

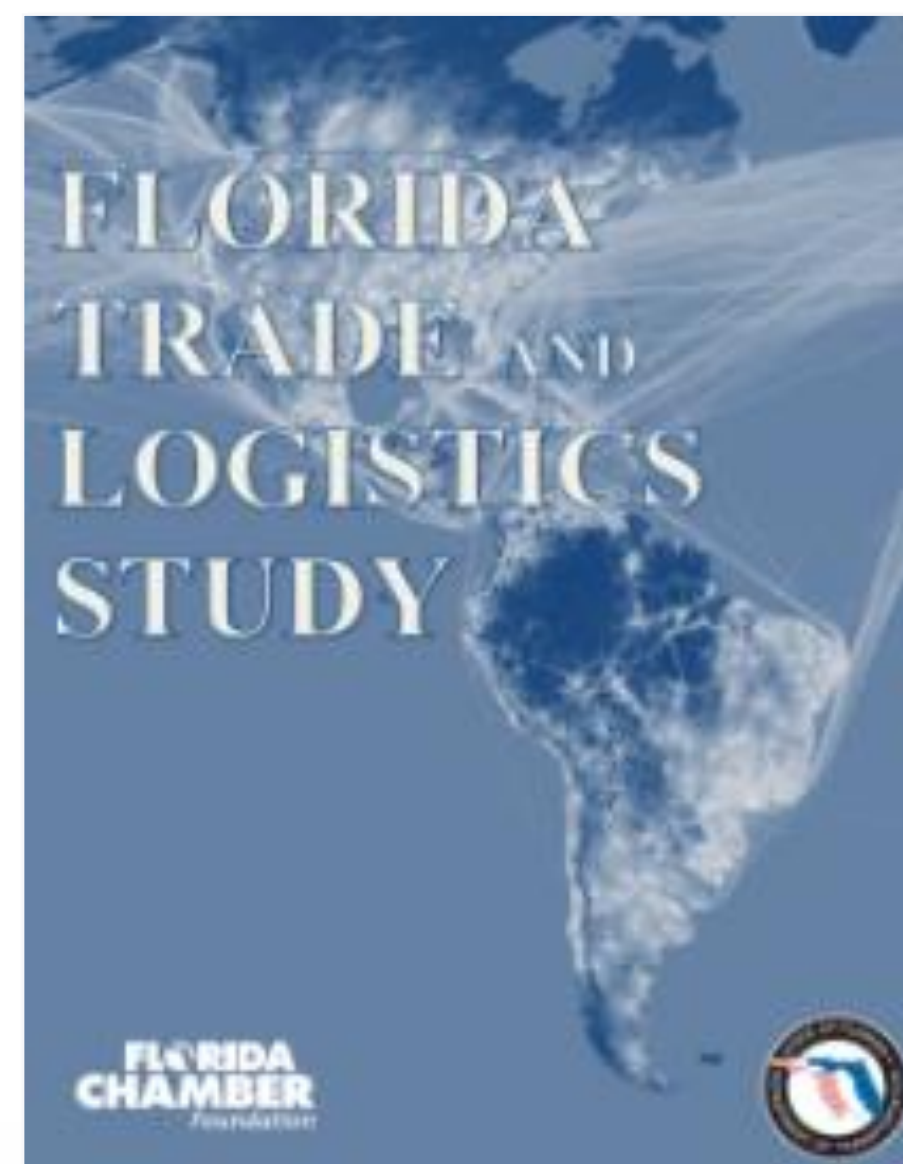
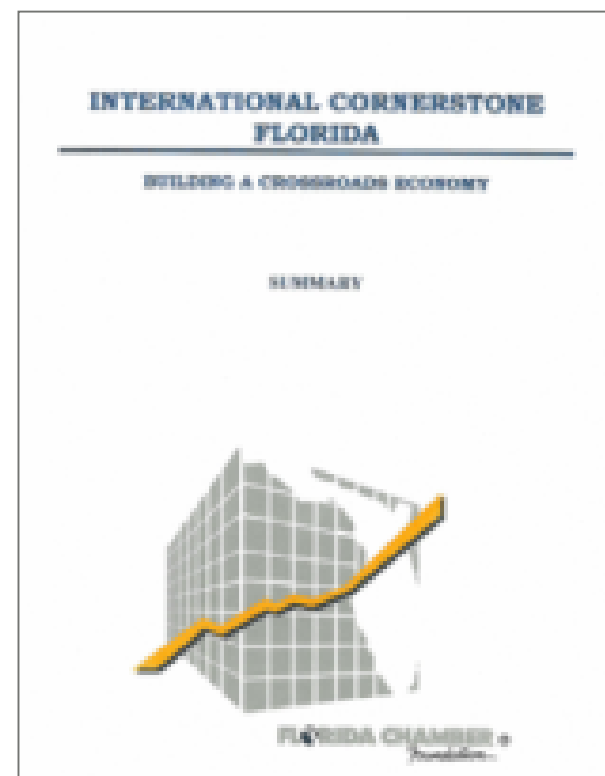
