



Tampa Hillsborough  
Economic Development Corporation

## January – June 2010

Internationally-oriented presentations and events attended/organized by Tampa Hillsborough Economic Development Corporation.

### JANUARY – MAY 2010

#### **Tampa Bay Consular Corps Luncheon – January 20**

Keith Norden was a guest speaker at the luncheon hosted by Tampa/Hillsborough International Protocol Office.

#### **UK Trade & Investment – Lord Mayor of the City of London’s Visit – January 25**



The Tampa Hillsborough EDC collaborated with the British Consul in Miami in hosting a special breakfast meeting January 25, 2010 at the University Club for the Lord Mayor of the City of London. Approximately 50 guests from throughout the Tampa-St. Petersburg-Clearwater MSA attended the event. The focus of the Lord Mayor’s address was bilateral financial services trade and cooperation between the United States and United Kingdom.

#### **Ambassador Ron Kirk, United States Trade Representative- February 25.**

Keith Norden participated in meetings as a guest of Richard Wainio at the Tampa Port Authority and Mark Huey, City of Tampa. EDC staff also aided in the logistics of the meetings.

#### **International Business Summit - March 11**

Staff attended the annual summit organized by the Bi-National Chambers of Commerce. The yearly summit aims to pull together business opportunities available through local companies, organizations, and their extensive contact networks throughout the region, nation and world.

This year’s Summit focused on providing information on how to do business internationally and how to do business with the diverse community in Tampa Bay. The summit featured educational workshops.

#### **Visit from United Kingdom Trade and Investment (UKTI), Leeds, England – March 29.**

Tampa Hillsborough EDC was approached by the British Consul in Miami to play host to the UKTI financial and business services representative for N. E. England, Simon Bedford, on what would be the final leg of a five city tour of the US. During his brief visit Mr. Bedford met with two Tampa Bay companies owned and operated by British ex-pats at a lunch hosted by the British-American Business Council. Tampa Hillsborough EDC made a brief presentation and discussed ways in which the two organizations might work together in the future. UKTI exists to promote and assist UK companies seeking to trade internationally.

#### **“International Days” Tallahassee, Florida - April 13-14**

Keith Norden attended “International Days” in Tallahassee, Florida on April 13-14, 2010. The event was organized by the Florida Chamber of Commerce with the support of Enterprise Florida Inc.

International Days was a two-day networking event during the Florida Legislative Session designed to promote and highlight the significant role international business has in Florida’s economy. The event provided an opportunity for participants and organizations to meet with Florida’s legislators and promote the importance that international business plays in the economic development of their communities.





## TRADE-USA Dominican Republic Inbound Trade Mission - April 13-16

A delegation of 21 Dominican companies, led by American Chamber of Commerce of the Dominican Republic and U.S. Commercial Service representatives, visited Tampa in the final part of a two-city trade mission, organized by Florida Foreign Trade Association, with the support of Tampa Hillsborough Economic Development Corporation.

The Dominican delegation sought to meet with potential local trading partners to buy a range of products and services including:

Auto parts  
Produce and meat products  
Alternative energy equipment  
Hardware  
Industrial furniture equipment  
Bathroom equipment  
Apparel and accessories

Travel agency and tour operator services  
Appliances and electronics  
Heavy construction equipment  
Commercial and Industrial A/C equipment  
Cellular phone equipment

Construction materials  
Plastic resins for industrial use  
Electronic Media products and services.

The U.S. Commercial Service and Enterprise Florida worked together with co-organizers Florida Foreign Trade Association and Tampa Hillsborough EDC to secure over 43 appointments with Tampa Bay companies, hosted at the Tampa Port Authority offices on April 14, 2010. The value of the business generated from the one-on-one meetings is still being assessed but positive results are anticipated. Local online magazine 83Degrees quoted mission leader Sheila Diaz de Andujar, commercial specialist with the U.S. Embassy in Santo Domingo as saying: "The feedback has been quite positive...many D.R.-based company representatives believe they will be doing business with Tampa-area companies, in areas such as building materials and auto parts,



In addition to meetings with local businesses the delegation also met with Mayor Pam Iorio; toured of the Port of Tampa; visited the Florida Aquarium; enjoyed lunch at the historic Columbia Café in the Tampa History Center and stopped at the Tampa Museum of Art before departing on April 16.



The mission marks the third time Tampa Hillsborough EDC has hosted an inbound trade mission from the Dominican Republic through the FFTA's *TRADE-USA* Inbound Trade Mission program which promotes American exports and provides opportunities for two-way trade relationships through the support of bilateral trade agreements such as DR CAFTA.

## Mexico Outbound Trade Mission Planning Session - April 20



EDC staff met with PROMEXICO'S new Trade Commissioner, Mr. Cesar Bueno, and Trade Director, Mr. Jose Fernandez, to resume discussions of a possible outbound trade mission to the United Mexican States in the fall. Potential mission states, targeted industry sectors, and time frames were discussed. Based on the preliminary discussions, the target time frame is the last week of October - early November 2010. The EDC plans continue to the dialogue with Mexico's trade agency along with Enterprise Florida, U.S. Commercial Service, and Tampa / Hillsborough County economic development representatives on a monthly basis.

