



FLORIDA TRADE AND LOGISTICS 2030

FLORIDA TRADE AND LOGISTICS 2030 A FLORIDA CHAMBER FOUNDATION REPORT

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It is time to set the course for Florida's continued leadership in trade, logistics, and export-oriented manufacturing activities through 2030. The Florida Trade and Logistics Study 2030 will analyze emerging trends, opportunities, and challenges facing Florida, and identify policies and strategies to ensure another decade of growth.

The Florida Chamber Foundation's ***Florida Trade and Logistics Study (TL 1.0)*** highlighted an opportunity for Florida to transform its economy by becoming a global hub for trade, logistics, and export-oriented manufacturing activities. The study's recommendations were quickly embraced by the Governor, Legislature, and leaders in the public and private sectors, leading to significant investments in Florida's seaport, airport, rail, and highway infrastructure; creation of Florida's first *Freight Mobility and Trade Plan*; and innovative programs for employer-driven training and company-specific export development.

Made for Trade: Florida Trade and Logistics Study 2.0 (TL 2.0) expanded our view of global commerce and identified strategies to help Florida, which included **move** more goods, people, and services through Florida's international gateways; **make** more goods, services, innovations and ideas for export to international markets; and **multiply** the impacts of international trade across Florida's economy.

The new ***Florida Trade and Logistics 2030*** study will address questions such as:

- With e-commerce experiencing nearly a decade's worth of growth in a matter of weeks in 2020, how do we position Florida for continued leadership in the retail and distribution market?
- How do we position Florida manufacturing to take advantage of growing global markets and changing supply chains all the while adding 200,000 manufacturing jobs by 2030?
- As we emerge from the global COVID-19 Pandemic, how can we restore Florida's growth in international visitors and expand global markets for Florida services?
- How do we continue to attract global investment, innovation, and talent to Florida?

The Florida Chamber Foundation's research will identify short-, medium-, and long-term actions to guide Florida over the next decade. Research completion is targeted for late 2021 with implementation of the recommendations beginning in 2022.

We invite you to participate in this study as an investor and/or a thought leader stakeholder. Additional engagement opportunities include: joining our Infrastructure Coalition, being part of the planning group for the *2021 Transportation, Growth and Infrastructure Solution Summit* this December and participating as part of the implementation team once the study is released.

To learn more, please contact **Aaron Kinnon** if interested in becoming an investor or **Dr. Jerry Parrish** if interested in providing input as a stakeholder in our process.

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