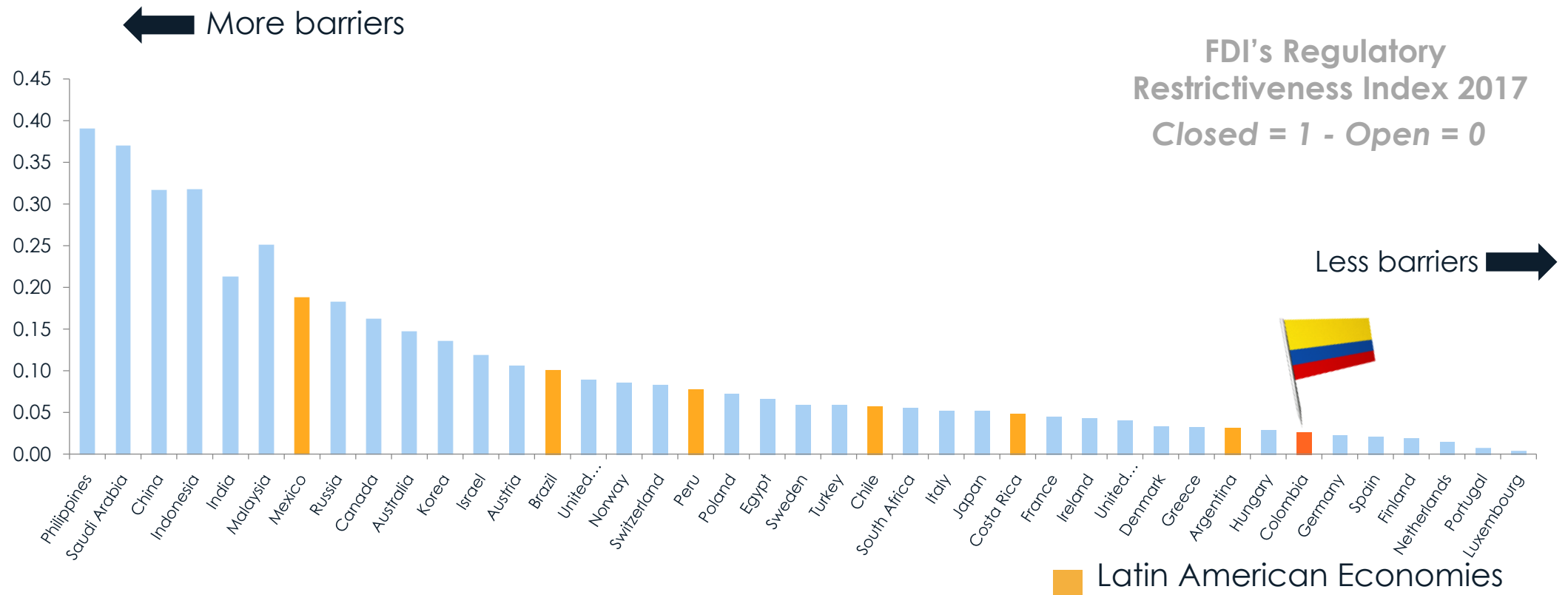
COLOMBIA IS THE 28th most populated country in the world and the 3rd in Latin America



*Estimated,
Source: IMF, 2019



COLOMBIA LOW BARRIERS TO FDI





COLOMBIA IS THE 37TH MEMBER OF THE OECD

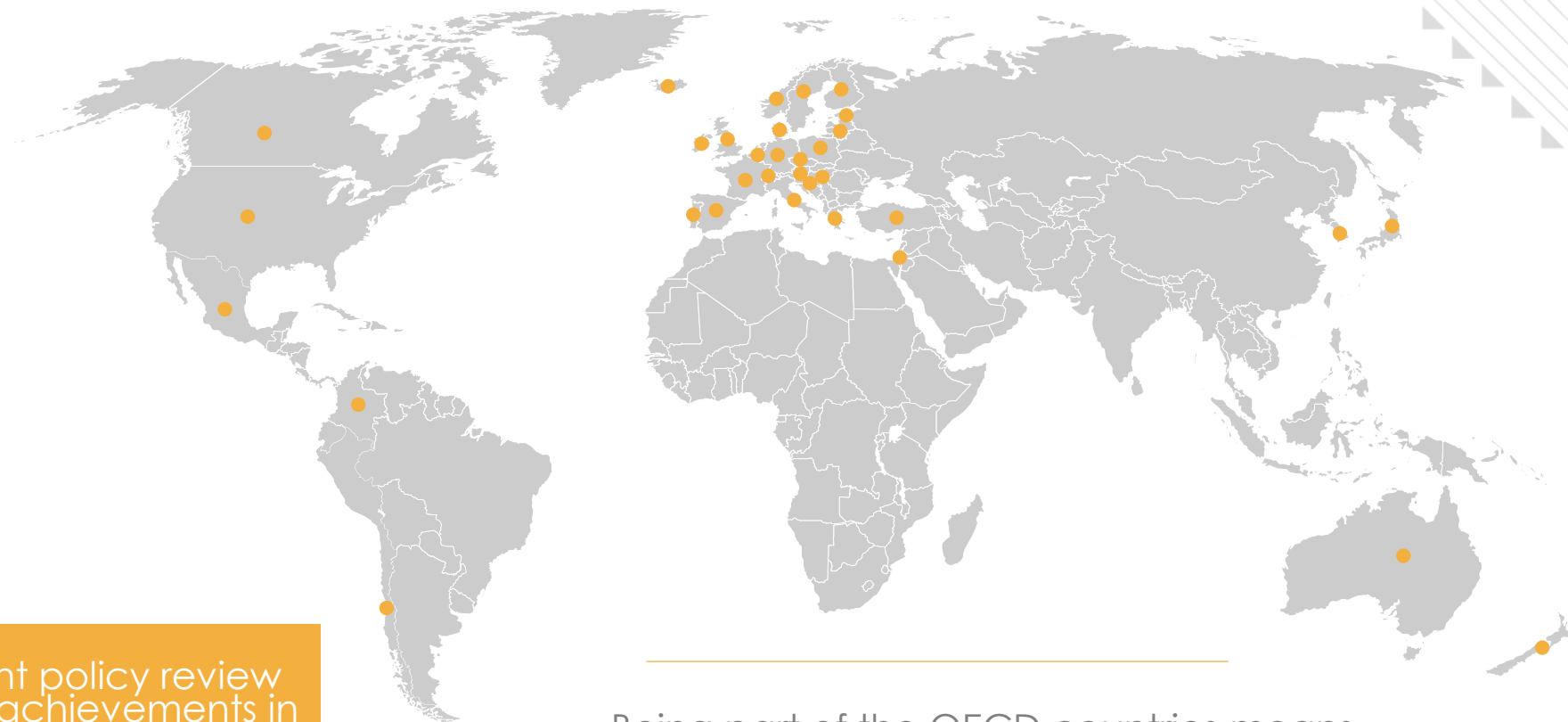
CANADA
UNITED STATES
MEXICO
CHILE
COLOMBIA