## Doing Business in Key East Asian Markets: China, Korea and Japan - April 28

The EDC coordinated a business briefing on the Chinese, Korean and Japanese markets in partnership with: Florida-China Association; Florida-Korea Economic Cooperation Committee; SEUS/Japan Assoc.; Hillsborough County and Holland & Knight.

About 40 attendees registered for the informational session that featured country overviews; a briefing on upcoming trade missions to China & Korea and presentations on Asian Market Opportunities by the US Commercial Service and Enterprise Florida.

The event, moderated by Keith Norden and hosted at the offices of Holland & Knight, was a precursor to an outbound trade mission to China and Korea.



## Doing Business in Turkey- May 12

Organized by Enterprise Florida in partnership with the Tampa Hillsborough Economic Development Corporation, the U.S. Commercial Service, and the Florida District Export Council the business briefing provided an opportunity for Tampa Region companies to learn more about doing business in Turkey.



Invite you to a global business briefing on...

### DOING BUSINESS IN TURKEY

► The U.S. exceeded \$7 billion in total exports in 2009 to Turkey.  
 ► Turkey is the world's 19<sup>th</sup> largest economy which is rapidly growing and diversifying.  
 ► Turkey is strategically located to serve markets in Europe, Asia, the Middle East and Africa.  
 ► Turkey is a key strategic ally of the United States.

#### WEDNESDAY, MAY 12, 2010

Location: Tampa/Hillsborough EDC,  
401 E. Jackson Ave., 2<sup>nd</sup> Floor Board Room, Tampa, FL 33602

	9:30 AM – Registration 9:00 AM – 11:00 AM – Market Briefings 11:00 AM – 11:30 AM – Q&A <small>*Space is limited and on a first come, first serve basis.</small>	
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**BRIEFING DISCUSSION SPEAKERS**

Mr. James Fluker, Senior Commercial Officer, U.S. Commercial Service, Istanbul, Turkey  
 Ms. Alev Gunay, Director, Invest in Turkey, New York, New York

U.S. Best Export Products		
Water and Wastewater Technology	Defense Equipment and Services	Telecommunications Equipment & Services
Franchising	Medical Equipment and Services	Electric Power Systems
Educational Services	Information Technology	Natural Gas Transmission
Automotive Parts and Equipment		

\*Cost: Advance registration is \$10.00 per person. Please register and make payment via credit card at this link: <http://www.visittampabay.com/meetings/index.cfm?action=Details&eventid=100>

\*PLEASE NOTE: ADVANCED REGISTRATION ONLY. Pay at the door is not available for this event.

\*Registration deadline is Friday May 7, 2010.

\*A light continental breakfast will be provided. Space is limited to the first 40 attendees to register.

For additional information, please contact Rebecca Torres, Regional Manager, Enterprise Florida, at 313-276-9450

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Mr. James Fluker, Senior Commercial Officer with the U.S. Commercial Service in Istanbul, and Ms. Alev Gunay, Director of Investment Support and Promotion Agency of Turkey presented valuable information regarding business potential in Turkey.

## Doing Business with Colombia- June 3

Staff attended a business briefing on the Colombian market organized by Enterprise Florida. Colombia an important market for Florida and is one of the top 6 export markets for the Tampa Bay region. The seminar was a precursor to an Enterprise Florida mission to Bogota and Cartagena, Colombia in August. Tampa Hillsborough EDC staff will be among the participating local organizations which include Tampa Port Authority and Tampa International Airport.



EXPORT SALES MISSION TO

## Colombia

### BOGOTÁ & CARTAGENA

AUGUST 9-14, 2010

Colombia ranks as Florida's 3rd largest export market. In 2009, Florida merchandise exports to Colombia reached a high of \$3.75 billion.

**The Colombian Market**

Colombia ranks solidly with the group of progressive, industrializing countries worldwide that have diversified agriculture, resources, and productive capacities. Despite the global economic crisis, Colombia's economic prospects are positive. Currently, Colombia is the fourth largest market for U.S. exports in the region and is ranked 23<sup>rd</sup> as a market for U.S. exports globally. Colombia has become one of the most stable economies in the region.

In 2009, U.S. exports to Colombia were \$9.45 billion with total U.S. trade with Colombia reaching \$20.77 billion. Traditional infrastructure sectors fueled the growth of U.S. exports. Emerging best prospects sectors such as: safety and security, computers and components and tourism and hotels and housing construction in Bogotá and in coastal cities like Cartagena, San Andres, and Santa Marta, provided additional growth. Colombia's planned infrastructure projects are extensive and provide significant opportunities to U.S. exporters.

Florida is the main gateway for commercial ties between the U.S. and Colombia and over \$3 billion in goods was exported from Florida to Colombia in 2009. This figure is expected to grow with the announcement of several large privatization projects and the pending ratification of the U.S.-Colombia Trade Promotion Agreement. Florida is likely to be one of the chief beneficiaries of the implementation of this treaty.

