



Business Expansion Through Exporting

Cape Coral International Trade Summit

June 7, 2011

Exporting Myths

- Only large multi-national companies can succeed in exporting
- A company needs a product in order to export
- A company has to be a manufacturer in order to export
- Only high-tech products are successfully exported
- Exporting is not profitable

Exporting Facts

- 95% of Florida's exporters are small and medium enterprises (SMEs), accounting for 63% of Florida's exports
- Nearly a third of Florida's exports are services
- Over 50% of Florida's exports are manufactured outside of Florida
- Florida exports sand to the Trinidad and icemakers to Greenland
- Florida's exporters grow 15% faster, pay 15% higher wages and are 15% more profitable than non-exporting companies

Impact of International Business on Florida

- Over 1.3 million jobs in Florida depend on international business
- Over 43,000 companies in Florida export products or services
- Florida is second only to California in the concentration of exporters
- Florida is the fourth largest exporter among U.S. states
- Anecdotal reports suggest that the global economic downturn continues to have less of an impact Florida exporters

Reasons to Consider Exporting

- While the United States remains the single largest market in the world, it represents less than 25% of the global economy
- Exporting can place a company's product or service in markets that are experiencing above-average growth
- Exporting can extend a product's life cycle
- The Godfather Factor
- Foreign exchange rates

The Impact of Foreign Direct Investment (FDI) on Florida

- Florida ranks fifth in the nation in terms of FDI employment
- Approximately 2,500 foreign subsidiaries operate in Florida
- Foreign companies employ 273,100 Florida residents
- Total value of holdings by all foreign investors is over \$40B USD

