



Global Florida Webinar
August 30, 2019
Tools for Going Global



DAN TAPIA

Manager, International Strategy & Policy
Florida Chamber of Commerce

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Agenda

Global Florida Webinar

I. Welcoming Remarks

- Dan Tapia, Manager, International Strategy & Policy, Florida Chamber of Commerce

II. A Conversation with Jamal Sowell, President & CEO, Enterprise Florida

- Bob Grammig, Partner, Holland & Knight
Chair, Florida Chamber of Commerce

III. Florida Economic Outlook

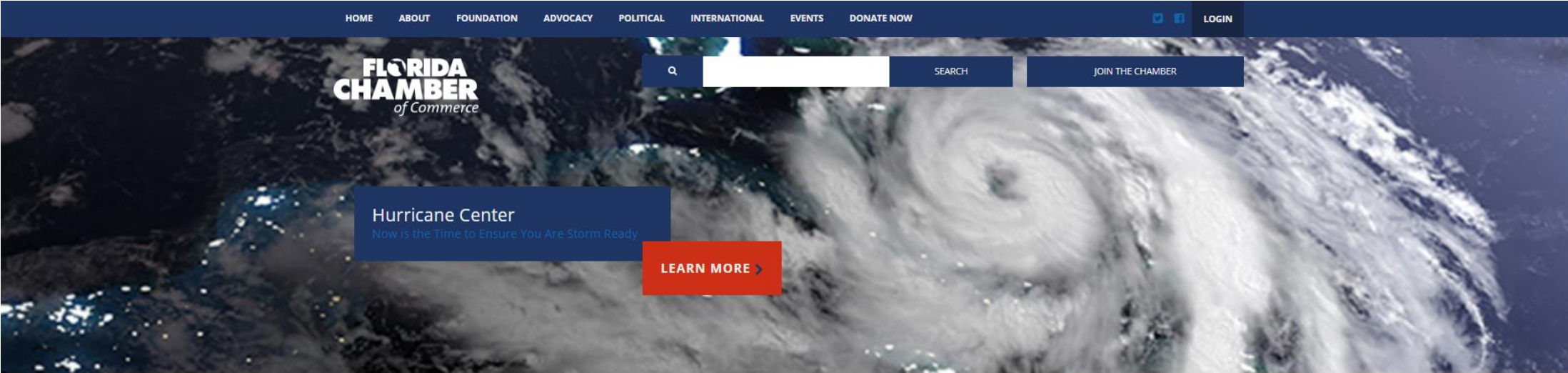
- Dr. Jerry Parrish, Chief Economist, Florida Chamber Foundation

IV. Tools For Going Global

- Manny Mencia, Senior Vice President, International Trade and Business Development, Enterprise Florida
- Debbie Lanford, Trade Specialist, Florida SBDC

V. Questions & Adjournment

Florida Chamber Hurricane Center



Before a Disaster

Now is the Time to Ensure You Are Storm Ready

Floridians know all too well that our state's geographic location increases our propensity for catastrophic weather, and unfortunately, hurricanes mean more than strong winds and rain. Hurricanes also cause Florida's property insurance marketplace to be far more complex than other states. For years, the Florida Chamber has advocated to better protect Floridians from the financial risk associated with our government-run property insurance entities. We have long-supported protecting families and businesses against "hurricane taxes" and making necessary changes to the Florida Hurricane Catastrophe Fund (Cat Fund). We will continue our efforts to reform Florida's current property insurance market. In the meantime, as both Hurricane Irma and Hurricane Michael proved, all Floridians should be prepared for catastrophic weather.

 <p>Create a Disaster Plan for Your Family</p>	 <p>Create a Disaster Plan for Your Business</p>	 <p>Emergency Financial Preparedness Toolkit</p>
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Upcoming Events

- [September 26, 2019](#) | Miami Regional Meeting, Bank of America
- [October 28, 2019](#) | Future of Florida Forum-Orlando
- [November 4, 2019](#) | Insurance Summit-Miami
- [December 4, 2019](#) | Trade & Logistics Institute Meeting/Tour- Port Everglades
- [December 4, 2019](#) | Global Florida Dinner- Hollywood, FL
- [December 5, 2019](#) | Transportation, Growth and Infrastructure Summit-Hollywood, FL

