



FLORIDA

THE FUTURE IS HERE®

VIRTUAL CONNECTIONS – REAL-TIME RESULTS: Enterprise Florida's Business Matchmaking Program

Florida Photonics Cluster Meeting
July 30, 2020

WHO WE ARE



Enterprise Florida, Inc. (EFI) is a private, not-for-profit corporation, chaired by Florida's Governor. As a public-private partnership (3P), EFI is funded both by the State of Florida and by contributions from the private sector.



Changing the landscape of economic development in Florida since **1996**



State of Florida
Principal economic development organization



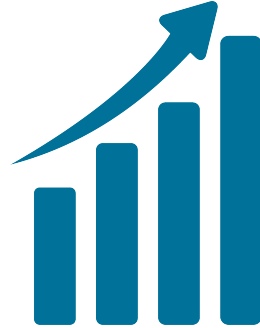
EFI works through a **statewide network of partnerships** with local economic development organizations, government agencies, sector associations and chambers, universities and other stakeholders



BENEFITS OF EXPORTING



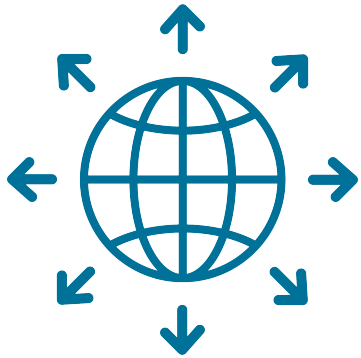
Diversify Customer Base



Grow New Markets



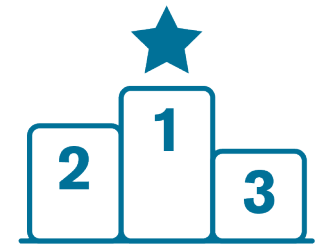
Mitigate Risk



Expand Product & Services Reach



Increase Sales Through Customer Satisfaction & Word-of-Mouth-Endorsements



Create Competitive Advantage

INTERNATIONAL TRADE SERVICES & GRANT PORTFOLIO



- Export Marketing Plan (EMP)
- Certificate of Free Sale
- Target Sector Trade Show Grant
- Virtual Trade Show Grant
- International Registration Grant
- Gold Key and Matchmaking
 - GK and IPS+ (delivered by USCS)
 - Virtual Business Matchmaking (delivered by Enterprise Florida)

VBM MARKETS

ENTERPRISE FLORIDA VIRTUAL BUSINESS MATCHMAKING SERVICE CANADA

Since 1996, Enterprise Florida's (EFI) International Trade & Development Division has been a strong advocate for growth through market diversification. We help Florida-based businesses enter and succeed in foreign markets. Canada is Florida's #1 global economic partner. According to a study published by the Canadian Consulate in Miami, trade between Florida and Canada is worth more than \$7 billion annually, of which about \$1.4 billion is in goods. Canadian airports/ports and those in Florida. It is the second largest market for Florida's exports and its total value of exports reached over U.S. \$4 billion annually. Canadian imports from Florida have grown by over 50% in the last decade. Canada imports \$3-4 billion of Florida-origin goods each year, across a wide variety of industries, including:

IT Products • Aerospace Parts • Medical Devices & Equipment • Fertilizers • Pharmaceuticals • Electronics

OUR NETWORK—YOUR OPPORTUNITY

In the wake of unprecedented market disruptions and travel restrictions, Enterprise Florida is pleased to support the state's business community with the new Virtual Business Matchmaking Service (VBM). This service is designed to help facilitate your market entry by matching you with suitable foreign partners, distributors and buyers. Supported by seasoned trade facilitators assist Florida companies with all aspects of exporting. The VBM is available in 12 Western European markets:



Advantages

- YOU define ideal partner criteria
- YOU pick desired meeting partners from a long list of suitable, qualified companies resulting from a thorough distributor/agent/ VAR search
- No need to travel
- Scheduling flexibility



Results

The VBM delivers virtual introductions via teleconference or video conference of five interested agents, distributors or partners in your target markets who have been pre-screened and pre-qualified.

Costs: \$1,850 (or \$0 with trade grant)*
For eligible small businesses, Enterprise Florida's trade grant will cover the full cost of the VBM on a reimbursement basis, making the service completely free.

*Slightly criteria apply

EFI Representatives can accommodate introductions throughout the country.



Richard Al-Eryani
Director
EFI Canada-Montreal



Hassan Hameed
Deputy Director
EFI Canada-Toronto



Andrea Moore
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ENTERPRISE FLORIDA VIRTUAL BUSINESS MATCHMAKING SERVICE EUROPE

Since 1996, Enterprise Florida's (EFI) International Trade & Development Division has been a strong advocate for business growth through market diversification. We help Florida-based businesses enter and succeed in foreign markets. In Europe, Enterprise Florida's foreign office network representatives assist Florida companies with all aspects of exporting. The EU now represents 15% of Florida's export sales globally.