AUSTRIA
BELGIUM
CZECH REPUBLIC
DENMARK
ESTONIA
FINLAND
FRANCE
GERMANY
GREECE
HUNGARY
ICELAND
IRELAND
ISRAËL
ITALY

JAPAN
SOUTH KOREA

LATVIA
LUXEMBOURG
NETHERLANDS
NORWAY
POLAND
PORTUGAL
SLOVAK REPUBLIC
SLOVENIA
SPAIN
SWEDEN
SWITZERLAND
TURKEY
UNITED KINGDOM

AUSTRALIA
NEW ZEALAND

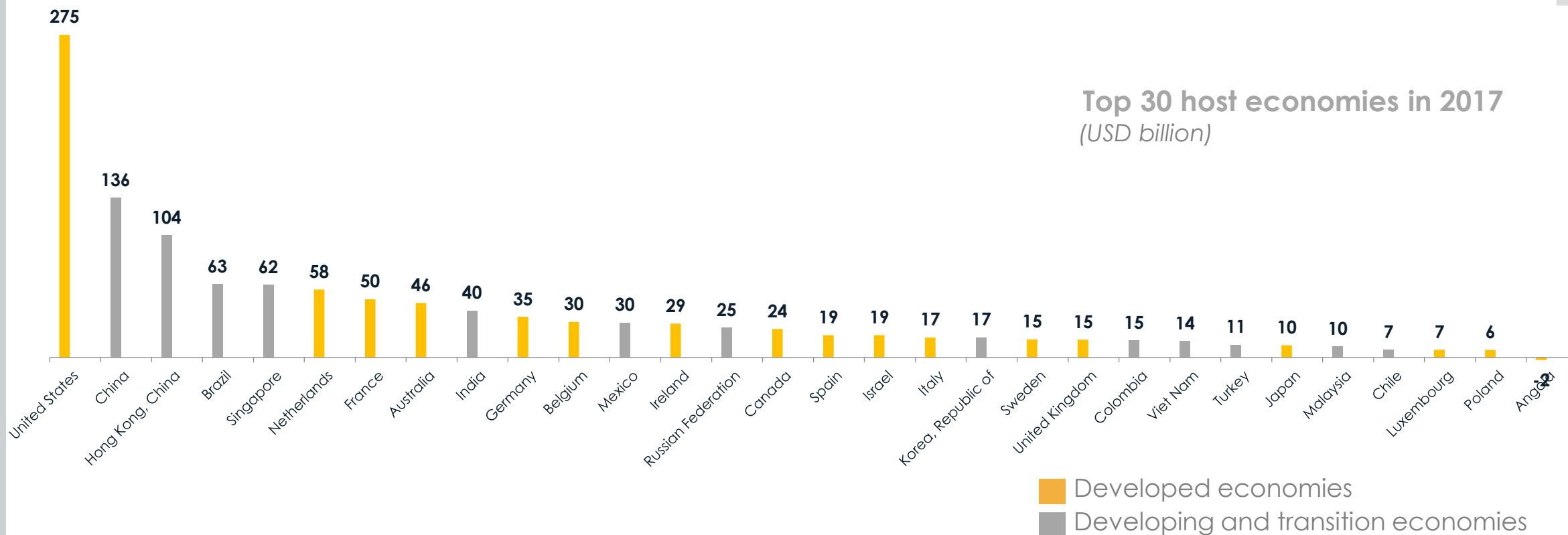


“The OECD investment policy review examines Colombia's achievements in developing an open and transparent investment regime and its efforts to reduce restrictions on international investment” **OECD**

Being part of the OECD countries means that public institutions in Colombia **will meet standards of the developed world** more confidence for investors



COLOMBIA IS PART OF THE TOP 30 DESTINATIONS FOR FDI

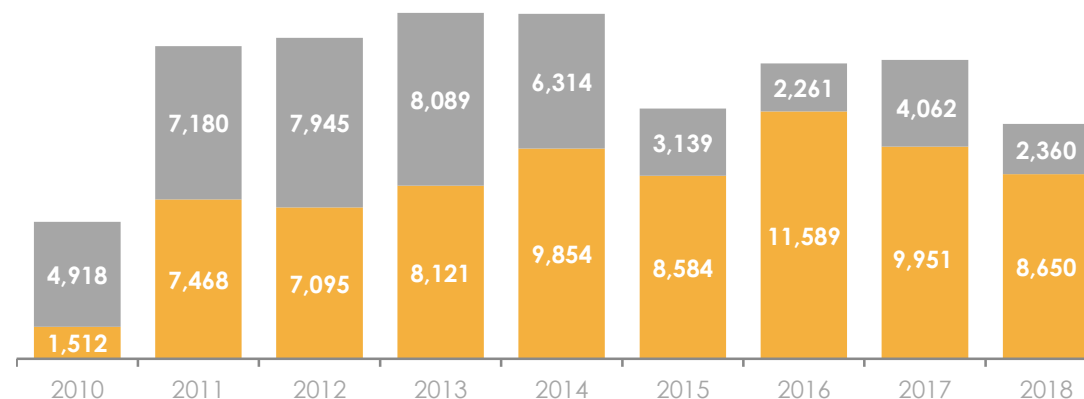


Source: UNCTAD, 2017.