www.flchamber.com/events



BOB GRAMMIG

Partner, Holland & Knight
Chair, Florida Chamber of Commerce



JAMAL SOWELL

President & CEO, Enterprise Florida, Inc

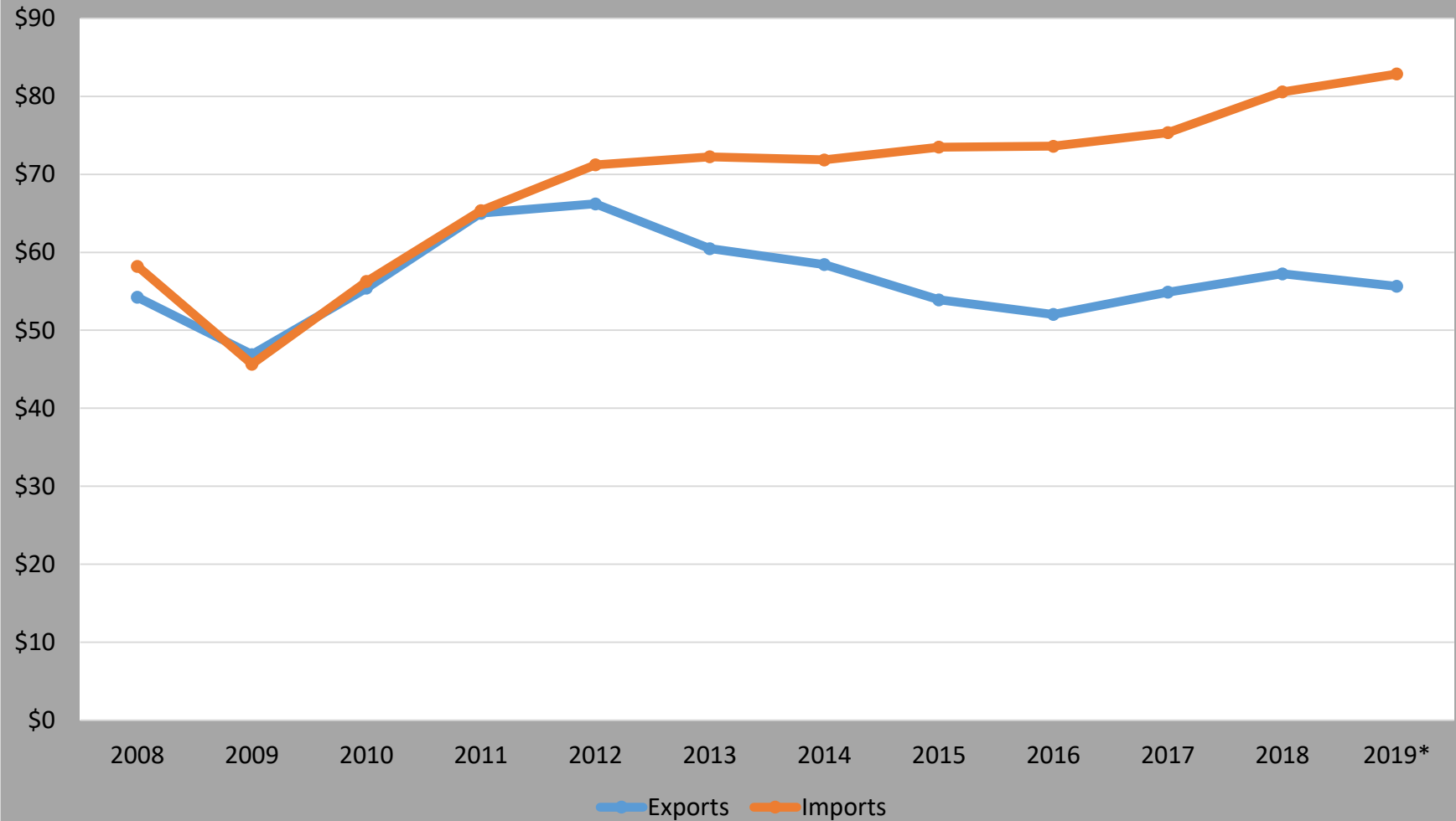


JERRY PARRISH

Chief Economist & Director of Research
Florida Chamber Foundation

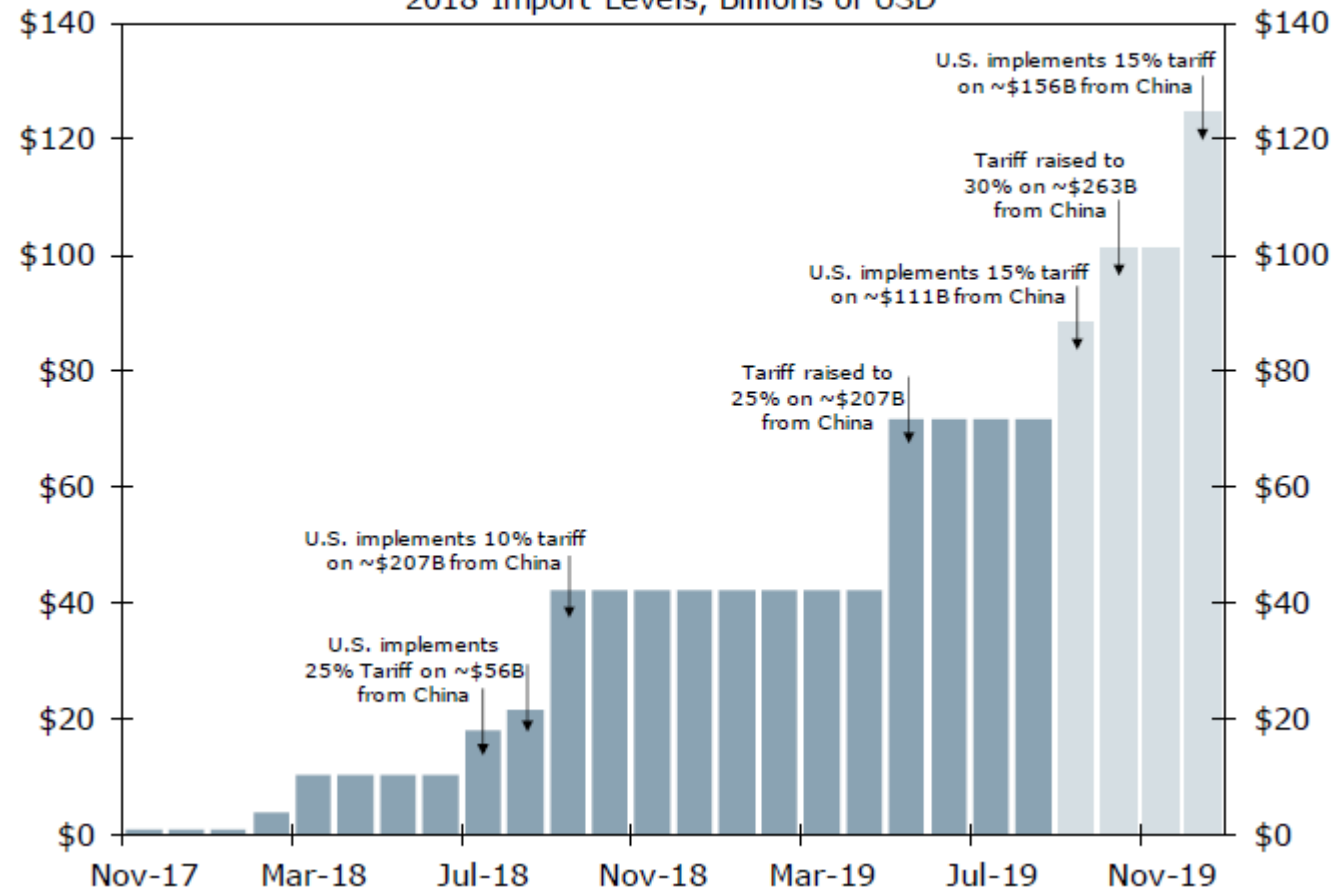
jparrish@flfoundation.org

Florida-Origin Exports and Imports in \$billion



The Rising Cost of the Trade War

Annualized Cost Based on Value of Goods x Tariff Rate
2018 Import Levels, Billions of USD



Source: Wells Fargo Economics Group. *Counting Throes: August & Everything After.*
August 29, 2019

State of Florida Metrics (What is this?)

Florida FutureCast

Innovation & Economic Development

Click any metric to get more information!



PATENTS GRANTED

5,256

(Improving)



GROSS DOMESTIC
PRODUCT

\$1,073

Billion (Improving)



STATE GDP
RANKING

#4

(First Data)

#1

2030 Goal



VENTURE CAPITAL

\$1,001

Million (Declining)



STATE OF FLORIDA
VISITORS

\$88.6

Billion Visitor Spending

124.6

Million Visitors



IMPORTS &
EXPORTS

\$57.2

Billion Exports (Improving)

\$80.6

Billion Imports (Improving)



TOP 6 IMPORTERS

32.2%

Market Share (Improving)

\$15.44

Billion (Declining)



INDUSTRY
DIVERSIFICATION

18th

(Improving)

Top 12

2030 Goal



INTERNATIONAL
VISITORS

14.385

Million (Improving)

Top 10 Countries



CRUISE
PASSENGERS

16.8

Million (Improving)