OUR NETWORK—YOUR OPPORTUNITY

In the wake of unprecedented market disruptions and travel restrictions, Enterprise Florida is pleased to support the state's business community with the new Virtual Business Matchmaking Service (VBM). This service is designed to help facilitate your market entry by matching you with suitable foreign partners, distributors and buyers. Supported by seasoned trade facilitators assist Florida companies with all aspects of exporting. The VBM is available in 12 Western European markets:



Advantages

- YOU define ideal partner criteria
- YOU pick desired meeting partners from a long list of suitable, qualified companies resulting from a thorough distributor/agent/ VAR search
- No need to travel
- Scheduling flexibility



Results

The VBM delivers virtual introductions via teleconference or video conference of five interested agents, distributors or partners in your target markets who have been pre-screened and pre-qualified.

Costs: \$2,500 (or \$0 with trade grant)*
For eligible small businesses, Enterprise Florida's trade grant will cover the full cost of the VBM on a reimbursement basis, making the service completely free.

*Slightly criteria apply

EFI Representatives can accommodate introductions throughout the country.



CHRISTELLE MAFFRE
Director
EFI France, Italy
& Zurich



ALEXANDER ROTHMANN
Deputy Director
EFI Germany



CONZALO ORANCE
Deputy Director
EFI Spain



JASON MANN
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ENTERPRISE FLORIDA VIRTUAL BUSINESS MATCHMAKING SERVICE MEXICO

Enterprise Florida's (EFI) International Trade & Development Division has been a strong advocate for growth through market diversification. We help Florida-based businesses enter and succeed in foreign markets. In Mexico, Enterprise Florida's foreign office assists Florida companies with all aspects of exporting. Of Florida's trading partners, Mexico ranks seventh with a total trade value of \$6,450 million U.S. In 2019, Mexico's exports to Florida were valued at \$1.4 billion.

OUR NETWORK—YOUR OPPORTUNITY

In the wake of unprecedented market disruptions and travel restrictions, Enterprise Florida is pleased to support the state's business community with the new Virtual Business Matchmaking Service (VBM). This service is designed to help facilitate your market entry by matching you with suitable foreign partners, distributors and buyers. Supported by seasoned trade facilitators assist Florida companies with all aspects of exporting. The VBM is available in 12 Western European markets:

Advantages

- YOU define ideal partner criteria
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Results

The VBM delivers virtual introductions via teleconference or video conference of five interested agents, distributors or partners in your target markets who have been pre-screened and pre-qualified.

Costs: \$1,000 (or \$0 with trade grant)*
For eligible small businesses, Enterprise Florida's trade grant will cover the full cost of the VBM on a reimbursement basis, making the service completely free.

*Slightly criteria apply

EFI Representatives can accommodate introductions throughout the country.



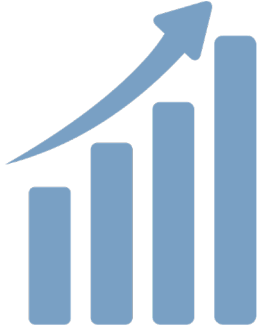
Ana Arroyo
Director
EFI Mexico



Andrea Moore
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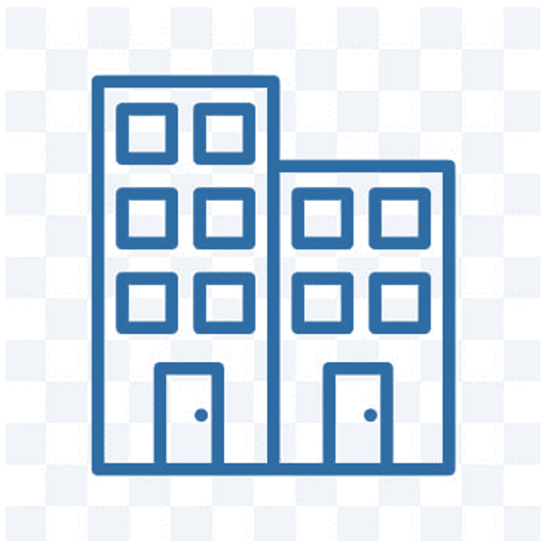
VIRTUAL BUSINESS MATCHMAKING PROGRAM (VBM)



- Designed to connect Florida's suppliers and foreign buyers
- Targets small and medium-sized companies
- Offers matchmaking services available in 14 countries
- Delivers long list of suitable matches based on client's criteria, followed by scheduled videoconferences with top five (5) matches
- Does *not* require 51% content for grant eligibility
- **Supported with a VBM grant for eligible Florida companies**