FDI has been largely driven by **non-mining sectors** over the last 3 years


FDI Inflows
(USD million)
2010 – 2018

Mining and oil ■
Other sectors ■



Top Investing
countries in Colombia
2000-2017 *


United States
USD 34,745 million
16,3%


Panama
USD 20,531 million
15,0%


Spain
USD 15,821 million
9,6%


Switzerland
USD 9,841 million
8,7%

Source: Balance of Payments - Banco de la Republica.
Share of all countries with positive cumulative investment. The
information includes reinvested profits or investments in the oil sector
Note: the list of the top countries investing in Colombia does not include
Panama.

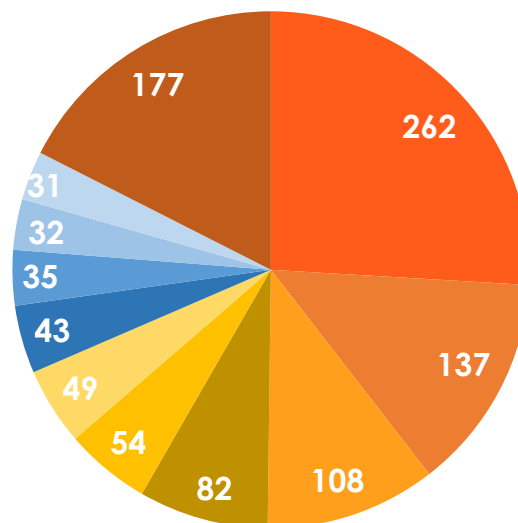


INVESTMENT PROJECTS

from the world
to Colombia
by Industry
Sector

Investment Projects from the world to Colombia by Industry Sector

2007 - 2017



- Software and IT Services
- Business Services
- Financial Services
- Machinery and equipment
- Logistics and Transportation
- Mining Industry

Proyectos Totales: **1.010**

Sector	Jobs generated
Real estate*	23.812
Software and IT Services	22.999
Mining industry	12.115
Logistics and transportation	11.231
Tourism	9.024
Agroindustry	8.714
Financial services	8.108
Construction materials	7.740
Automotive industry	5.242
Energy	470
Others	53.027
Total	162.482

Source: DDi Markets. *Incluye construcción y servicios profesionales. Grupo casino y Parque Arauco registran el mayor número de empleos.

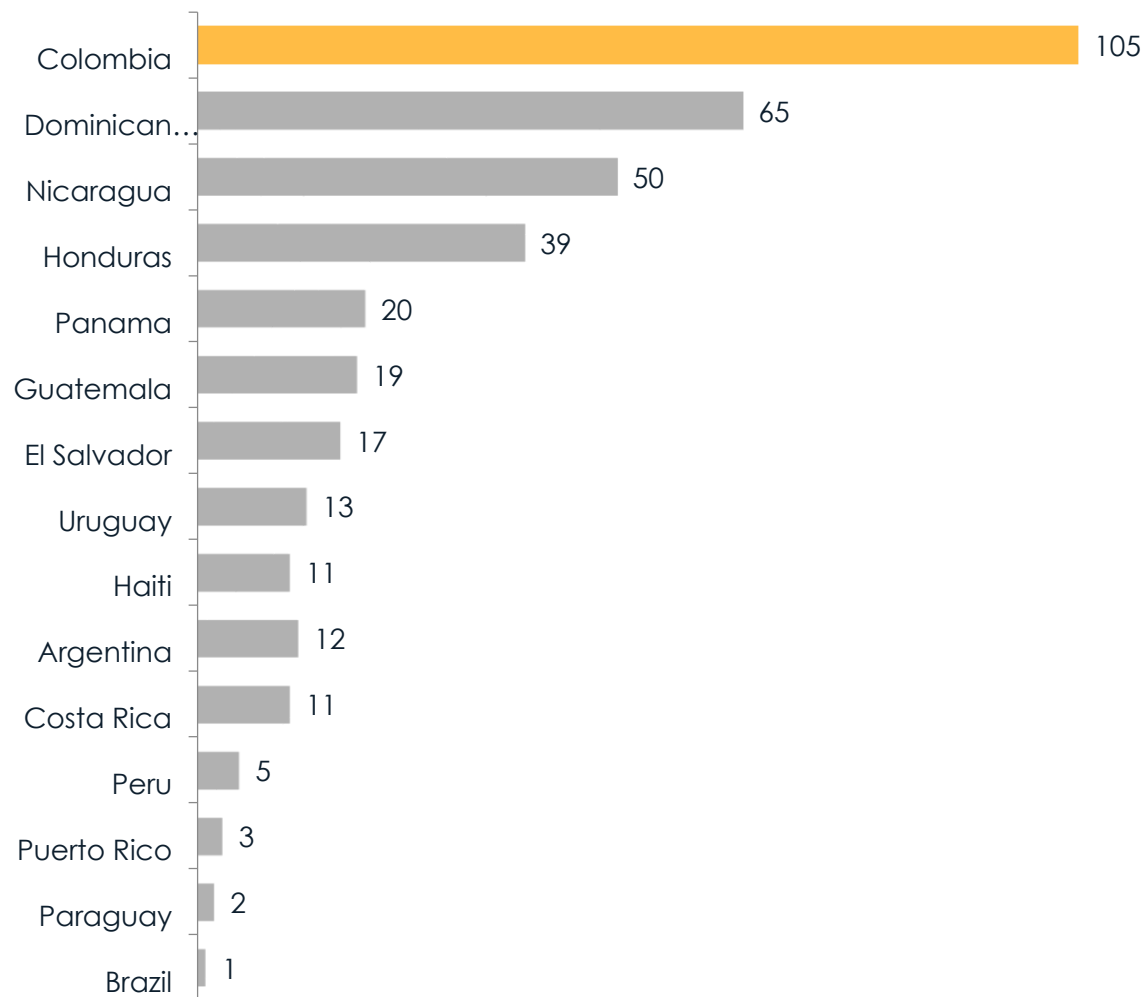


COLOMBIA

is the Latin American country with the **most Free Trade Zones**

The new world trade dynamic allows Colombia to take advantage of different opportunities, such as:
Access to demanding and sophisticated markets, Increase the quantity and diversity of exports, Transfer of technology, Improve the quality of production.