Best prospects for Colombia include, but are not limited to:

• Telecommunications Equipment and Services	• Automotive Parts and Accessories	• Food & Beverage Processing and Packaging Equipment
• Computers and Components	• Electrical Power Systems	• Plastic Materials and Resins
• Safety and Security	• Travel and Tourism	• Oil and Gas Machinery and Services
• Medical Equipment	• Air Cargo Services	
• Construction and Mining Equipment	• Building Materials	
	• Pollution Control Equipment	

\*If your particular industry or product is not listed, it does not mean that there are not ample opportunities in these markets. Please consult with us and we will appraise your specific market opportunities.

**MISSION COSTS AND REGISTRATION**

<p>Participation will be limited to a total of 25 Florida manufacturers, distributors, exporters and service companies <b>who best meet the participation criteria</b>. Selection of these firms will be on a first come, first served basis. Final selection will be confirmed after a review to ensure market suitability.</p> <p><b>PARTICIPATION FEES:</b> Preference will be given to participants signing up for both cities; however, individual city options are available.</p>	<p><b>GOLD KEY PARTICIPANT:</b> The registration fee for the mission includes personalized appointment schedules for one company representative and inclusion in all mission activities as detailed on the mission itinerary.</p> <ul style="list-style-type: none"> <li>• \$1,750 for both cities</li> <li>• \$1,050 for Bogotá only</li> <li>• \$750 for Cartagena only</li> </ul> <p><b>SECOND COMPANY REPRESENTATIVE:</b> This fee is based upon one set of appointments per company.</p> <ul style="list-style-type: none"> <li>• \$450 for second company representative</li> </ul>	<p><b>MISSION DELEGATE:</b> No appointment scheduling is included in this fee but delegate has access to all group mission activities and events.</p> <ul style="list-style-type: none"> <li>• \$375 for both cities</li> <li>• \$375 for one city</li> </ul> <p><b>TRAVEL ARRANGEMENTS &amp; ESTIMATED COSTS</b> Enterprise Florida has selected Express Travel as the travel agency for this group. Secured airfares have been negotiated for round trip travel to/from Miami. Special group rates have been negotiated with top quality hotels. Hotel, personal meals &amp; airfare not included in fee.</p>	<p><b>REGISTRATION</b> To register or for more information, please contact Lorrie Belovich: (305) 808-3663 <a href="mailto:lbelovich@eflora.com">lbelovich@eflora.com</a></p> <p><b>REGISTRATION DEADLINE</b> To be considered for participation, full payment and all required forms must be received in our office by <b>June 11, 2010</b></p> <p><small>Sponsorship opportunities available.</small></p>
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## Trade Mission to Seoul, Korea- May 23-25

Keith Norden attended the mission organized by Florida-Korea Economic Cooperation Committee (FLOR/KOR) and sponsored by Korean International Trade Association (KITA). A few highlights of the mission included the FLOR/KOR annual meeting and a presentation by Mr. Norden. Florida delegation leaders included Kimi Springsteen, FLORKOR Chair, and Dale Brill of the Florida Chamber Foundation and former Director of OTED.



### Trade Mission to China - May 26-29

Keith Norden attended the mission organized by Florida-China Association, Inc which featured the Florida-China Association (FCA) annual meeting, and a seminar by the FCA delegation leaders and sponsored by the China Council for the Promotion of International Trade (CCPIT). Special guest Frank Sanchez, under secretary for international trade at the U.S. Department of Commerce, attended the meeting in Beijing. Below is a related press release.



## **Recurring Meetings and Ongoing Projects**

### **International Trade Task Force**

The monthly meetings led by co-chairs Jim Pyburn (Tampa Port Authority) and Charlotte Starfire (SunTrust Bank), have focused on building relationships with local media contacts in an effort to promote international trade through highlighting trade success stories in Tampa and Hillsborough County

### **Foreign Direct Investment Taskforce**

Chairman, Andrew McIntosh (Fowler White) has led discussions on ways in which the EDC can support the Tampa Bay Partnership's FDI Study. The EDC will work with St. Leo University through a program that will assign a group of MBA students the project of obtaining information on FDI companies in the area. The Task Force has also been exploring ways in which to promote foreign direct investment in the area such as the E-B5 Investment Visa Program.

TAMPA FOREIGN-TRADE ZONE #79



### **The EDC provides staff support for the Tampa Foreign Trade Zone Board**

#### **Quarterly Board Meetings**

Board members discussed which existing sites would be deleted and the addition of new sites.

#### **Zone Reorganization Meeting**

EDC staff and Chairman of the FTZ Board 79 Inc, Tim Shusta, held a meeting with Rockefeller Group Foreign Trade Zone Services representatives to discuss the application process for Alternative Site Framework and how proceed with plans to reorganize the foreign trade zone in the Tampa area. EDC staff will assist in researching and gathering the necessary information to complete the application.