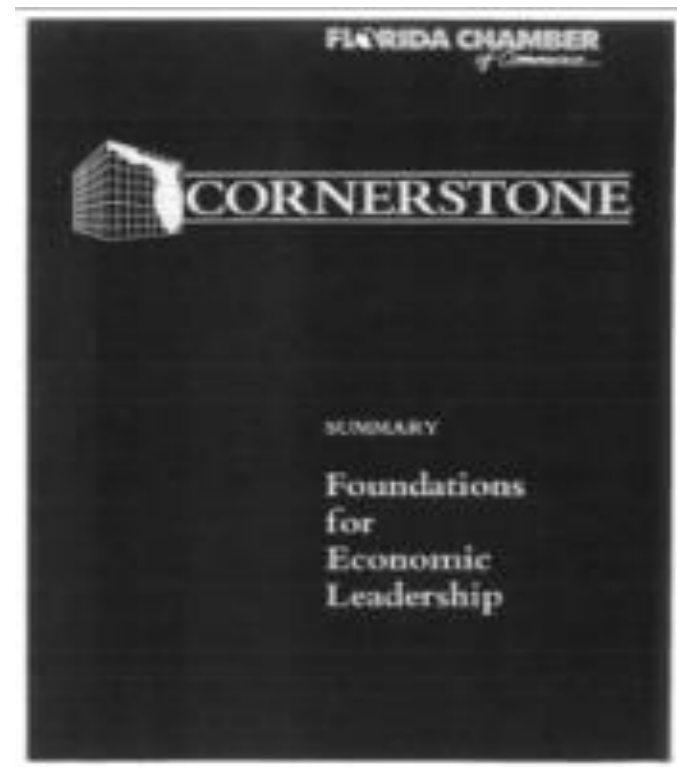