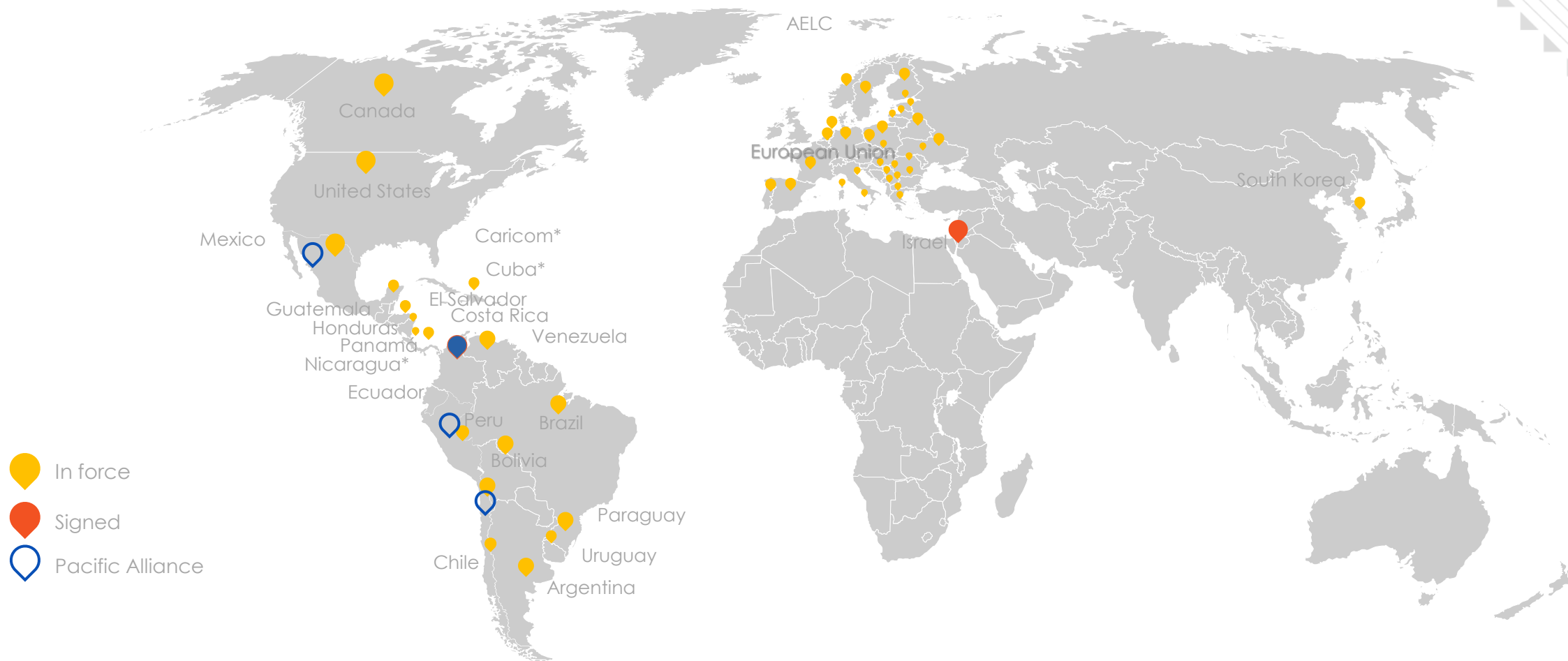
Number of FTZ in 2018





COLOMBIA

has access to 60 countries and more than 1.5 billion consumers through its network of trade agreements



* Partial scope agreements (PSA)

--- Blue line shows Pacific Alliance's member countries others than Colombia – (Chile, Peru and Mexico).

Source: Chamber of Commerce, Industry and Tourism, Colombia, 2017



COLOMBIA

Member state of the Pacific Alliance



At the XII Summit of the Pacific Alliance (October 2017) the creation of the Associate members category was announced and negotiations were started to grant this status to Australia, Canada, New Zealand and Singapore

This figure seeks to strengthen trade, regional and free trade integration, as well as benefit from regional platforms and promote trade agreement negotiations.