FLORIDA
EXCHANGE RATE


78.23



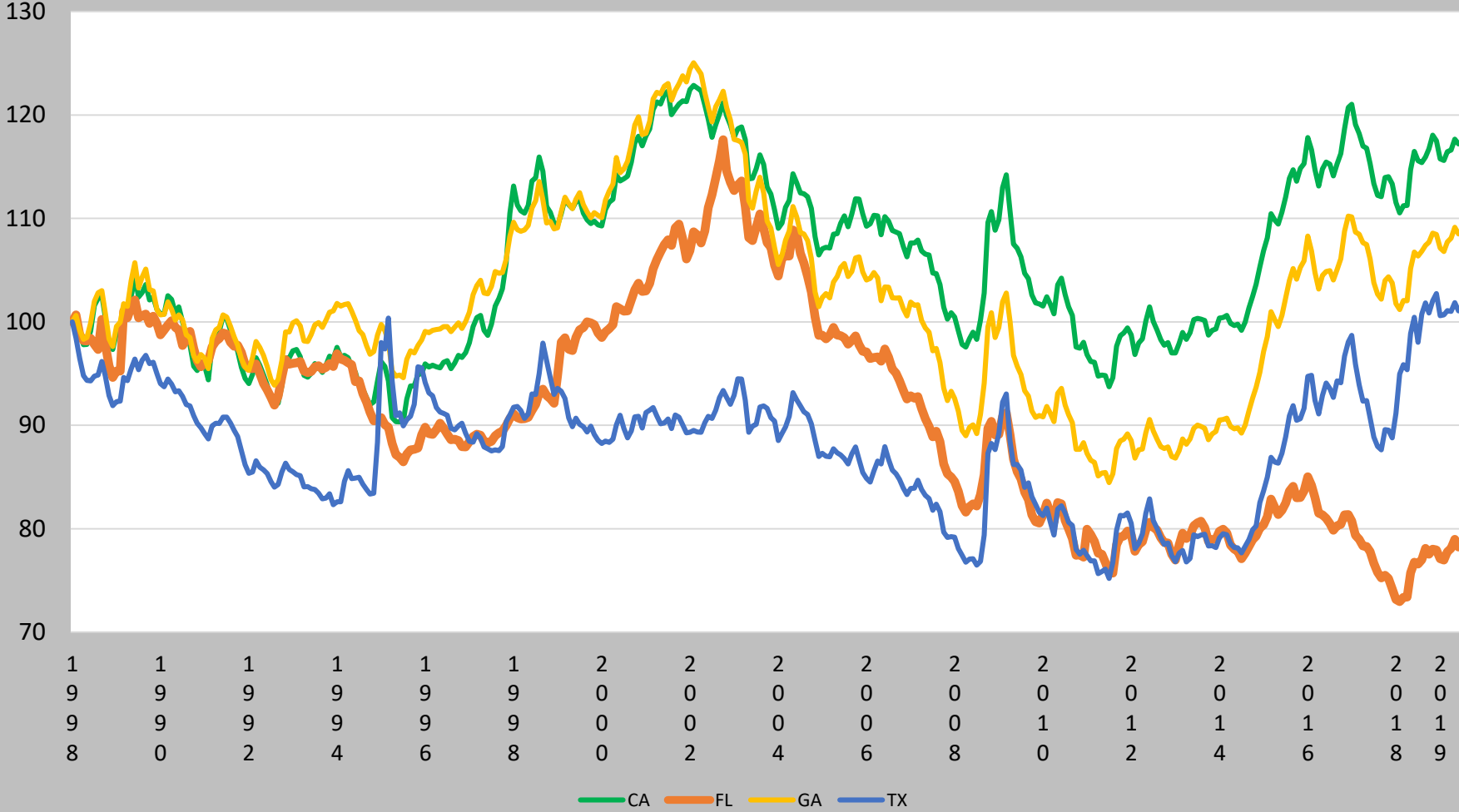
EMPLOYMENT BY
FOREIGN
COMPANIES

348.8

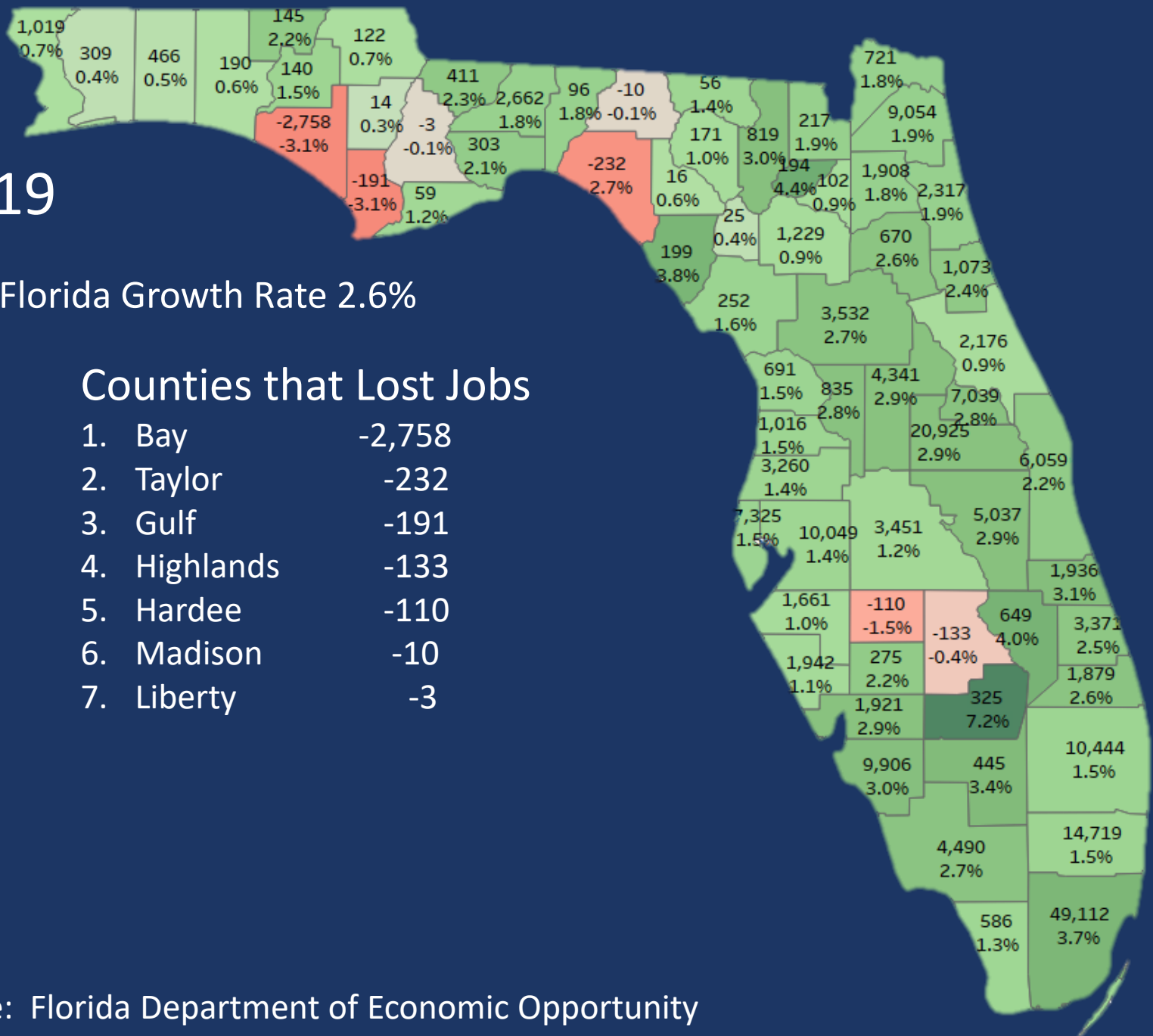
Thousand (Improving)


FLORIDA EXCHANGE RATE
78.23

Real Trade-Weighted Value of State's Dollars



Job Creation July 2018 – July 2019



U.S. Growth Rate 1.5%

Florida Growth Rate 2.6%

Top Counties for Jobs

1. Miami-Dade 49,112
2. Orange 20,925
3. Broward 14,719
4. Palm Beach 10,444
5. Hillsborough 10,049
6. Lee 9,906
7. Duval 9,054
8. Pinellas 7,325
9. Seminole 7,039
10. Brevard 6,059

Counties that Lost Jobs

1. Bay -2,758
2. Taylor -232
3. Gulf -191
4. Highlands -133
5. Hardee -110
6. Madison -10
7. Liberty -3

Industry	Jobs – July 2018 thru July 2019	Percent Growth
Education & Health Services	65,900	5.1%
Professional & Business Services	41,900	3.1%
Leisure & Hospitality	25,900	2.1%
Trade, Transportation & Utilities	23,000	1.3%
Construction	21,300	3.9%
Financial Activities	18,200	3.2%
Manufacturing	12,600	3.4%



State of Florida Metrics (What is this?)

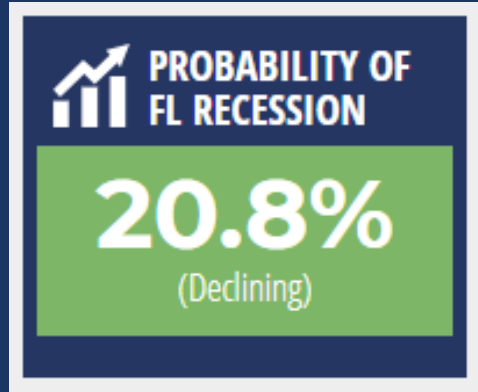
Florida FutureCast

Business Climate & Competitiveness

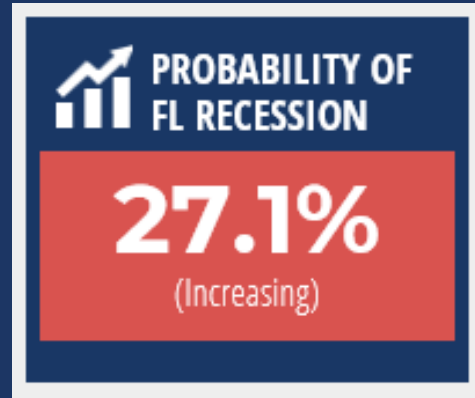
Click any metric to get more information!



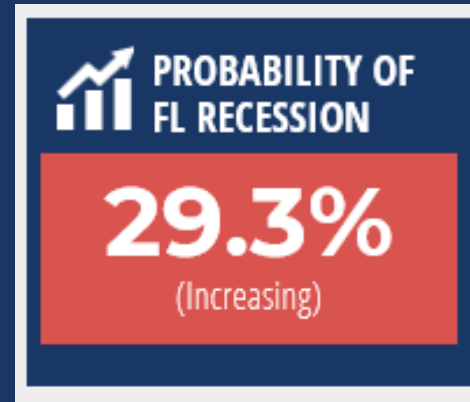
April 2019



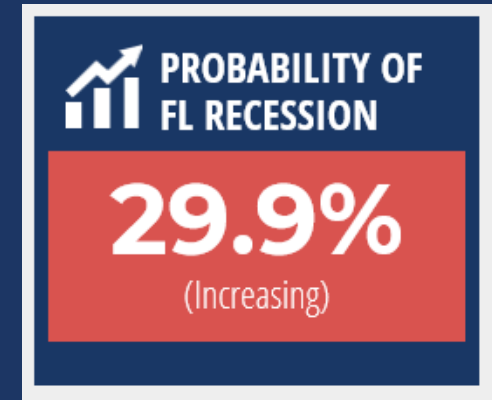
May 2019



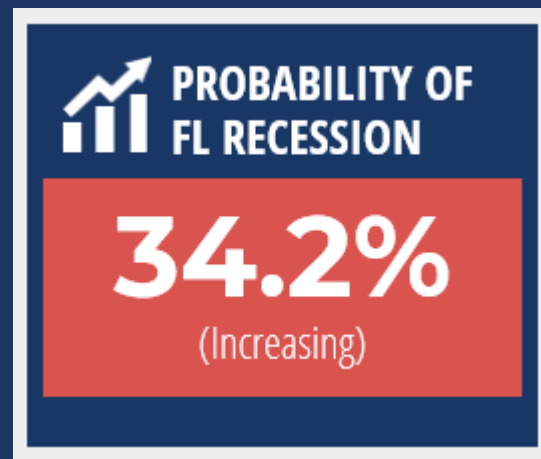
June 2019



July 2019



August 2019





MANNY MENCIA

Senior Vice President, International Trade &
Business Development, Enterprise Florida, Inc.



ENTERPRISE FLORIDA INTERNATIONAL TRADE PROGRAM



Enterprise Florida Trade Priorities



- Expand market share in Latin America
- Assist small/medium-size producers to diversify exports to emerging markets in Asia, Africa and Middle East
- Grow manufacturing, high-tech and knowledge-based services exports worldwide
- Market Florida as an ideal investment destination worldwide through our foreign offices network and trade programs

How we do it...