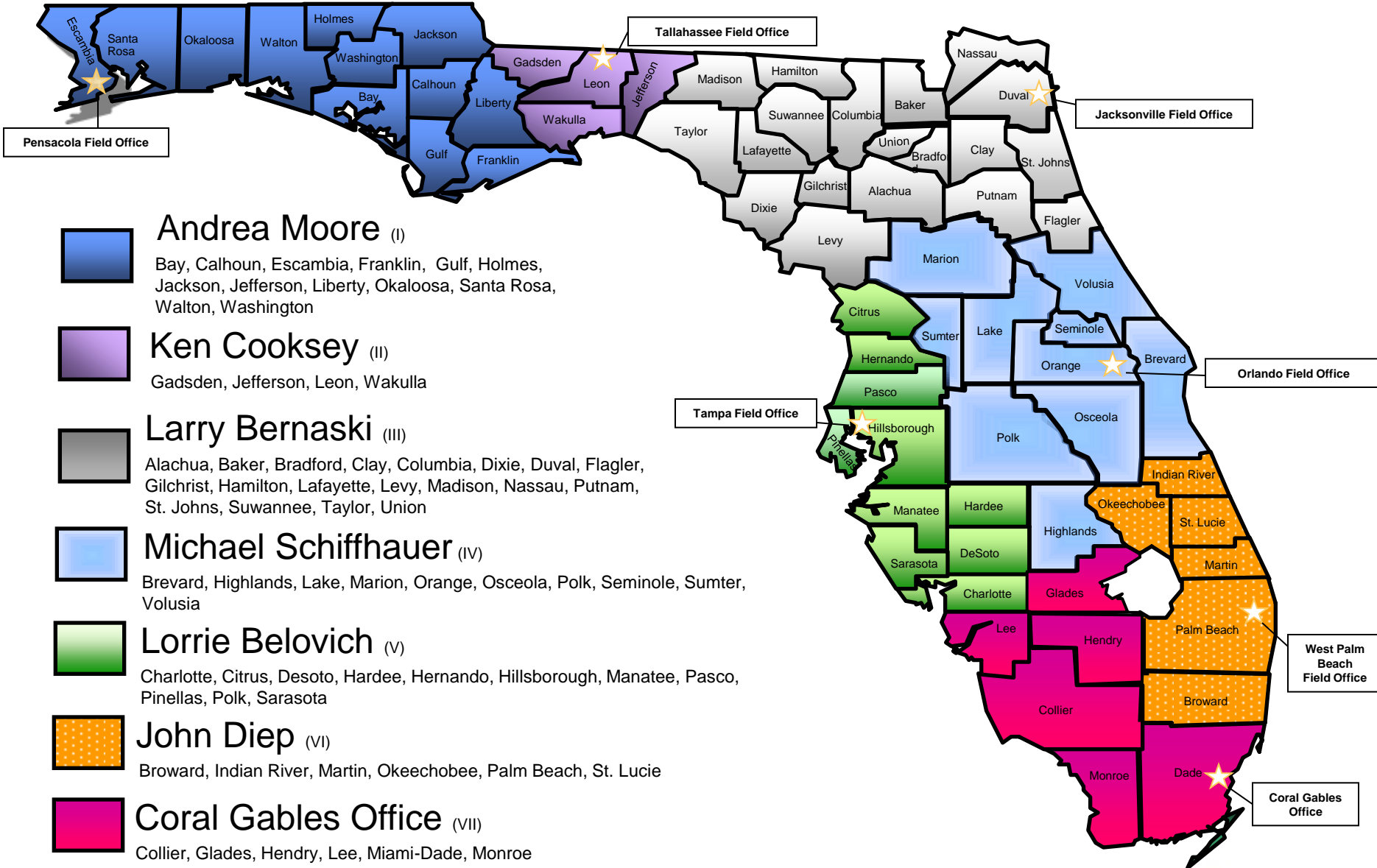
Enterprise Florida's Goals

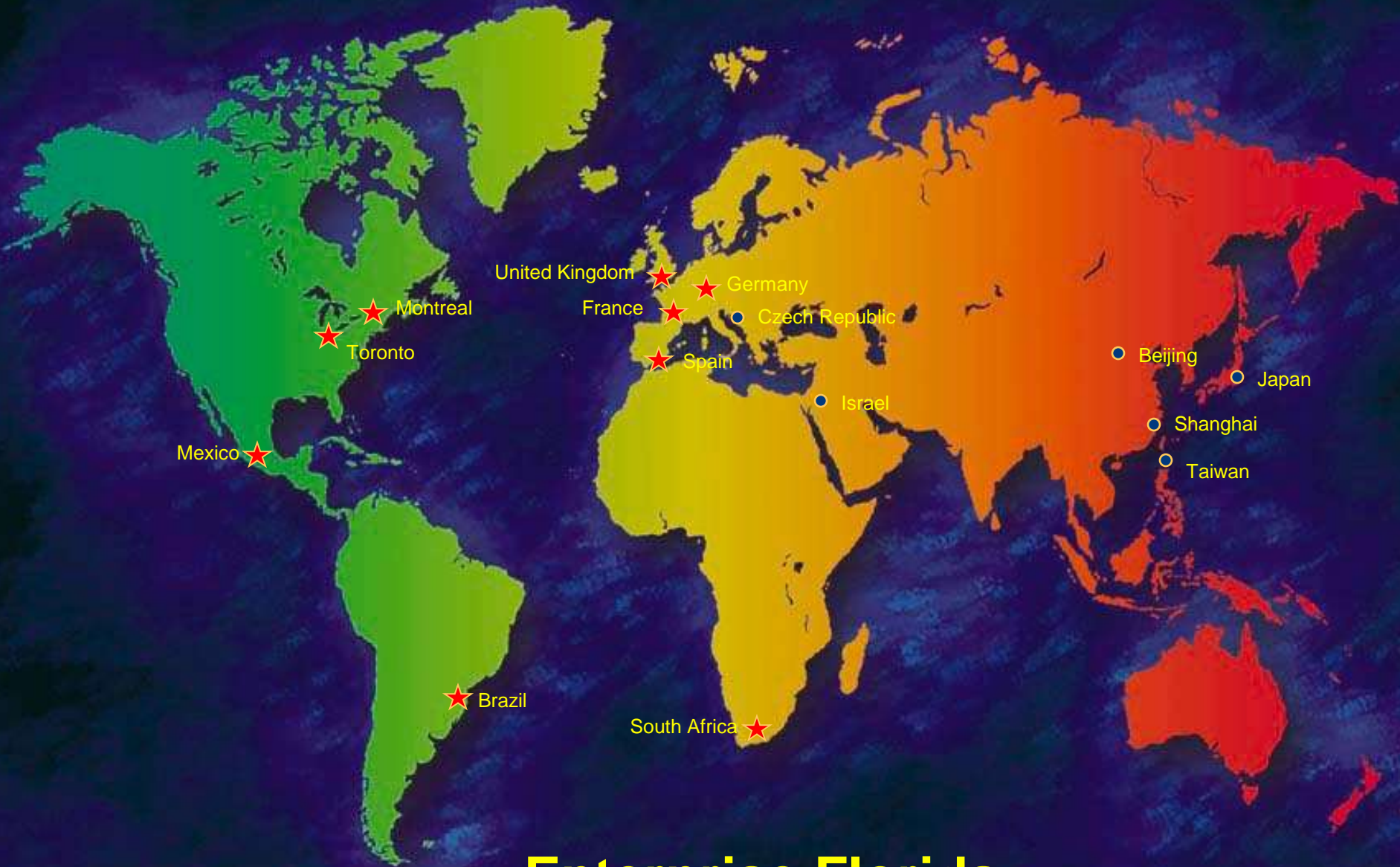
- Market Florida's international advantages worldwide.
- Assist Florida companies to export products and services and identify joint ventures and strategic alliance partners
- Provide an international network to identify foreign direct investment prospects and to assist Florida companies to export
- Create a statewide trade development network to assist Florida's small and medium size companies to access international markets
- Job creation through exporting and foreign direct investment

