“Becoming the Preeminent Global Hub for International Trade”

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Enterprise Florida Inc.
Global business effects in Florida

- Int’l trade remains one of Florida’s strongest sectors, but world trade is slowing
- Int’l business accounts for 17% of the economy
- 1 out of every 7 jobs in Florida depend on international business
- Well over 1 Million jobs depend on int’l business
  - 254,000 jobs are tied to foreign-owned firms
Florida Export Scorecard

0 Florida is one of the nation’s largest exporter
0 State-origin exports reached $65 Billion in 2011
0 Florida’s services exports added $29.9 Billion
0 Florida exports are up 5% through August 2012
0 55,000 Florida companies export - (2nd in the nation)
0 SME companies account for 62% of Florida exports
Florida’s Export Scorecard (cont.)

- 85% of Florida origin exports are manufactured products
- Since the year 2000, 100% of Florida’s manufacturing growth has come from exports
- Florida ranks #1 in manufacturing export intensity - (44%)
- Florida is the 3rd largest exporter of high-tech goods
Key Markets

- 65% of Florida origin exports go to Western Hemisphere nations

- Key markets: Brazil, Canada, Colombia, Chile, and Venezuela

- 17% of exports go to Europe

- 16% of exports to Asia and the Middle East

- Leading import markets: China, Japan, Colombia, Mexico, and Costa Rica
Enterprise Florida Priorities

- Expand market share in Latin America
- Assist small/mid-size producers diversify exports to emerging markets in Asia, Africa and Middle East
- Grow high-tech and knowledge-based services exports worldwide
- Increase exports and FDI market share in Brazil
- Capitalize from Panama Canal expansion
- Market Florida as an ideal investment destination worldwide and identify FDI
Latin American Perspectives

- Prospects for Latin American economic growth remain positive.
- World economic downturn is affecting the region and has reduced world demand for commodities.
- More open economies will continue to perform better.
- Democratic institutions remain under pressure in many countries in the region.
- Government, education and tax reforms are vital to capitalize on economic opportunities.
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<tr>
<th>Rank</th>
<th>Country</th>
<th>Millions of U.S. Dollars 2011</th>
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<td>1</td>
<td>Total All Countries</td>
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<tr>
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<td>Brazil</td>
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