- **Statewide Trade Offices** provide an array of programs and services to Florida manufacturers, export intermediaries and professional service providers through our network located in Jacksonville, Orlando, Pensacola, Tampa, West Palm Beach and Miami.
- **International Office Network** provides Florida companies with access to global markets. Offices are located in Brazil, Canada, China, Czech Republic, France, Germany, Israel, Japan, Mexico, South Africa, Spain, Taiwan and the U.K.
- **Export Counseling** includes a FREE evaluation of a company's market readiness, selecting target markets for its products or services, trade statistics, research and problem solving assistance.
- **Export Finance** in collaboration with the Florida Export Finance Corporation can guide small-to-medium sized companies to state and federal sources.

How we do it...



- **Trade shows:** EFI organizes Florida Pavilions in major target sector trade shows overseas, so that Florida companies can showcase and demonstrate their latest products and services, find new clients and opportunities.
- **Trade missions** are business development delegations that target markets of high opportunity, to help Florida companies identify new clients and develop strategic relationships through business matchmaking events.



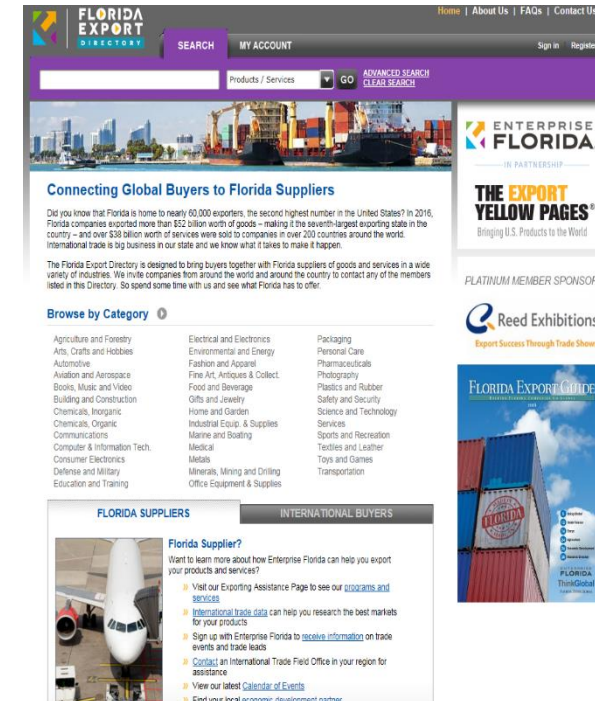
Top photo: Florida Pavilion at the MEDICA 2016 trade show in Düsseldorf, Germany.

Bottom photo: Florida company during one-on-one matchmaking appointment during Enterprise Florida Trade Mission to South Africa in February 2017.

How we do it...



- **The Florida Export Directory** is an online platform to promote your products around the world. Register your company for free at www.FloridaExportDirectory.com
- **Educational Events** are conducted throughout the state on export fundamentals, opportunities, developing and export strategy and more.
- **Target Sector Trade Grants** provide event-specific grants on a reimbursable basis to eligible small and medium-sized companies.
- **Export Marketing Plans** are designed to provide a road map to Florida SME manufacturers to enter the export business.



Grant Programs



Qualified Florida small and medium-sized manufacturers and professional services providers from all regions of the state are eligible.

- Target Sector Trade Show Grants
- Reimbursable Gold Key/Matchmaker Grants
- Export Marketing Plans
- Florida Online Global – Website Localization Grants

INTERNATIONAL TRADE & DEVELOPMENT **ENTERPRISE FLORIDA**

Export Diversification & Expansion
TRADE GRANTS PROGRAM

INTERNATIONAL TRADE IS BIG BUSINESS IN OUR STATE AND WE KNOW WHAT IT TAKES TO MAKE IT HAPPEN!
Enterprise Florida offers a highly successful trade grants program to Florida small and medium-sized manufacturers and services providers. These grants are designed to help new-to-export companies start doing business overseas as well as more experienced exporters diversify their sales into new markets. Contact your local Enterprise Florida trade representative for more information.

TARGET SECTOR TRADE SHOW GRANTS
Enterprise Florida offers grants to help Florida companies grow their export sales through overseas international trade shows. Eligible small and medium-sized manufacturers and professional services providers can apply for a [Target Sector Trade Show Grant](#) to help offset trade show booth costs and enable them to exhibit in trade shows that Enterprise Florida participates in, as well as other approved trade shows and exhibitions. [Target Sector Trade Show Grants](#) reimburse 75% (up to \$7,500) or 100% (up to \$10,000) of the cost of a trade show booth depending on company size and target market.

GOLD KEY/MATCHMAKER GRANTS
Eligible small and medium-sized manufacturers and professional services providers can apply for a [Gold Key/Matchmaker Grant](#) to help them generate or increase export sales overseas. Organized through the U.S. Commercial Service, the [Gold Key Service](#) arranges meetings between U.S. companies and prescreened and prequalified buyers, agents, importers, and representatives in foreign markets with an interest in your products or services. Similar one-on-one business matchmakers can also be conducted by pre-approved service providers. The [Gold Key/Matchmaker Grant](#) will reimburse qualified companies 100% of the Participation Fee for Enterprise Florida trade missions, or the full cost of a stand-alone Gold Key/Matchmaker service. Other options are available.

EXPORT MARKETING PLANS
Enterprise Florida, in partnership with the [Florida SBDC Network](#) and the [U.S. Commercial Service](#), offers qualified Florida manufacturers and services providers the development of a customized [Export Marketing Plan](#) to identify overseas growth strategies for your company. Upon completion of the [Export Marketing Plan](#), new-to-export or infrequent exporters can apply for a reimbursable Gold Key/Matchmaker Grant, a Target Sector Trade Show Grant, or participate in an Enterprise Florida overseas trade mission. The cost to prepare an Export Marketing Plan is \$4,000. Qualifying companies are eligible for a \$3,500 grant, making the cost to your company \$500.

FLORIDA ONLINE GLOBAL (Website Localization Grants)
Globalize your website by making it local – with fully customized websites in your target markets. Enterprise Florida has teamed up with IBT Online to bring you the [Florida Online Global](#) program to help Florida exporters expand their overseas presence quickly and dynamically. Two options give you the flexibility to choose either a [Two-Market Expansion](#) or Multi-Market [Web Presence](#). Qualifying companies are eligible for an \$8,000 grant to help offset the cost to your company.

To learn more about Enterprise Florida trade programs and services, please contact your local trade representative or visit www.enterpriseflorida.com/export.

ENTERPRISE FLORIDA | International Trade & Development
201 Alhambra Circle, Suite 610 | Coral Gables, Florida 33134 | (305) 808-3660 | enterpriseflorida.com

FLORIDA
THE FUTURE IS HERE

Grant Programs (Cont.)



Some of the requirements include:

- Companies must be located and registered in the state of Florida.
- Must be in business for a minimum of two years.
- The product must be produced in the state; services must be provided from within the state.
- Must be a small business (employing 1-500 employees).
- Product line or service must be considered viable in the target market, as determined by EFI.
- Companies must be New to Show, New to Market, New to Export, or Infrequent Exporter to a Market (depending on the grant).