Who We Serve

- Small and medium-sized Florida manufacturers, distributors and service companies
- Florida economic development and trade organizations
- International companies interested in Florida's products and services
- Foreign direct investors interested in expanding or relocating to Florida
- Florida communities interested in attracting foreign direct investment

FLORIDA FIELD OFFICES





Enterprise Florida International Offices

★ = Full Service Office (9)
○ = Liaison Office (6)

2011 International Trade Development Priorities

- Retain Florida's market share in the Latin American Region
- Assist Florida SME's to diversify exports to emerging markets in Asia, Africa and the Middle East
- Increase Florida high tech and high wage exports worldwide
- Capitalize on the Panama Canal expansion
- Market Florida worldwide as an ideal investment destination and identify foreign investment prospects

Key Target Markets Worldwide

North America, Latin America and the Caribbean Basin

Argentina	Caribbean Nations	Colombia	Peru
Brazil	Central America	Dominican Republic	Venezuela
Canada	Chile	Mexico	

Europe

Belgium	Germany	Spain	United Kingdom
France	Italy	The Netherlands	

Far East (Asia) and Oceania

Greater China	India	Japan
Malaysia	Singapore	Australia

Africa and Middle East

Israel	South Africa	Gulf Cooperation Council Nations
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Target Sectors

TRADE

- Aviation/Aerospace
- Life Sciences
- Information Technologies/Telecommunications
- Electronics
- Homeland Security/Defense Technologies
- Clean Energy/Environmental Technologies
- Professional/Transportation/Financial Services

FDI

- Aviation/Aerospace
- Information Technologies
- Life Sciences
- Homeland Security/Defense Tech.
- Financial Services/Professional Serv.
- Clean Energy
- Emerging Technologies
- Manufacturing
- Multinational Headquarters/Logistics

Enterprise Florida International Trade Services

- Counseling, information and referrals
- Export readiness assessment
- Participation in trade exhibitions, trade missions and catalog shows
- Country-specific market information
- Export sales leads
- Identifying potential overseas buyers
- Florida Export Directory on-line
- Inbound trade missions
- Seminars and workshops

Foreign Direct Investment Services

- Market Florida advantages worldwide
- Identification of international investment projects and leads
- Provide custom-tailored information and proposals to potential international investors on:
 - Florida and its communities
 - Process and regulations for establishing in the state
 - Florida business advantages
- Referrals to local EDOs
- Site selection assistance in partnership with local EDOs
- Assist qualified companies to apply for and obtain financial and training incentives

Services Provided by Enterprise Florida's International Offices

Basic Services:

- Counseling services for Florida and foreign companies.
- Trade lead generation.
- Investment lead generation and follow-up.
- Support for EFI in-country trade events.
- Support for trade and investment missions from Florida.
- Appointment scheduling for EFI's economic development partners.
- Maintain country specific websites in target languages in key markets.

Final Thoughts

- It's important to note that exporting is a business expansion strategy and not a business development strategy
- It simply makes sound business for a business to at least consider its role in international markets
- There are ample enough resources to assist a business in making an informed decision regarding international expansion strategies
- If your company believes it's not important or necessary to compete on a global level...remember that you already are...



diversifying florida's economy