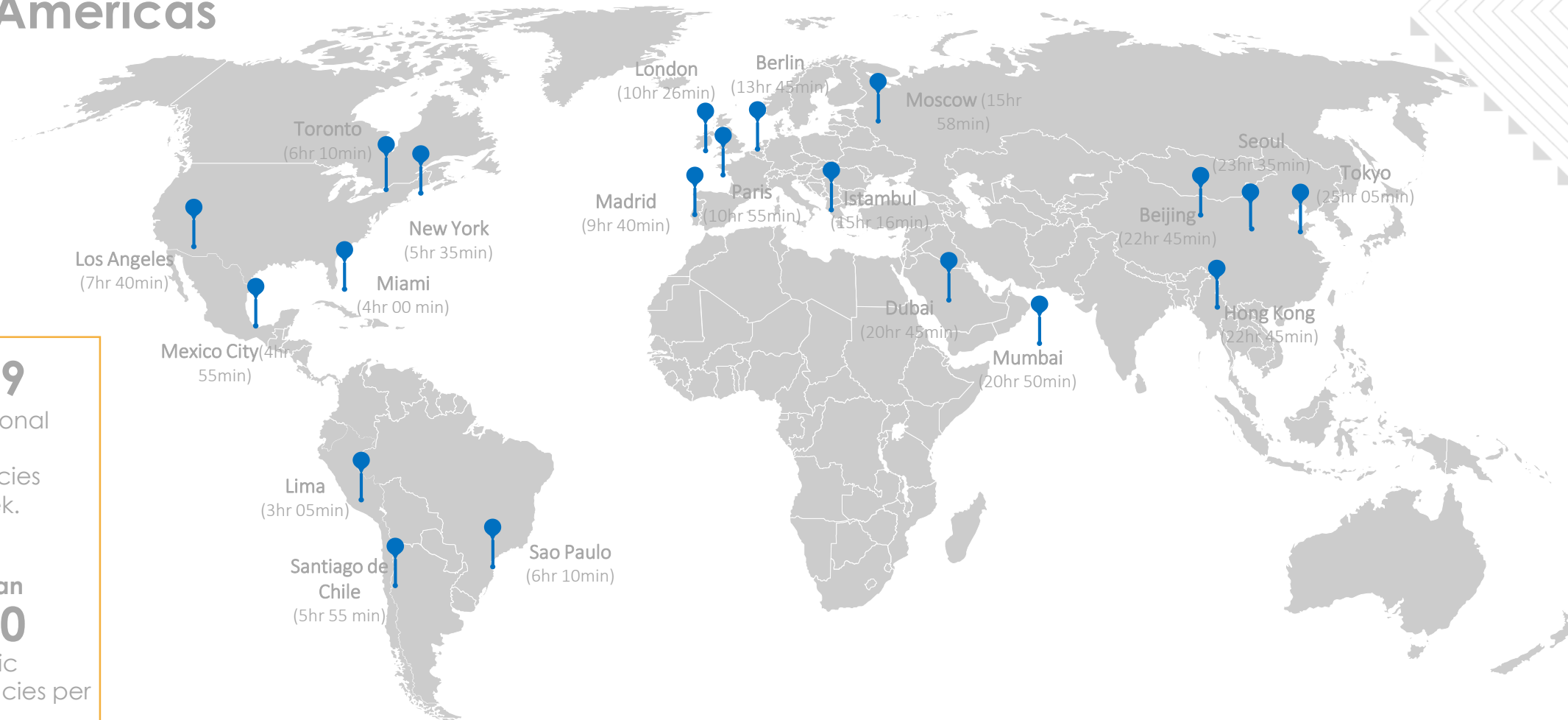


COLOMBIA

Less than 6 hours away by airplane from the **main cities in the Americas**

1,109
international
direct
frequencies
per week.

**More than
5,600**
domestic
frequencies per
week.

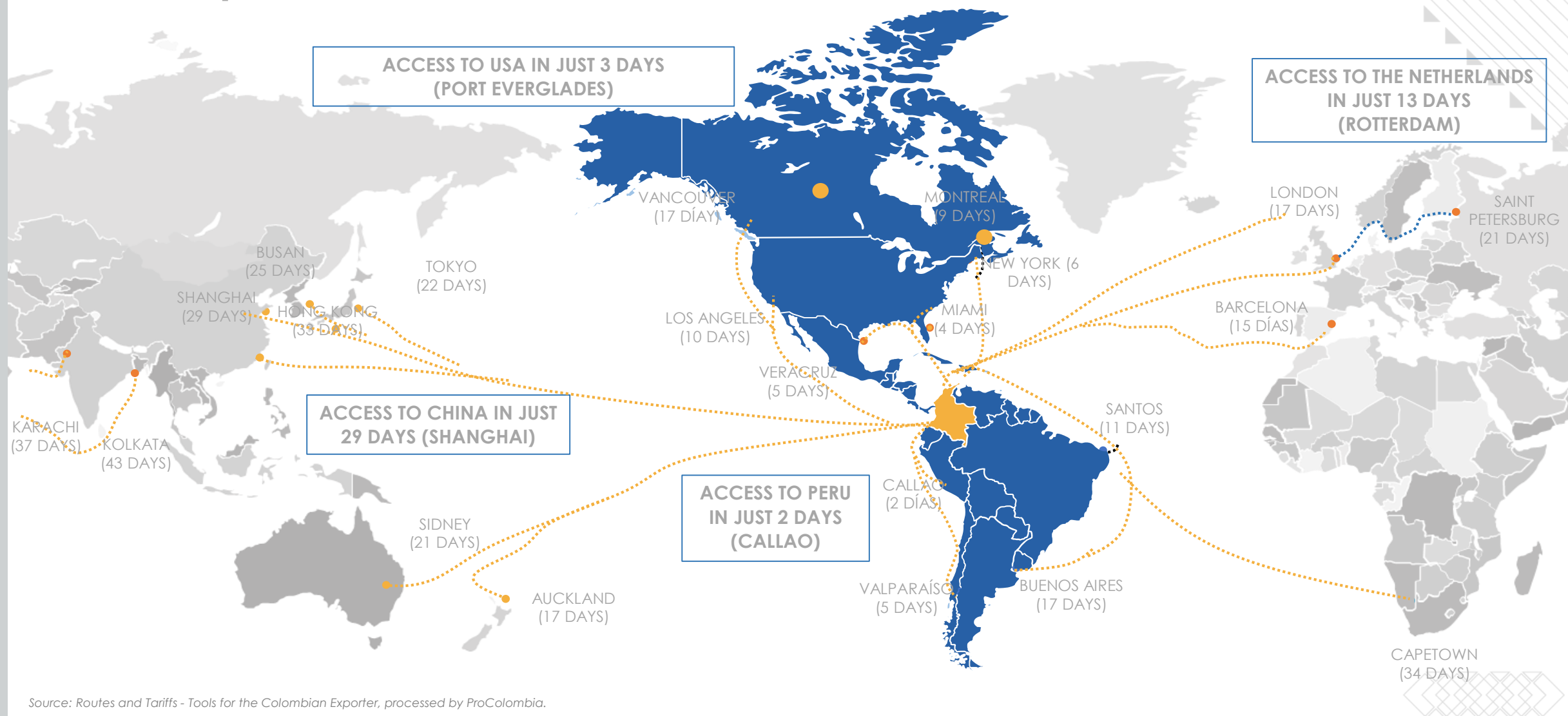


*Esta información tiene en cuenta las rutas que salen de aeropuertos internacionales en Barranquilla, Bogotá, Cali y Medellín. OAG. Para una semana típica del mes de Diciembre de 2017. Fuente: Rutas y Tarifas - Herramientas para las exportaciones colombianas, procesados por ProColombia.