Florida Trade Offices



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ENTERPRISE FLORIDASM

ENTERPRISEFLORIDA.COM



DEBBIE LANFORD

International Trade Specialist, Florida SBDC



Helping Businesses Grow & Succeed



Going Global: Tools for Creating an International Growth Strategy

Florida SBDC International Trade Services

Who We Are

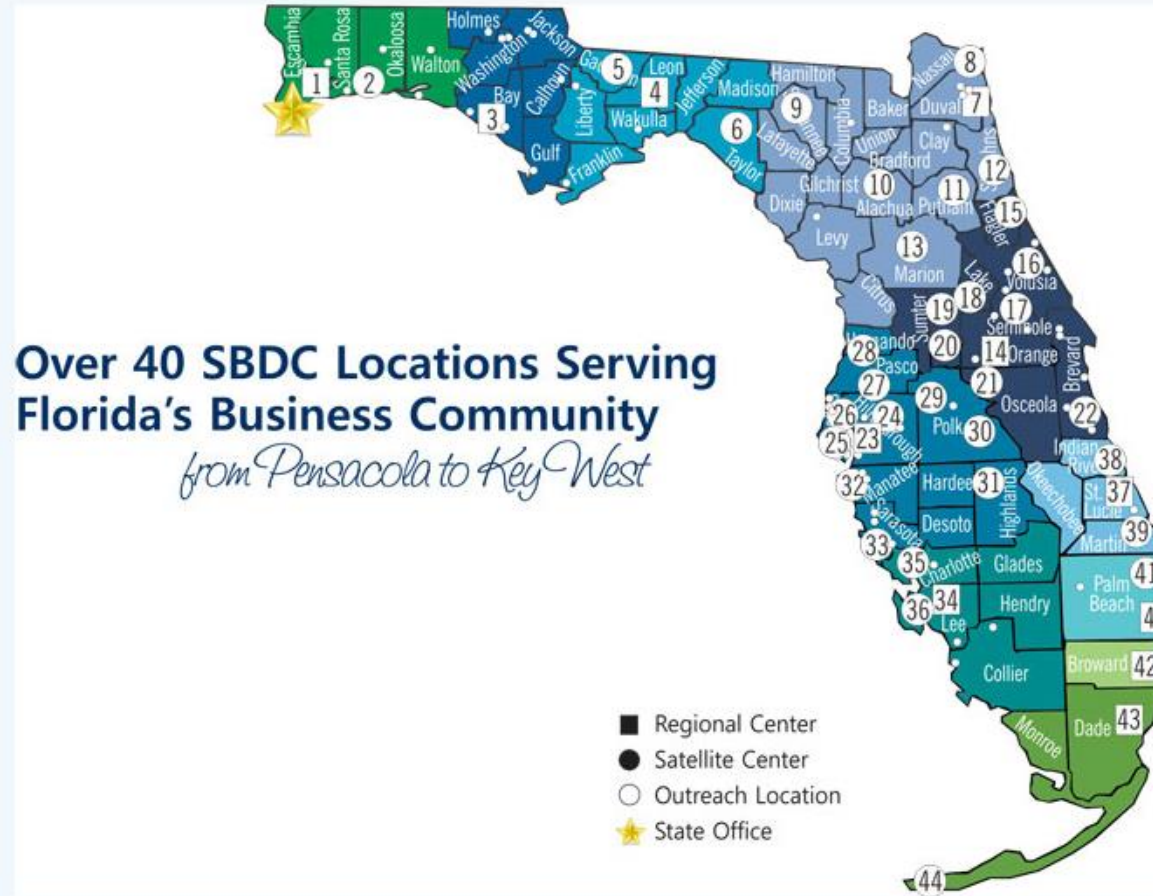
The Florida SBDC Network is a statewide partnership of **higher education** and **economic development** dedicated to the prosperity of Florida.

FAU FLORIDA ATLANTIC UNIVERSITY
DIVISION OF RESEARCH

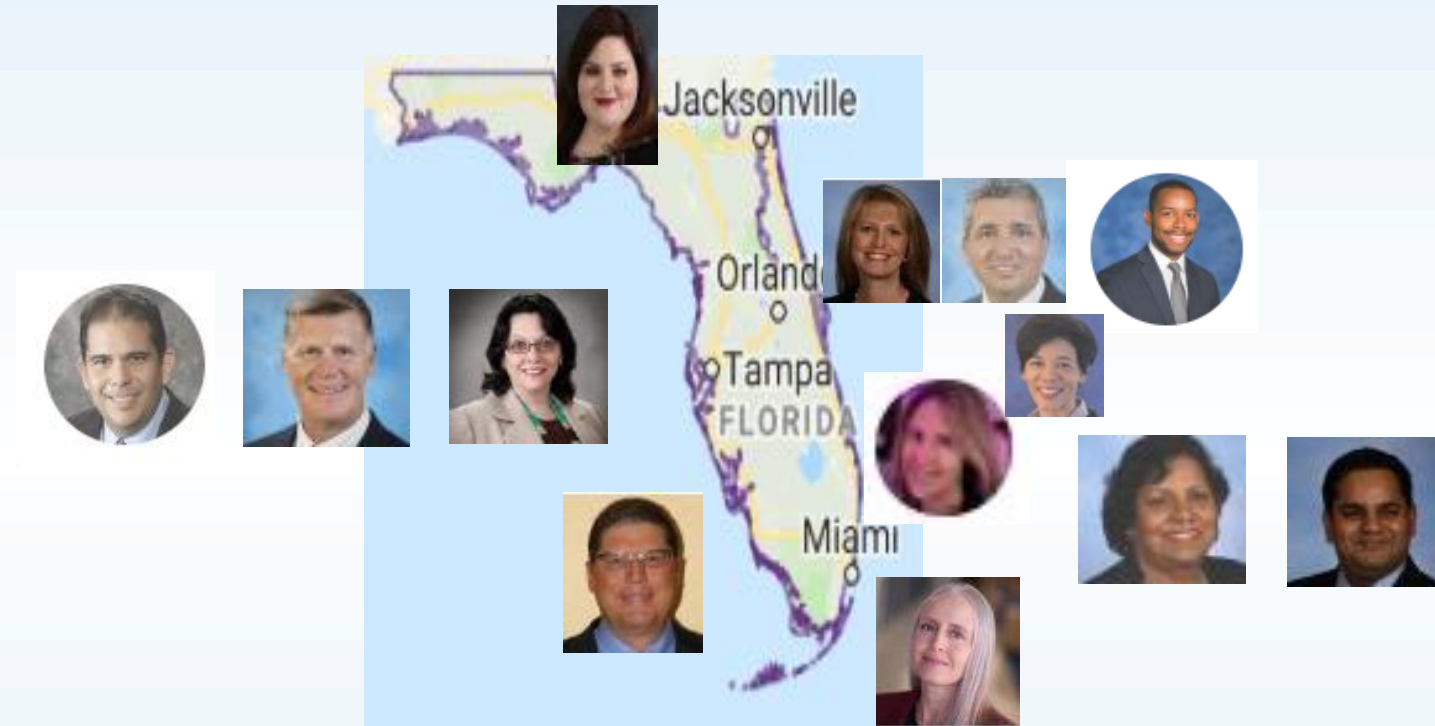
Helping Businesses Grow & Succeed

AMERICA'S
SBDC
FLORIDA

Statewide FSBD Center and Outreach Locations



The Florida SBDC International Trade Team



Helping Businesses Grow & Succeed



We assist clients with:

- Understanding the basics of international trade
- Determining which licenses are required (compliance)
- Compiling market research
- Understanding country requirements for products
- Preparing an Export Marketing Plan



EMP Flyer is on www.fsbdc.org

Ready for New Markets? We Can Help.

Our Export Marketing Plan Services will position your company for **GROWTH**.

ENTERPRISE FLORIDA. AMERICA'S SBDC FLORIDA

Enterprise Florida and the Florida SBDC Network, in partnership with the U.S. Commercial Service, are excited to announce a scholarship to assist qualified Florida "non-export" manufacturers and service providers to identify overseas growth strategies through the development of a customized Export Marketing Plan.

Why Export?

- Over 60% of the world's economies are located beyond U.S. borders.
- Exports create higher employment growth than any other sector.
- Most companies that export have an easier time riding out downturns in the U.S. economy and are more likely to stay in business.
- Export wages are typically 12-20% higher than non-export wages.

The Process

You will meet with Florida SBDC International Trade Specialists to conduct a confidential, in-depth business assessment. The Specialist will prepare and provide your company with a customized Export Marketing Plan.

Qualifications

- Florida manufacturers and professional service providers only
- Revenue must be profitable (domestic of Florida or combined) and be provided from a Florida location
- Company's products must be at least 85% U.S. content
- Non-export or infrequent exportation preferred
- Minimum of two years in business
- Five or more full-time employees
- Revenue to \$25 million in annual sales

Cost to Qualifying Company - \$500

The cost for preparation of an Export Marketing Plan is \$4,000. Qualifying companies are eligible for a \$3,500 scholarship, making the cost to your company \$500.

Grants for Overseas Opportunities

Upon completion of the Export Marketing Plan, companies may apply for grants from Enterprise Florida that will help them enter or expand in new markets. Eligible manufacturing companies can receive grants over the cost of a single one-on-one business consulting session to a market recommended to the Export Marketing Plan, while Target Market Trade Shows will cover 50% of the monthly booth coverage costs of exhibiting at an overseas trade show - up to \$4,000. For more information, please visit www.enterprise-florida.com/industrial-grants or contact your local Enterprise Florida trade representative.

Customized Export Marketing Plan to:

- TARGET** Key Markets
- FOCUS** on Successful Country Launch Strategies
- EXPAND** Your Overseas Promotion Campaign Options

In partnership with

FLORIDA CHAMBER OF COMMERCE

For More Information, Call 1.866.737.7232
APPLY ONLINE at: <http://fsbdc.net/STEP/STEPApp.php>



What is an EMP?