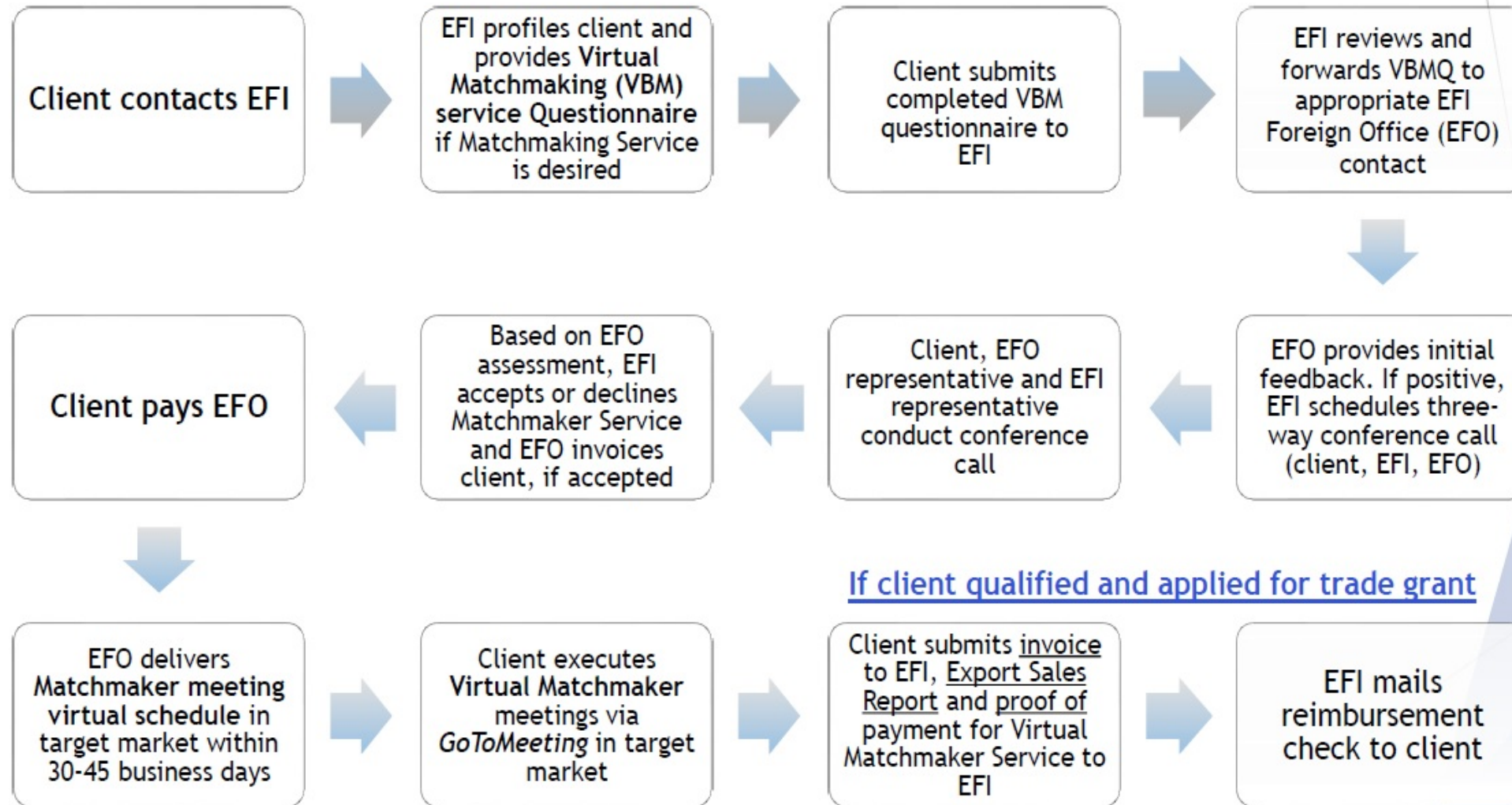


EFI FOREIGN OFFICES PROVIDING VMB SERVICE



- **EFI UK** – UK & Ireland
- **EFI France** – France, Italy, Benelux
- **EFI Germany** – Germany, Austria & Switzerland
- **EFI Spain** – Spain & Portugal
- **EFI Mexico**
- **EFI Canada**

VBM SERVICE INTAKE & DELIVERY PROCESS



INTERNATIONAL TRADE OFFICES IN FLORIDA



Andrea Moore

Bay, Calhoun, Escambia, Franklin, Gadsden, Gulf, Holmes, Jackson, Jefferson, Leon, Liberty, Okaloosa, Santa Rosa, Wakulla, Walton, Washington



