

# ***“Becoming the Preeminent Global Hub for International Trade”***

**Manny Mencia  
Senior Vice President  
International Trade & Development  
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

- o Florida is one of the nation's largest exporter
- o State-origin exports reached \$65 Billion in 2011
- o Florida's services exports added \$29.9 Billion
- o Florida exports are up 5% through August 2012
- o 55,000 Florida companies export - (2<sup>nd</sup> in the nation)
- o SME companies account for 62% of Florida exports



# Florida's Export Scorecard (cont.)

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

# Key Markets

- o 65% of Florida origin exports go to Western Hemisphere nations
- o Key markets: Brazil, Canada, Colombia, Chile and Venezuela
- o 17% of exports go to Europe
- o 16% of exports to Asia and the Middle East
- o Leading import markets: China, Japan, Colombia, Mexico and Costa Rica

# Enterprise Florida Priorities

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



# Latin American Perspectives

- o Prospects for Latin American economic growth remain positive
- o World economic downturn is affecting the region and has reduced world demand for commodities
- o More open economies will continue to perform better
- o Democratic institutions remain under pressure in many countries in the region
- o Government, education and tax reforms are vital to capitalize on economic opportunities



# Top 50 Florida-Origin Exports Destination, 2011

Rank	Country	Millions of U.S. Dollars 2011
	<b>Total All Countries</b>	<b>64,756.1</b>
2	Brazil	5,268.4
3	Venezuela	4,494.0
5	Colombia	2,849.3
6	Chile	2,198.3
7	Mexico	2,164.2
8	Argentina	1,731.6
9	Dominican Republic	1,640.0
10	Paraguay	1,599.9
12	Peru	1,440.1
13	Panama	1,360.5
16	Ecuador	1,261.6



[www.eflorida.com](http://www.eflorida.com)