COLOMBIA

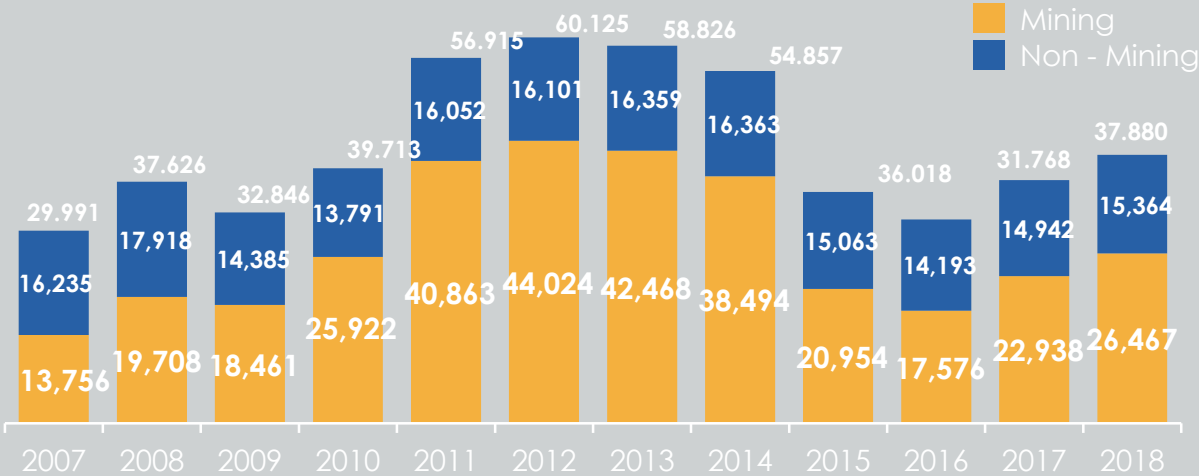
counts with more than **4,500 maritime** export routes and has access to **680 ports** around the world.





Evolution of Colombian Exports, 2007 – 2018

2007 – 2018

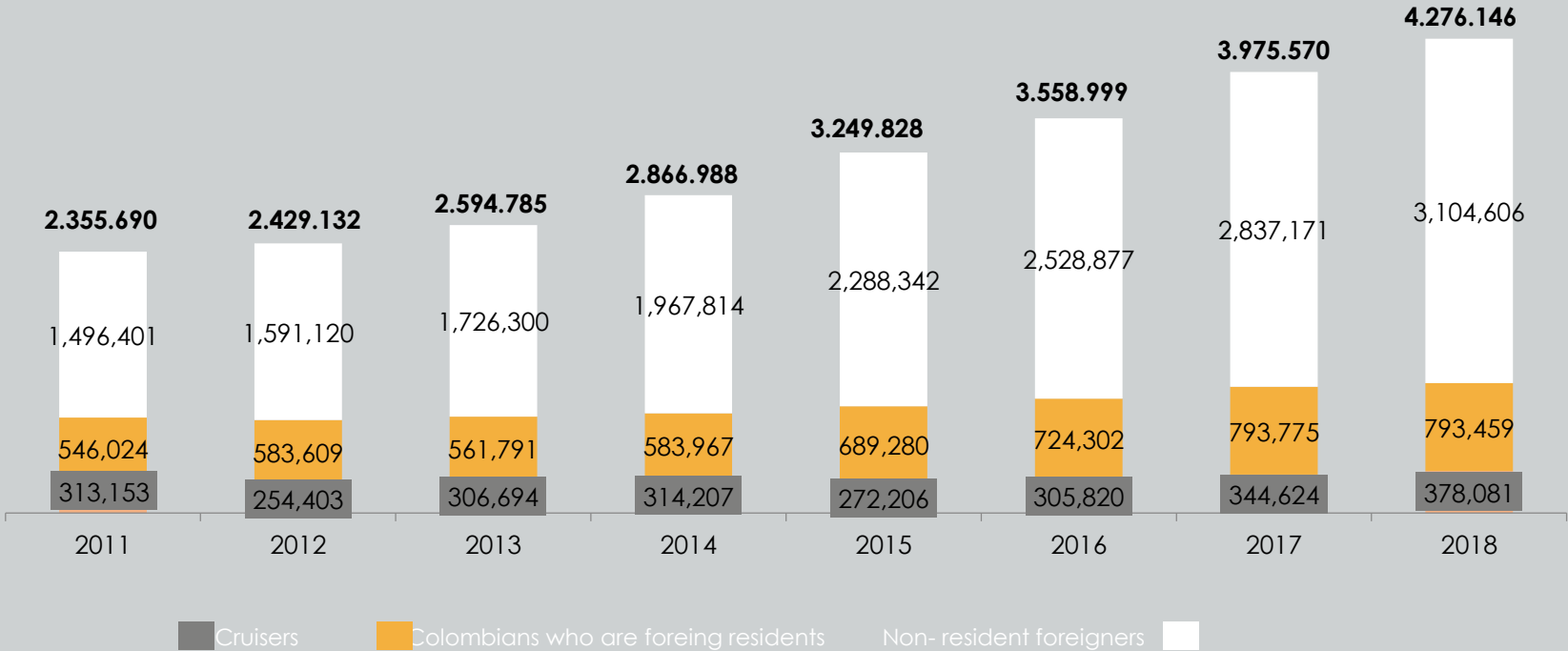


Agroindustry and Metalworking sectors performed the most dynamism in their exports during 2017.

Colombian exports increased 10% in 2018 compared to the previous year



Arrival of tourists 2013 – 2018



In 2018, *receptive tourism* grew 7,6% compared to 2017

Source: Migration Colombia. Elaborated by ProColombia



COLOMBIA

is one of the countries with the greatest potential for expansion in agricultural land

- Colombia, with multiple **thermal floors**, is able to offer different **agricultural products throughout the year**.
- In Colombia, 40 million hectares were declared as the national agricultural frontier (35% of the national territory)
- **Colombia has more than 8 million hectares cultivated, so the potential for agricultural development is quite broad (only 20% is being exploited).**
- The **availability of water resources in Colombia is one of the highest in the world (FAO*)**. The country ranked fourth worldwide in sustainable agriculture.





