



EXPORT INTERNATIONALLY

INTERNATIONAL BUSINESS EXPANSION INITIATIVE



EXPORT

YOUR WAY
TO SUCCESS

WHY EXPORT?

- Exports mean new customers. 95% of the world's consumers live outside of the United States
- Nearly 1.3 million jobs in Florida depend on international business
- Approximately one of out of every six jobs in Florida depends on international business
- 44,000 companies in Florida export products or services (2nd largest concentration in the U.S.)
- Exports mean competing globally. Products that are globally competitive insulate your company from downturns in the local business cycle

Source: Enterprise Florida





FLORIDA EXPORT FACTS

- Over the last decade the total value of Florida's merchandise trade has almost doubled
- Enterprise Florida maintains a network of overseas trade promotion offices
- Florida is an international banking powerhouse, with over 70 foreign and domestic banks engaging in international trade finance
- Florida is the telecommunications gateway into Latin America with numerous undersea and terrestrial fiber optic connections
- Florida ranks third among all U.S. states in high tech exports

Source: Enterprise Florida

"Businesses that export generally grow faster, are more profitable and pay higher than average wages. Just as important, they are better positioned to sustain sales levels through tough economic times."

-Manny Mencia, EFI Senior Vice President,
International Trade & Business Development



FLORIDA'S TOP TRADING PARTNERS

Florida's Top 5 Merchandise Trading Partners (in billions)

1	Brazil	\$13.0
2	Japan	7.4
3	Germany	6.4
4	Venezuela	6.3
5	China (Mainland)	5.8

FLORIDA'S TOP EXPORTS

Air/Spacecraft
 Cotton
 Fertilizer
 Electrical Machinery
 Industrial Machinery

Knit Apparel
 Optical/Medical Instruments
 Passenger Vehicles
 Pharmaceuticals
 Plastics

Source: Enterprise Florida



ARE YOU READY TO EXPORT?



How prepared is your company to export goods internationally? Take this simple quiz to evaluate your readiness to enter the overseas market.

- YES No Our company has been in operation for longer than one year.
- YES No Our company has successfully sold a specific product (or line of products) locally, regionally, nationwide or internationally.
- YES No Our company has the communication tools and resources needed to reach overseas buyers (marketing materials, website, e-mail address, computer, fax number, permanent mailing address).
- YES No Our company has a business plan and an international marketing plan defining our goals and strategies.
- YES No Our company is positioned to commit the financial resources that will actively support marketing our products in the targeted overseas markets.
- YES No Our company will commit staff, time and financial resources to research and develop export markets.
- YES No Our company has knowledge of export payment mechanisms, how to mitigate credit risks and/or a banker who advises us on these issues (e.g., developing/negotiating letters of credit).
- YES No Our company understands shipping, freight costing and customs clearance, or can secure advice on these important issues.

Answering “YES” indicates that your company is prepared and ready to export.

Answering “NO” signals a need to seek assistance and export advice from available resources. See next page for local resources.

IMPORTANT LOCAL EXPORT CONTACTS

Economic Development Corporation of Sarasota County

2601 Cattlemen Road, Suite 102, Sarasota, FL 34232

Phone: (941) 309-1200 • Fax: (941) 309-1209

www.edcsarasotacounty.com

Economic Development Council Manatee Chamber of Commerce

222 10th Street West, Bradenton, FL 34205 • Phone: (941) 748-3411

www.manateeedc.com

Enterprise Florida

Enterprise Florida, Inc.

615 Channelside Drive, Suite 108, Tampa FL 33602 • Phone: (813) 276-9430 • Fax: (813) 223-7899

www.eflorida.com

Manatee County Port Authority

300 Tampa Bay Way, Palmetto, FL 34221-6608

Phone: (941) 722-6621 • Fax: (941) 729-1463

www.portmanatee.com/

US Department of Commerce

Clearwater U.S. Export Assistance Center

13805 58 Street N., Suite 1-200, Clearwater, FL 33760

Phone: (727) 893-3738 • Fax: (727) 893-3839

www.buyusa.gov/florida/



ONLINE RESOURCES

Are You Export Ready? Self-assessment questionnaire
hq-intranet04.ita.doc.gov/bid/export_questionnaire.asp

Federal Government's One Stop Export Resource Center
www.export.gov/

Finding Trade Leads
www.export.gov/tradeleads/index.asp

Florida Exporter Resource Portal
www.floridaexporter.com/resources.html

Florida Specific Export Data
www.eflorida.com

International Sales & Marketing
www.export.gov/salesandmarketing/index.asp

Market Research
www.export.gov/mrktresearch/index.asp

Small Business Administration (SBA) publication called "Breaking Into the Trade Game."
This is a step-by-step guide to exporting.
www.sba.gov

The Southern Network U.S. Export Assistance Center
www.buyusa.gov/sunbelt/

Trade Stats Express
tse.export.gov/

US Commerce Gold Key
www.export.gov/salesandmarketing/eg_main_018195.asp

US Government International Financing Programs
www.export.gov/finance/eg_main_018097.asp



INTERNATIONAL BUSINESS EXPANSION INITIATIVE



This International Business Expansion Initiative was made possible through a grant from Enterprise Florida. The purpose of the grant was to expand the knowledge of international business opportunities to companies in Sarasota and Manatee Counties so they can compete in a global economy. The grant provided export training programs, one-on-one counseling and financial assistance for local companies to participate in overseas trade events. The grant was implemented jointly by the Economic Development Corporation of Sarasota County and the Manatee Economic Development Council and the two organizations are indebted to Enterprise Florida for funding this program.