Florida's Headwinds, Tailwinds & What's Next

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Trade, Transportation and Florida's Future



Did We Accomplish Our Goals?

Position Florida as one of the nation's **leading states** for global trade & investment

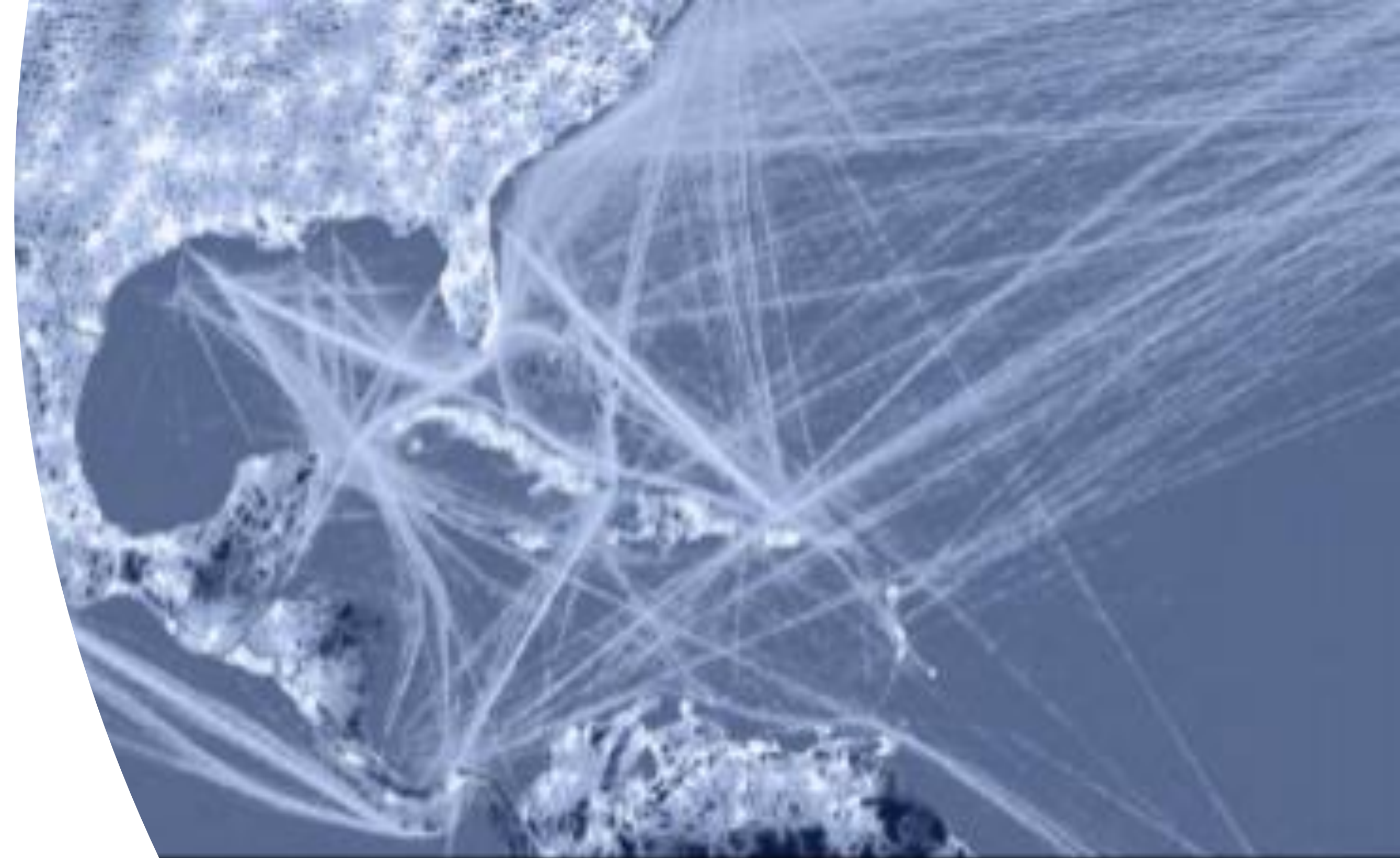
Grow Florida jobs in trade, transportation, logistics, export-oriented manufacturing & related value-added services