A comprehensive written document using research and data to assist companies in:

- Determining key target markets
- Developing country launch strategies
- Connecting with international buyers



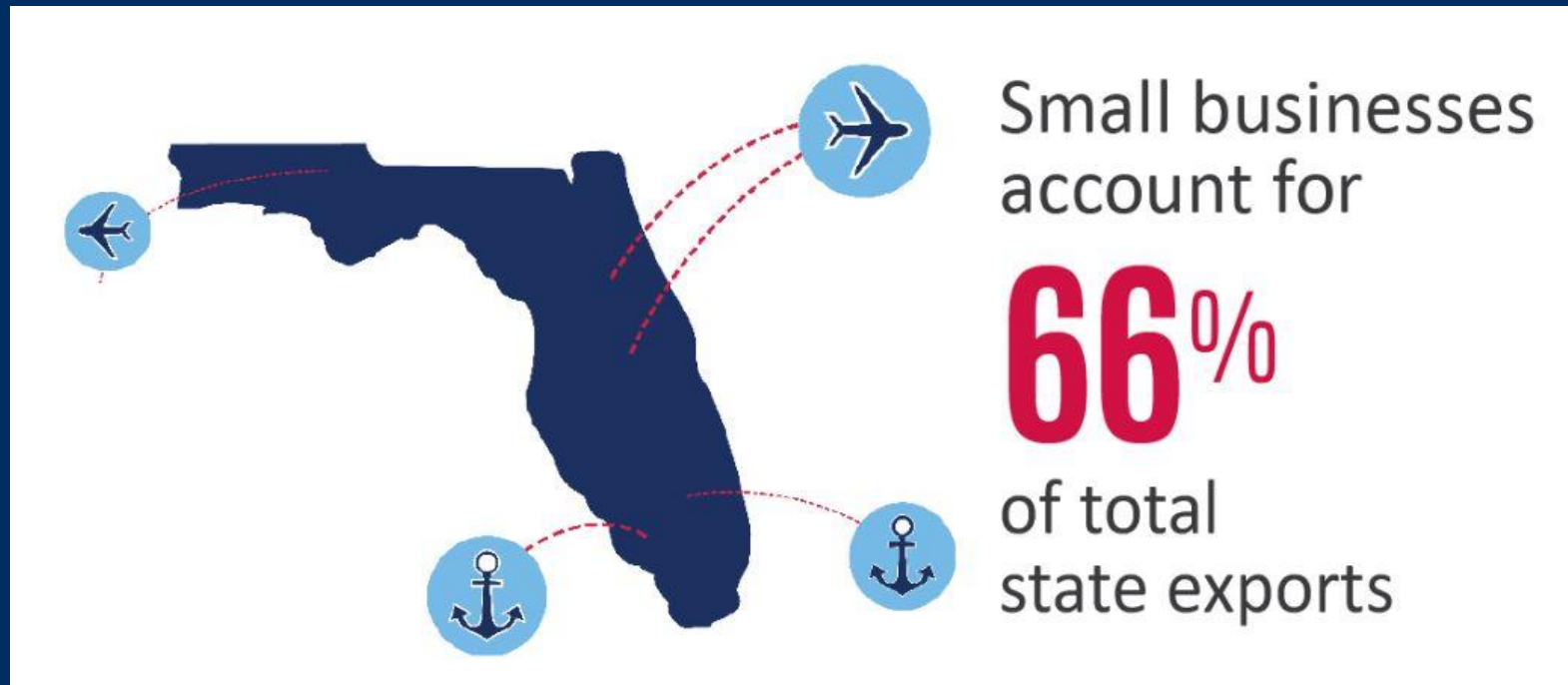
International Trade Partners



Helping Businesses Grow & Succeed



SME=Target Market



GOALS OF EMP

Target

- **Key Markets**

Focus

- **Successful Country Launch Strategies**

Expand

- **Overseas Promotion Campaign Options**



OUTLINE OF PLAN

- Statement of Objectives
- Company Overview & Analysis
- Product or Service Analysis
- Legal Considerations
- Industry & Customer Analysis
- Market Analysis
- Target Markets
- Finding Trading Partners
- Overview of Competition
- Market Entry Strategies
- Action Plan
- Sources & Appendix

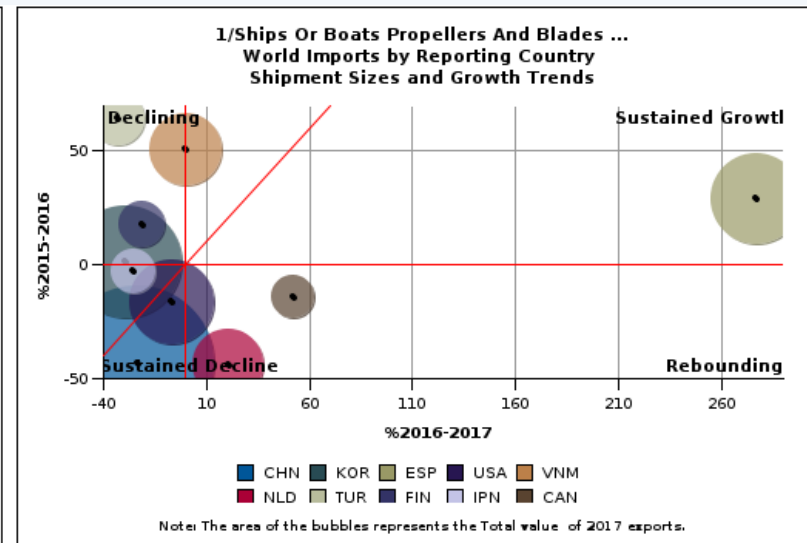
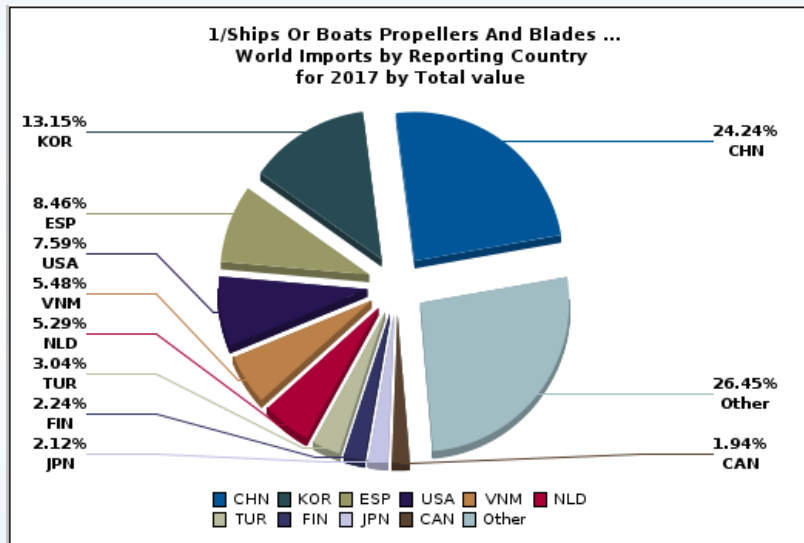


Trade Flows - Global

Rank	Code	Description	ANNUAL 2015 /1	ANNUAL 2016 /1	ANNUAL 2017 /1	% 2015- 2016/1	% 2016- 2017/1
		TOTAL ALL REPORTING COUNTRIES	1,355,472,606	1,077,919,074	987,334,544	-20.48	-8.40
1	CHN	China	551,049,764	313,649,440	239,368,921	-43.08	-23.68
2	KOR	Rep. Of Korea	181,145,236	184,344,397	129,801,473	1.77	-29.59
3	ESP	Spain	17,174,545	22,163,665	83,521,187	29.05	276.84
4	USA	Usa	96,492,261	80,850,079	74,909,124	-16.21	-7.35
5	VNM	Viet Nam	35,870,794	54,108,280	54,108,280	50.84	0.00
6	NLD	Netherlands	77,458,963	43,269,648	52,219,351	-44.14	20.68
7	TUR	Turkey	27,430,559	45,096,476	29,978,923	64.40	-33.52
8	FIN	Finland	23,889,840	28,200,500	22,132,396	18.04	-21.52
9	JPN	Japan	28,846,649	28,153,962	20,919,344	-2.40	-25.70
10	CAN	Canada	14,724,911	12,642,121	19,200,107	-14.14	51.87
11	NOR	Norway	26,727,709	19,824,347	19,198,435	-25.83	-3.16
12	ITA	Italy	15,123,616	13,806,748	15,600,056	-8.71	12.99
13	IDN	Indonesia	16,978,979	9,459,828	14,902,941	-44.29	57.54
14	BEL	Belgium	15,345,458	13,411,200	14,672,732	-12.60	9.41
15	DEU	Germany	17,542,005	14,021,094	14,174,517	-20.07	1.09
16	SWE	Sweden	11,729,203	12,965,809	12,038,203	10.54	-7.15
17	RUS	Russian Federation	5,903,768	9,258,454	10,449,503	56.82	12.86
18	IND	India	7,430,923	4,234,672	10,399,578	-43.01	145.58
19	SGP	Singapore	21,269,328	23,502,789	9,980,562	10.50	-57.53
20	FRA	France	8,787,664	16,534,974	9,686,924	88.16	-41.42
21	MYS	Malaysia	9,484,590	5,942,711	9,446,497	-37.34	58.96
22	EGY	Egypt	11,444,519	13,014,616	9,297,507	13.72	-28.56
23	AUS	Australia	10,125,844	10,895,521	8,576,265	7.60	-21.29
24	GBR	United Kingdom	8,021,787	6,069,222	7,878,977	-24.34	29.82
25	BRA	Brazil	10,063,301	5,062,464	7,621,544	-49.69	50.55
26	TWN	Taiwan	11,722,774	6,846,967	7,561,278	-41.59	10.43
27	MEX	Mexico	4,978,764	6,967,418	6,776,881	39.94	-2.73
28	DNK	Denmark	2,287,525	5,781,749	6,419,088	152.75	11.02
29	ZAF	South Africa	11,308,669	10,033,601	6,363,107	-11.28	-36.58
30	QAT	Qatar	8,844,976	5,148,968	5,148,968	-41.79	0.00