Larry Bernaski

Alachua, Baker, Bradford, Clay, Columbia, Dixie, Duval, Flagler, Gilchrist, Hamilton, Lafayette, Levy, Madison, Nassau, Putnam, St. Johns, Suwannee, Taylor, Union



Mike Cooney

Brevard, Highlands, Lake, Marion, Orange, Osceola, Polk, Seminole, Sumter, Volusia



Joseph Bell

Charlotte, Citrus, Desoto, Hardee, Hernando, Hillsborough, manatee, Pasco, Pinellas, Polk, Sarasota



John Diep

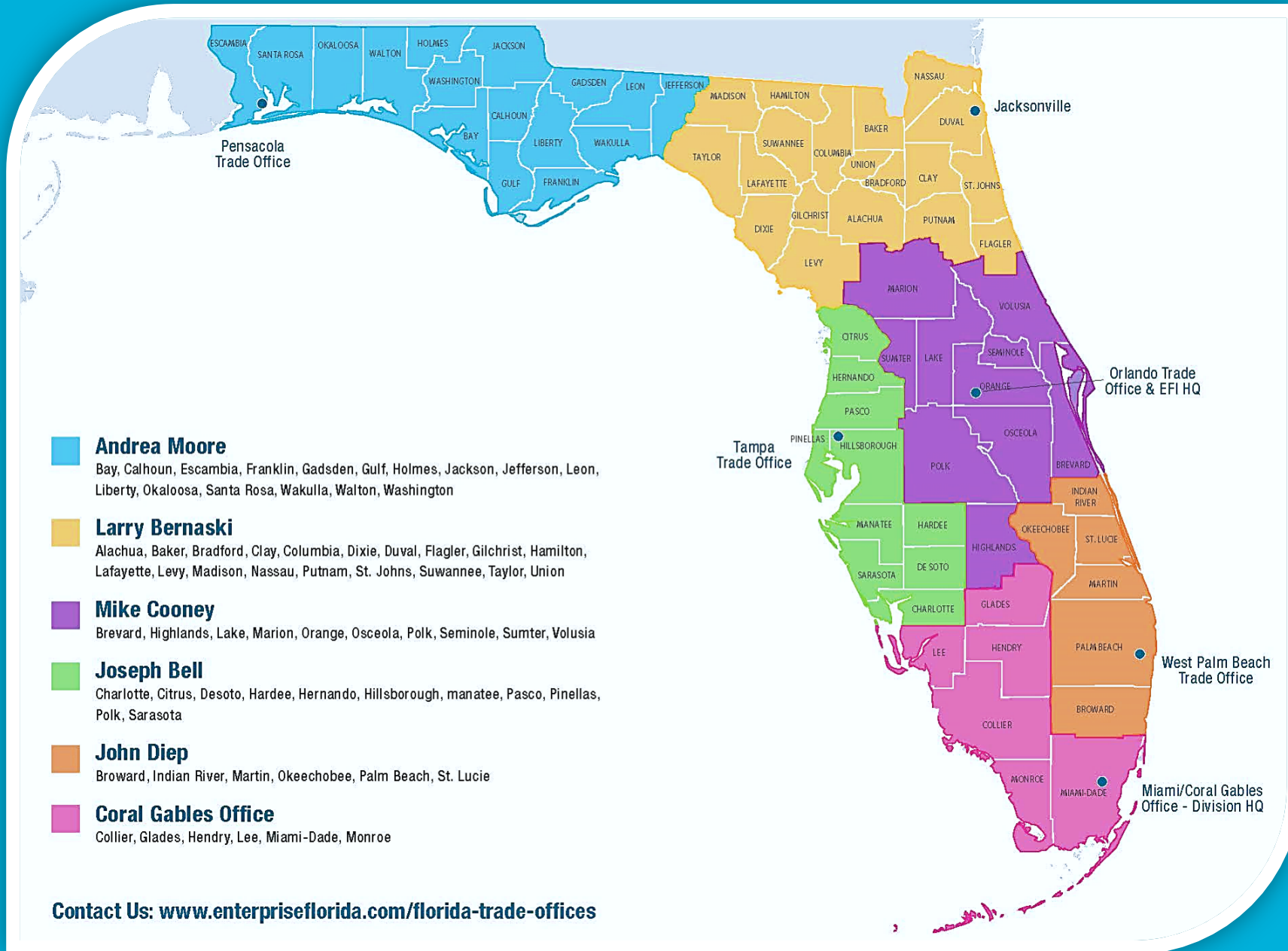
Broward, Indian River, Martin, Okeechobee, Palm Beach, St. Lucie



Coral Gables Office

Collier, Glades, Hendry, Lee, Miami-Dade, Monroe

Contact Us: www.enterpriseflorida.com/florida-trade-offices



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Questions?

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