Expand Florida's market share on critical global trade lanes

Supply more imports through Florida's sea and air gateways

Double the value of Florida-made exports

Expand trade-related value-added services

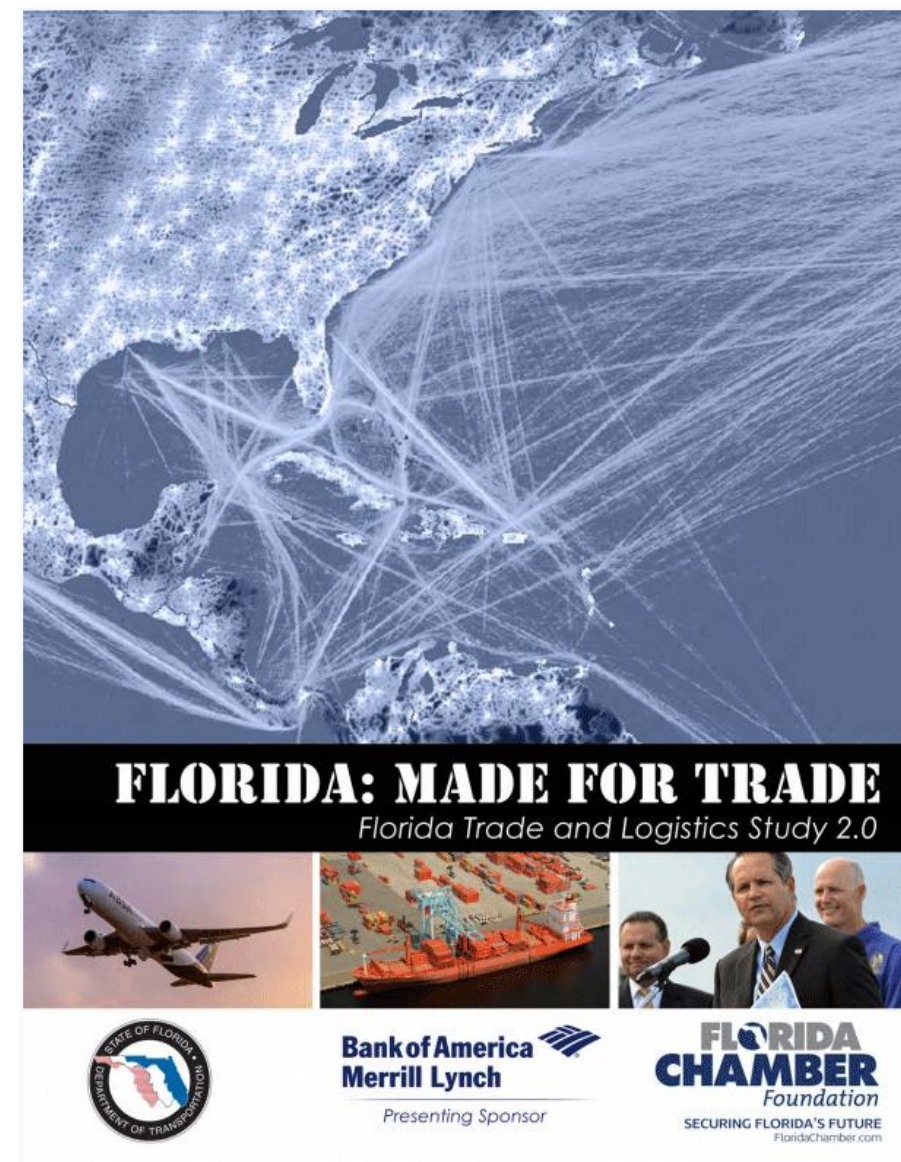


FLORIDA: MADE FOR TRADE
Florida Trade and Logistics Study 2.0



Florida Trade and Logistics Jobs

	2012	2018	Change
Total Trade and Logistics Supported Employment	846,723	1,014,795	+ 168,072 20%



Trade and Transportation	512,218	619,718	+ 107,500 21%
Export Oriented Production	103,942	115,923	+ 11,982 12%
Export Supported Services	230,563	279,154	+ 48,591 21%

Setting New Targets

Top state for **gross domestic product** and **top quartile** most diversified **state economy**

#1 state for **overseas visitors**

Goods exports **double** and **services** exports **triple**

Top 5 state for **manufacturing jobs**

Top 3 state for **technology jobs**

#1 state for **business startups**

Top 3 state for **venture capital investments**

Top 3 state for **research and development funding** and **patents issued**

Rural county share of Florida gross domestic product **doubles**



Diverse, attainable housing to meet future demand

Every resident has access to **public and private mobility services**

All major population and economic centers connected to regional, national, and global markets by **high-capacity corridors**