Trends Global



Trade Flows – US-origin

1	CAN	Canada	223,388,953,681	210,250,896,474	221,967,496,750	-5.88	5.57
2	MEX	Mexico	187,301,416,336	179,909,107,642	194,992,230,974	-3.95	8.38
3	CHN	China	148,693,056,205	135,120,133,073	154,441,855,874	-9.13	14.30
4	JPN	Japan	68,347,457,576	69,221,593,000	73,833,310,708	1.28	6.66
5	DEU	Germany	68,423,395,038	65,815,686,911	71,072,339,045	-3.81	7.99
6	GBR	United Kingdom	58,066,453,965	57,103,332,370	58,829,029,183	-1.66	3.02
7	KOR	Rep. Of Korea	44,208,106,175	43,397,737,410	50,908,004,200	-1.83	17.31
8	FRA	France	38,775,095,282	39,678,969,318	39,676,920,877	2.33	-0.01
9	SGP	Singapore	33,336,488,772	30,999,017,266	34,619,093,583	-7.01	11.68
10	NLD	Netherlands	36,110,603,894	32,858,394,294	34,435,666,646	-9.01	4.80
11	HKG	China, Hong Kong Sar	30,950,715,817	28,235,288,655	30,855,353,614	-8.77	9.28
12	TWN	Taiwan	26,591,576,720	28,816,169,732	30,542,183,118	8.37	5.99
13	BEL	Belgium	32,388,432,161	30,104,227,767	29,208,303,054	-7.05	-2.98
14	BRA	Brazil	26,761,654,253	24,099,793,594	25,112,251,807	-9.95	4.20
15	IND	India	20,463,650,971	20,395,235,271	24,086,156,632	-0.33	18.10
16	AUS	Australia	22,560,990,950	21,703,311,764	23,613,219,136	-3.80	8.80
17	CHE	Switzerland	20,313,462,931	24,038,006,880	21,409,396,380	18.34	-10.94
18	ARE	United Arab Emirates	19,334,454,673	20,587,014,437	20,587,014,437	6.48	0.00
19	IRL	Ireland	12,118,983,081	15,455,131,759	18,286,956,694	27.53	18.32
20	SAU	Saudi Arabia	21,979,649,075	17,342,441,303	17,342,441,303	-21.10	0.00
21	ITA	Italy	15,744,425,610	15,398,202,016	16,918,613,321	-2.20	9.87
22	MYS	Malaysia	14,226,543,990	13,418,638,061	16,046,638,176	-5.68	19.58
23	ESP	Spain	14,246,501,505	14,409,254,071	15,600,511,514	1.14	8.27
24	THA	Thailand	13,923,311,710	12,216,909,354	13,768,551,540	-12.26	12.70
25	RUS	Russian Federation	11,489,698,339	11,065,813,734	12,589,834,013	-3.69	13.77
26	COL	Colombia	15,583,367,919	11,954,209,370	12,096,145,418	-23.29	1.19
27	TUR	Turkey	11,128,044,566	10,867,797,593	11,952,320,497	-2.34	9.98
28	CHL	Chile	11,777,649,746	10,234,566,239	11,741,531,950	-13.10	14.72
29	VNM	Viet Nam	7,792,507,481	8,712,155,926	8,712,155,926	11.80	0.00
30	DOM	Dominican Rep.	7,157,479,379	7,497,838,440	8,675,109,355	4.76	15.70

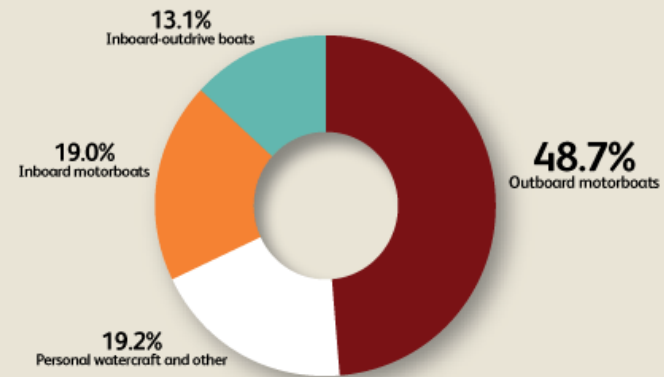


IBISWorld Industry Report C2541-GL Global Ship & Boat Building

June 2018 | Ediz Ozelkan

- Key External Drivers
- Industry Outlook
- Product Segmentation
- Major Markets
- Key Success Factors
- Competition
- Cost Structure Benchmarks

Products and services segmentation (2018)



Industry at a Glance

Key Statistics
Snapshot

Revenue

\$10.8bn

Profit

\$539.8m

Annual Growth 13–18

4.8%

Exports

\$1.7bn

Annual Growth 18–23

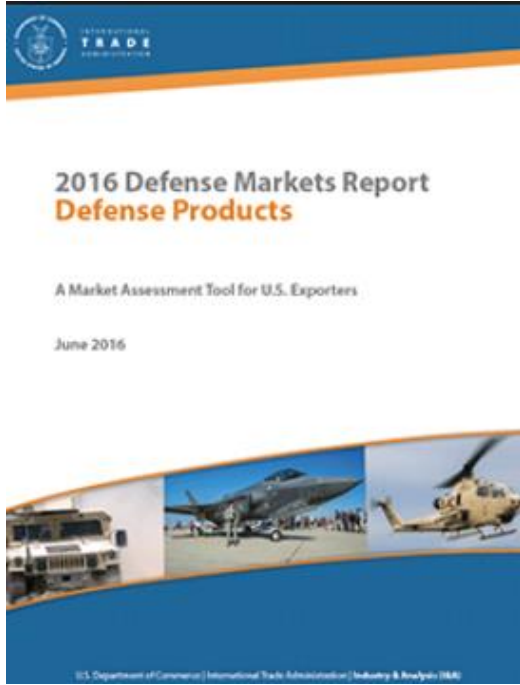
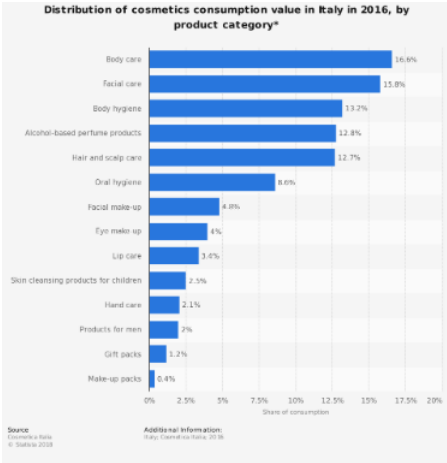
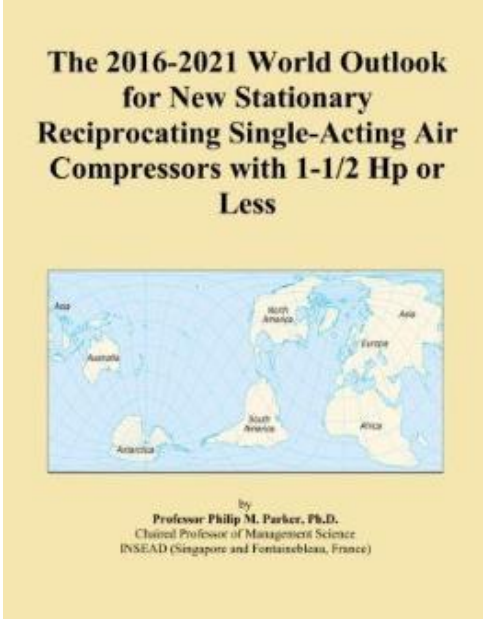
1.3%

Businesses

778



Global Industry Reports



Euromonitor



Ships and Boats in Mexico

COUNTRY REPORT | 02 APR 2019

[Read more](#)