SECTORS OF OPPORTUNITY METALWORKING AND OTHER INDUSTRIES

Colombia, a sustainable
destination.

Some niches of opportunity:



AUTOMOTIVE
AND AUTO PARTS



METALWORKING



CONSTRUCTION
MATE

INVESTMENT OPPORTUNITIES

1.

Setting up assembly lines to produce commercial vehicles (buses), cargo vehicles and motorcycles to serve both local and international markets using Colombia as an export platform.

2.

Setting up factories that transform iron and steel products with the aim of meeting other industries demand.

3.

Establishment of cement, ceramic and prefabricated production plants to supply local and international markets.



SUCCESS STORIES – METALWORKING AND OTHER INDUSTRIES



FRANCE

The company invested in a float glass production plant to supply the national market and export to countries in the Andean region.



JAPAN

The Japanese company of continuous casting and production of high precision parts, decided to open a plant to serve the American market.



CHINA

Foton invested more than US \$ 12 million in a new assembly plant for SUV and 4x4 models.



UNITED STATES

Whirlpool and the Colombian company Haceb, signed an alliance to produce washing machines in a plant of US \$ 70 million.



SECTORS OF OPPORTUNITY - CHEMICALS AND LIFE SCIENCES

Some niche with opportunities



FERTILIZERS



NATURAL
INGREDIENTS
FOR COSMETICS



PLASTIC
PACKAGING

Investment opportunities

1.

Setting up agrochemicals formulation and production plants to serve the growing local market.

2.

Setting up research centers on development of cosmetics based on natural ingredients. Taking advantage of the Colombian biological and floristic diversity; and the tax incentives provided by the National Government for R&D projects.

3.

Assembly of plastic packaging production plants to meet the needs of the LAC region.



SUCCESS STORIES - CHEMICALS AND LIFE SCIENCES



NETHERLANDS

The new factory set up in Colombia is one of its three most modern factories in the world, thanks to its cutting-edge technology and ecofriendly facilities.



NORWAY

Started its production operations in 2013, after the acquisition of Abocol, the most important agrochemical company in Colombia.



INDIA

The Indian group inaugurated a new production plant in Villa Rica (Cauca), from which it manufactures 180 million laminated plastic tubes for consumer products.



UNITED STATES

Inaugurated its new operations center in Antioquia to supply the markets of Central America and the Andean region.



SECTORS OF OPPORTUNITY – SERVICES:

IT, BPO, ITO, Shared Services, Apps

Some sectors with opportunities:



Colombia is one the three major providers of IT services in the region.

1.

Between 2001 and 2015,
3,405,211 graduates in
different levels of education

2.

1.3 million bilingual people in
Colombia in 2016.

3.

1st place in Suramericana
in labor qualifies,
according
to IMD (2015)

4.

6th place in the region in level
of companies bilingualism
in 2016.

5.

Colombia has **10 submarine
cables**, with eight exits through
the Caribbean Sea and one
through the Pacific Ocean.



SUCCESS STORIES – SERVICES:



UNITED STATES

IBM opened its third Data Center in Colombia offering a processing power of 5 petabytes.

It's one of the most advanced centers for Cloud Computing and Big Data Analytics companies in the country.



SPAIN

It has two operations centers in Bogota where it manages a diversified portfolio of blue ribbon clients, with the capacity for up to a thousand positions.



UNITED STATES

AT&T acquired DirecTV Colombia and it'll increase the telecoms offer Colombia through new services and packages.



an NTT DATA Company



JAPAN

Its BPO operation currently has more than 1,400 credit processes, customer service, and document management active positions.



SECTORS OF OPPORTUNITY – FASHION INDUSTRY:

Industry with a diversified basket of products

Some niche opportunities:



TEXTILES



GARMENTS

1.

Local industry currently supplying with imported inputs. Textile imports have increased in the last 10 years, it is necessary to supply the increasing demand of inputs by the local production of garments.

2.

Colombia as an export platform, the country counts with a strategic location, high industrial capacity and more than 16 free trade agreements.

3.

Strategic alliances. There are qualified Colombian companies able to associate with foreign investors in order to reach regional and international markets.





SUCCESS STORIES – FASHION INDUSTRY:

Industry with a
diversified basket
of products



UNITED KINGDOM

This company has operated in Colombia for more than fifty years as a Coats chain in the city of Pereira, Risaralda.



PARKDALE®



UNITED STATES

Operates with the company Colombiana de Hilados, with a manufacturing plant in the Free Trade Zone of Rionegro, Antioquia. The plant has the capacity to produce carded open-end and combed ring-spun.



UNITED STATES

Polymer Group: It has a manufacturing plant in the Pacific Free Trade Zone in Cali, Valle del Cauca.



MEXICO

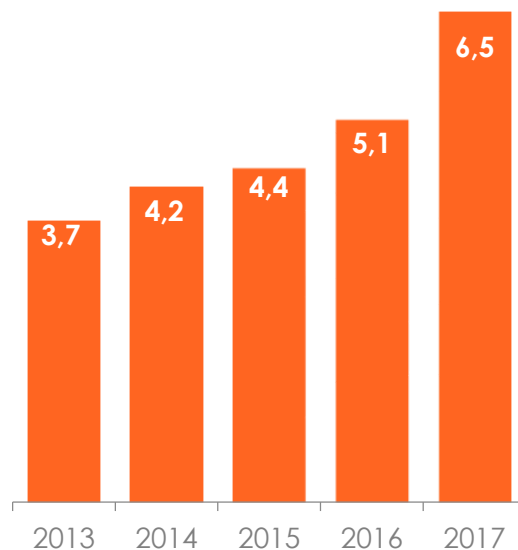
Acquired shareholding in the Colombian company Coltejer.



SECTORS OF OPPORTUNITY – TOURISM

Infrastructure,
real estate
and retail

Inbound tourists*
2013 – 2017
(million of people)



*Inbound tourist includes: resident Colombians abroad, foreign non resident in Colombia, special cross borders, and cruise visitors.
Source: Migration Colombia and MinCIT. ProColombia calculations.