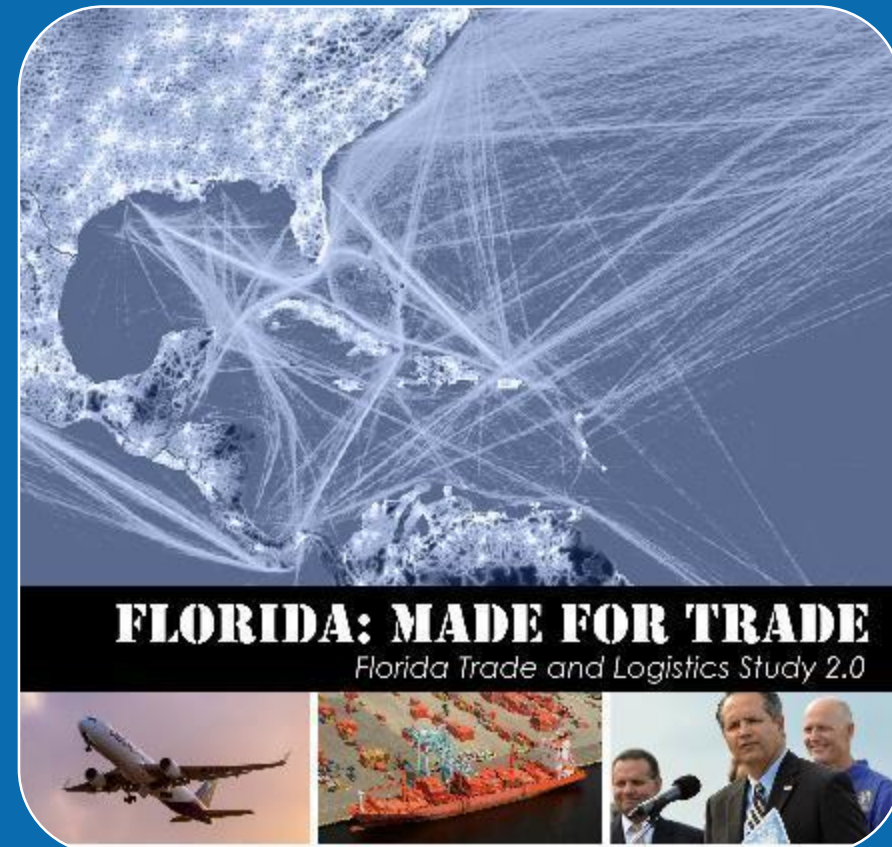
World's **most capable spaceport; top-tier airports, seaports, and surface transportation hubs** in U.S.

100% of Florida residents have access to **high-speed communications connectivity**

Diverse and reliable energy, water, and waste management resources to meet future demand

All Florida residents protected by **resiliency plans**

Retooling Our Strategy



Move more trade through Florida's air and sea gateways

Make, grow, and refine more products for exports from Florida

Multiply the impacts of global trade in Florida



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

What's Next?

Emerging markets

Shifting trade
lanes/partners

E-commerce/
digital trade

Services trade
(medical,
education,
professional, ..)

Supply chain
resilience

Space freight

Automation and
artificial
intelligence

Cybersecurity/
data security

Alternative fuels

Logistics workforce

Logistics clusters

Inland freight
corridors

Trade & Logistics 2030

- Document progress
- Reaffirm business case
- Identify key opportunities and risks
- Produce short white papers
- Conduct regional listening sessions
- Update blueprint; create living action plan

How to Get Involved



Share ideas on scope



Serve on committee or working group

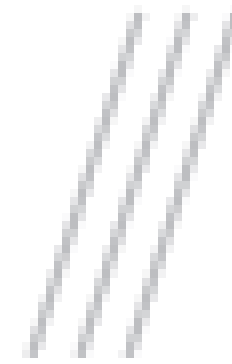


Reach out to potential partners



Commit resources

Help secure Florida's future at
Florida2030.org



Track Florida's progress at
TheFloridaScorecard.org