Company Shares

National - Historical Owner | Historical | % breakdown

Geography	Category	Company Name
Mexico	Ships and Boats	Los Astilleros de la Secretaría de Marina (ASTIMAR)
Mexico	Ships and Boats	Construcciones Mecánicas Monclova SA de CV
Mexico	Ships and Boats	Talleres Navales Del Golfo SA de CV
Mexico	Ships and Boats	Servicio de Fabricacion de Altamira SA de CV
Mexico	Ships and Boats	Others
Mexico	Ships and Boats	Total



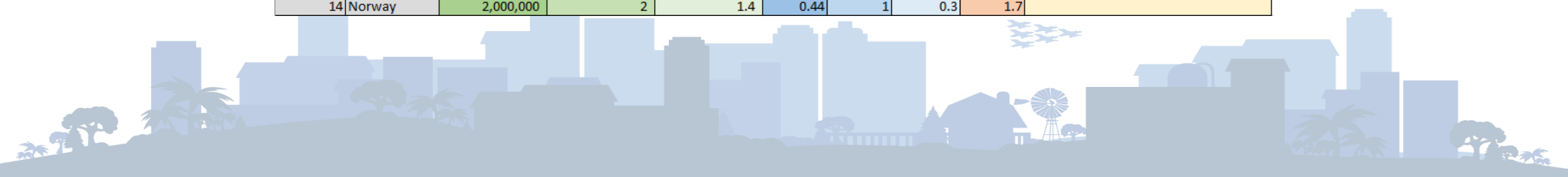
Helping Businesses Grow & Succeed



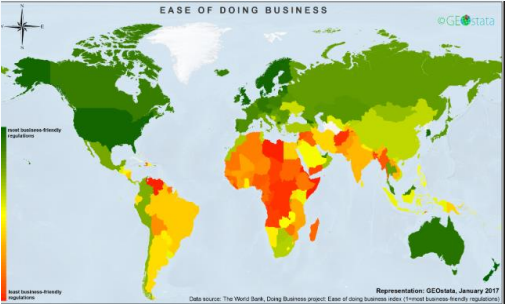
Google Market Finder Analysis

Google Market Finder									
GMF Rank	Country	# Searches	Points	Weighted Score (70%)	Ad Words Bid Price	Points	Weighted Score (30%)	Total Score	
4	Thailand	18,000,000	10	7.0	0.08	9	2.7	9.7	Key Words:
10	India	14,000,000	9	6.3	0.09	9	2.7	9.0	<i>Boats & Watercraft</i>
1	Japan	12,000,000	9	6.3	0.30	5	1.5	7.8	<i>Boat & Yacht Sales & Brokers</i>
2	France	10,000,000	8	5.6	0.27	6	1.8	7.4	<i>Boating & Water Recreation</i>
9	Spain	7,000,000	7	4.9	0.21	7	2.1	7.0	<i>Boat & Watercraft Parts & Accessories</i>
3	Germany	7,500,000	7	4.9	0.29	6	1.8	6.7	<i>Boat Propellers</i>
20	Turkey	5,500,000	5	3.5	0.05	10	3.0	6.5	
8	Italy	6,500,000	6	4.2	0.19	7	2.1	6.3	
5	UK	8,500,000	7	4.9	0.39	2	0.6	5.5	
6	Australia	6,500,000	6	4.2	0.39	2	0.6	4.8	
11	Netherlands	4,000,000	4	2.8	0.27	6	1.8	4.6	
7	Canada	6,500,000	6	4.2	0.54	0	0.0	4.2	
17	Denmark	2,500,000	2	1.4	0.21	7	2.1	3.5	
13	Sweden	3,500,000	3	2.1	0.31	4	1.2	3.3	
19	Turkmenistan	40,000	-	-	0.00	10	3.0	3.0	
16	Belgium	1,500,000	1	0.7	0.28	6	1.8	2.5	
12	Switzerland	2,000,000	2	1.4	0.37	3	0.9	2.3	
15	Austria	1,500,000	1	0.7	0.33	4	1.2	1.9	
18	Finland	2,000,000	2	1.4	0.40	1	0.3	1.7	
14	Norway	2,000,000	2	1.4	0.44	1	0.3	1.7	

Searches = Indicator of Demand
Ad Words Bid Price = Indicator of Competition



Risk Analysis



POPULATION
43.6 MILLION

GDP PER CAPITA
12,494 US\$

C
COUNTRY RISK ASSESSMENT

B
BUSINESS CLIMATE

Tariff
A tax or duty that a government charges on goods coming into or going out of their country

Countries with U.S. FTAs



Finding Customers/Competition

- Sales Leads
- Company Profiles
- Country Specific Industry Reports

D&B Hoovers



International Marketing Metrics

- Global trade flows
- % US Market Share
- Population
- Economic Growth
- FTAs
- Ex-Im Bank Financing
- Economic & Political Stability
- Ease of Doing Business
- Tariffs, non-tariff barriers
- Other industry-related indicators



Metrics Determine Top Markets

Secondary Filter: Markets displayed from highest country score to lowest country score.

Country	Supplemental Indicators				Other Countries: Singapore, Korea, Australia, NZ				Other Countries: Indonesia, Singapore, Malaysia				Asia & Appl. Markets: Singapore, Korea, NZ, Mexico				Address: Values			
	Relative GDP GRW	Population Percent	Doing Business Index	Country Risk Index	Global Input Value	U.S. Origin	GNP U.S. Origin	Tariff	Global Input Value	U.S. Origin	CAGR U.S. Origin	Tariff	Global Input Value	U.S. Origin	CAGR U.S. Origin	Tariff	Available Establishments (2015)	Age 16+ of Total Population	Expenditure on Health as % of GDP	Total Country Score (0-100)
Canada	28	21	26	20	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Netherlands	28	21	21	21	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Japan	27	21	21	20	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Australia	28	24	24	20	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
France	27	18	18	18	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Mexico	25	18	18	18	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Switzerland	29	16	21	20	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
China, Hong Kong SA	27	28	21	20	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Italy	27	18	18	18	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Norway	29	16	21	20	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Singapore	27	16	16	16	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Austria	28	16	16	16	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Costa Rica	27	16	16	16	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Spain	26	24	24	20	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
South Korea	27	16	16	16	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Israel	27	16	16	16	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Rep. of Korea	27	21	21	20	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Ireland	28	16	16	16	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Chile	26	16	16	16	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Czech Rep.	26	16	16	16	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
South Africa	27	21	21	20	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
El Salvador	27	16	16	16	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Iceland	28	16	16	16	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Turkey	26	16	16	16	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Hong Kong	27	16	16	16	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Philippines	27	16	16	16	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Peru	27	16	16	16	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Colombia	27	16	16	16	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Dominican Rep.	27	16	16	16	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48
Vietnam	26	16	16	16	28	28	28	43	28	28	28	43	28	28	28	43	28	28	28	48





Country Profile Reports

Confidential


Country Profile

Colombia



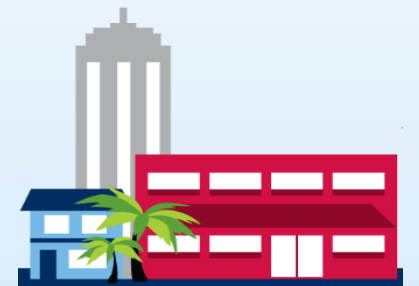
Selma Canas, CGBP
International Trade Specialist

Florida SBDC at USF
September 2017



Plan Presentation

- **International Trade Consultant**
- **EFI representative**
- **USEAC representation**
- **Client leadership/management team**



Action Plan

- Step by Step implementation of EMP
- Access to Trade Grants (trade missions, Gold Key Service, trade shows)
- Follow-up consulting



The Numbers

**197 EMPs
Completed
to date**



Helping Businesses Grow & Succeed



The Impact

742 clients Received International Trade Consulting Assistance
Resulting in **export sales** of

\$123 million



Helping Businesses Grow & Succeed



2018 SBA Exporter of the Year

SeaDek





"Without SBDC and the export marketing team, I don't know if we would have ever been able to get those appointments on our own. Through [the] U.S. Commercial Services that we worked with in Mexico City, we were able to break down a lot of barriers, phone calls that would have taken me a year of trying to make an appointment were resolved in days basically"

- Thomas Nihra, Vice President - J.T.D. Enterprises, Inc.



"What the SBDC did for us was [hold our hand] during the first steps. We developed our business plan back in 2007 and learned the right steps. Taking the right steps at the right time was critical for the success of our company."

- Marco Fortini, Vice President - Optimum Spring Manufacturing, Inc.



"I think working with the [Florida SBDC at USF] team has been fantastic. They've been able to pull in multiple resources - state, federal and local - to help make Boyd better prepared for our expansion globally."

- Adrian LaTrace, CEO - Boyd Industries

2016 President's E-Award



Leverage the services of the Florida Chamber of Commerce along with Enterprise Florida and the Florida SBDC to grow internationally.



Helping Businesses Grow & Succeed



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Helping Businesses Grow & Succeed



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