Some niche opportunities



NATURE &
ADVENTURE



WELLNESS



ENTERTAINMENT



CITY HOTELS

Investment Opportunities in:

1. Colombia ranks 25th in the ICCA ranking (International Congress and Convention Association)
2. Luxury and wellness hotels can take advantage of the Colombian biodiversity to offer high quality services.
3. Luxury and wellness hotels can take advantage of the Colombian biodiversity to offer high quality services.
4. VAT exemption for health tourism services



SUCCESS STORIES TOURISM INFRASTRUCTURE, real estate and retail



UNITED STATES

This American chain has 15 hotels in Colombia with more than 1,850 rooms



UNITED KINGDOM

Holiday Inn hotels opened in Bogota and Cartagena, totaling 331 rooms.



SPAIN

Holiday Inn hotels opened in Bogota and Cartagena, totaling 331 rooms.



CANADA

Holiday Inn hotels opened in Bogota and Cartagena, totaling 331 rooms.

SECTORS OF OPPORTUNITY -SERVICES, CAPITAL FUNDS

Some niches with opportunity



Colombia offers several benefits
to invest in capital funds.

1.

Colombia was ranked fourth in Latin American and the Caribbean due to its favorable conditions for development of the PEF industry.

2.

19 International General Partners in Colombia.

3.

Capital funds such as Advent International and Victoria Capital have chosen the country as a hub to service other countries in the region





SECTORS OF OPPORTUNITY- SERVICES, CAPITAL FUNDS

Brookfield



CANADA

Investments mainly in the sectors of infrastructure, energy and real estate.
Investments in the Colombian power company SA as part of its expansion plan in the region.



UNITED STATES

Mainly infrastructure investments.
In Colombia its investments have been focused in companies such as Intertug and Ocenca



UNITED STATES

Latin American fund that invested more than US \$ 20 million for the development of three cancer treatment centers of the medical society Oncologists of the West, in the Coffee Cultural Landscape and Valle del Cauca.



TAIKU PALDIES ΕΥΧΑΡΙΣΤΩ TANAN благодаря
SHUKRAN DANKE TERMA KASSIH DÍKY
GRATIAS 감사합니 MATONDO MAAKE NANNI DIAKUIU
HVALA THANK YOU MERCI MOCHCHAKKERAM DIOLCH
TĀNAN SPASIBO дякую FALEMINDERIT

GRACIAS

תודה ASANTE CHOKRANE ESKERRAK MISAOTRA GRAZIE
谢谢 OBRIGADO ARIGATO VINAKA
SULPÁY SPASIBO
DIOLCH ACIU DIOLCH WELALIN TAK KÖSZÖNÖM
EKELE NGIYABONGA MATUR NUWUN KIITOS DZIĘKUJĘ



ALEJANDRA HENAO

International Trade & Development,
Enterprise Florida, Inc



Export Sales Mission to Colombia



**JOIN ENTERPRISE FLORIDA ON AN EXPORT SALES MISSION TO
BOGOTÁ, COLOMBIA | NOVEMBER 18 – 21, 2019**

MISSION ITINERARY

Monday, Nov. 18

- Delegation departs Florida
- Transfer to hotel for check-in (*JW Marriott*)
- Welcome reception

Tuesday, Nov. 19

- Country Commercial Breakfast Briefing by the U.S. Embassy staff
- All day: Gold Key one-on-one appointments
- Networking reception hosted by the U.S. Ambassador to Colombia

Wednesday, Nov. 20

- Half day: Gold Key one-on-one appointments

Thursday, Nov. 21

- Delegation departs Colombia

Option 1: Gold Key Package –GKS

(One-on-one appointments with Colombian companies)

1st Company Representative- \$1,300 (Fee does NOT include interpretation service)

2nd Company Representative- \$500

GRANTS: EFI will offer a limited number of grants to offset 100% of the GKS cost charged by the US Commercial Service in Bogota, our local counterpart

GOLD KEY REGISTRATION DEADLINE:

SEPTEMBER 13, 2019

****Maximum Gold Key Packages: 20 (companies)***

Option 2: Delegate Package

Delegate- \$500 per person

****No Maximum***

Delegate packages

Package includes:

- Admission to all networking mission events
- Airport transfers in country when traveling on official mission flights
- Ground transportation to all mission events

****Delegate package does not include any one-on-one appointments or translation service***

REGISTRATION DEADLINE:

OCTOBER 15, 2019

Official Travel

Official flight:

AMERICAN AIRLINES

AA 913V 18NOV MIA / BOG HK20 1040A 225P

AA 916V 21NOV BOG / MIA HK20 335P 737P

\$405.50 per person round trip

Only 20 seats available

Departing/arriving in Miami International Airport

**Contact Chesi Stanfield (cstanfield@expresstravelus.com) / (305) 341-
1200**

from Express Travel

Important Dates and Details

Cancellations must be made in writing and sent to Alejandra Henao at ahenao@enterprise-florida.com **No VERBAL cancellations** will be accepted. For a full refund, cancellations must be received by **October 12, 2019**

Gold Key participation will be limited to manufacturers, and service companies that best meet the participation criteria. **Final selection will be determined by the U.S. Commercial Service**

Registration will not be considered final until **ALL** event and travel registration forms and payment have been received



**ENTERPRISE
FLORIDASM**

Thank You!

Alejandra Henao

ahenao@enterpriseflorida.com

(305) 808-3670

EnterpriseFlorida.com

Questions?

Global Florida Webinar | August, 30th



Jamal Sowell

President & CEO, Enterprise Florida

Upcoming Events

- [August 13, 2019](#) | Military, Defense & Veterans –Jacksonville
- [August 30](#) | Global Florida Webinar
- [October 28, 2019](#) | Future of Florida Forum-Orlando
- [December 4, 2019](#)
 - Global Florida Dinner- Fort Lauderdale
 - Trade & Logistics Institute Meeting-Fort Lauderdale
 - Florida Growth & Infrastructure Summit-Fort Lauderdale

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



In Person

Office: 201 Alhambra Circle
Coral Gables, FL 33134



Online

www.flchamber.com



By Email

Email: international@flchamber.com



By Phone

(850) 521-1210

