

# BRITISH TRADE MISSION FLORIDA, USA

# FITCE

Florida International Trade and Cultural Expo



BROWARD COUNTY CONVENTION CENTER  
FORT LAUDERDALE, FLORIDA USA  
15th – 20th OCTOBER 2018



**DIAZ**  
TRADE CONSULTING

# BRITISH TRADE MISSION | 15<sup>th</sup> – 20<sup>th</sup> October 2018



Dear International Trade Delegate,

I am pleased to invite you to participate in the British Trade Mission to Fort Lauderdale, Broward County, Florida scheduled for the week of 14<sup>th</sup> October 2018 to partake in the International Trade & Cultural Expo 2018 (FITCE) on 17<sup>th</sup> and 18<sup>th</sup> October 2018 at the Broward County Convention Center and other programmed business activities.

Broward County, South Florida, is leading the way in the USA economic recovery.

We are getting full traction towards a stronger, more vibrant economy. Our tourism numbers are up, and our international airport and seaport have never been busier. The road ahead looks bright!

In addition to the economic importance of tourism to the State, international trade and culture also contribute greatly to our economy. For 2016, trade through the South Florida region (Miami-Dade, Broward and Palm Beach County) surpassed \$ 104.49 billion, the second highest amount on record and the fifth year the total has eclipsed the \$100billion dollar mark. Our Customs District enjoys a robust trade surplus of \$7.76 billion. South Florida total trade with the world in 2017 was \$107.71 billion in goods sourced in the State; and has more than 60,000 companies registered to export.

One of the goals coming out of the most recent Broward County Commission Strategic Plan Visions and Goals workshop was for Broward County to “Become the centre for trade in Florida to the world especially to Latin America and the Caribbean” and host a signature event - the Florida International Trade & Cultural Expo 2018.

British companies are well-positioned to benefit from these opportunities as products and services made in Britain are respected globally for their perceived quality and innovation. The Florida International Trade & Cultural Expo 2018 will provide you with an excellent opportunity to meet buyers and distributors from all over the world and learn more about trade and logistics across the USA, Latin America and the Caribbean and other parts of the world.

I urge you to join the British trade mission to FITCE as we work together to build closer business and trade relations between the State of Florida and the United Kingdom.

Sincerely,

Dale V.C. Holness

Broward County Commissioner (District 9) State of Florida



## ABOUT THE SOUTH FLORIDA REGION

- One of the top locations in the United States for entrepreneurial activity with the most sophisticated and diverse international infrastructure in the world with 70 Consulates and 25 Foreign Trade Offices.
- Business Friendly low tax environment – individuals pay no state or local personal income taxes; allows for added incentive when recruiting executives and professionals.
- Streamlined development review and permitting process for new businesses.
- Home of Port Everglades, the leading #1 Port container by tonnage in Florida and 14th busiest Port in the USA as well as being the 3<sup>rd</sup>. largest cruise port in the world (a FITCE partner)
- A multilingual workforce with approximately 60% of the population in the prime working ages offers a deep and diversified pool of talent.
- Home to over 200 corporate headquarters including: Alcatel--Lucent, AIG, American Airlines, American Express, Citrix, Cisco, DHL, Disney, Exxon, FedEx, Ford, Kraft Foods, Office Depot, Microsoft, Oracle, SBC Communications, Sony, UPS, Visa, just to name a few.

## ABOUT FLORIDA INTERNATIONAL TRADE & CULTURAL EXPO (FITCE) 2018

On 17<sup>th</sup> – 18<sup>th</sup> October 2018 (16<sup>th</sup> October - Set Up Day) Greater Fort Lauderdale Broward County and all South Florida will welcome international cities to recognize this region as one of the top business opportunity destinations in the world. The goal of FITCE is to expand Broward County as a premier importing and exporting trading region, while helping to establish new businesses and nurture existing businesses to continue growing. Meet one--on--one with international delegates, government leaders, entrepreneurs, Chambers of Commerce leaders, business alliance and councils, seasoned importers/exporters, and representatives from Broward County's three leading public economic engines: Port Everglades, Fort Lauderdale–Hollywood International Airport, The Greater Fort Lauderdale Convention & Visitors Bureau as well as Broward County's Cultural Division, Enterprise Florida, and the Greater Fort Lauderdale Alliance.

**FITCE VISION:** To welcome new businesses, to collaborate and connect while providing tools and resources for those wanting to live and work in South Florida.

*It takes a global village to make an impact! More than 50 countries will be represented at this expo!*

**How is this Expo different?** FITCE is strategically focused on redefining **South Florida's reputation as THE place to establish your business in the global market.** The FITCE team is creating this event in partnership with the import and export experts in South Florida – the FITCE Founding Partners. Florida's Future is Global Trade ! FITCE 2018 will welcome companies from all over the world and help them take their businesses to the next level of international trade and business.

## **The British Food & Drink Fayre 2018 at FITCE**

The Government of Broward County has been very kind to allow us to host the British Food & Drink Fayre at the Florida International Trade & Cultural Expo 2108 which will allow British food and drink manufacturers to exhibit their products to a keen audience of potential buyers and distributors from across the Americas and the world. We are offering an optional special Matchmaking Package which will allow British manufacturers to meet face to face with potential buyers and distributors who have already expressed an interest in their products prior to the commencement of the Expo.

So, if you are interested in finding buyers or distributors in South Florida, and across the Americas please look at the full programme and mission package and register as soon as possible so we can start working on this straightway!

Furthermore, we will have at hand outstanding experts in trade and logistics of food and drink products who can advise the trade mission delegates on the various procedures and documentation that need to be complied with to export products to the USA and to re-export them via the Foreign Trade Zones in Broward County, Florida, where there are huge tax benefits, into other foreign markets. Representatives from the main Federal Government Authorities dealing with all issues of importing food and drink to the USA will be present to offer the best advice.

To facilitate the marketing of your products and booths we have access to promotional and marketing solutions suppliers here in Florida who can print your banners, and supply a wide variety of other marketing materials, details of which can be sent to you prior to the Expo. This might be more convenient than having to bring your own materials from the UK. Please let us know if you are interested in this service.

We can provide more information on the food, drink and hospitality markets here in Florida and introduce you to the most appropriate consumers, buyers and distributors. Do not hesitate to register so we can help you.

**THIS IS A GREAT OPPORTUNITY TO SHOWCASE BRITISH FOOD AND DRINK TO THE WORLD!**



**FORT LAUDERDALE AND BROWARD COUNTY  
ECONOMIC OUTLOOK OVERVIEW**

**WELCOME TO GREATER FORT LAUDERDALE, SOUTH FLORIDA  
(Gateway to Latin America and the Caribbean)**

Long known as an international tourist destination, Greater Fort Lauderdale is now the heart of a robust, economic high-growth region. As the geographic centre of the Miami-Fort Lauderdale-West Palm Beach Metropolitan Statistical Area (MSA), Greater Fort Lauderdale has everything you need to succeed - diversified workforce; large market with disposable income; easy access to national/international markets; world class educational options; business friendly government; and outstanding lifestyle. In addition, any area, can be designated as a foreign trade zone (FTZ) offering tax, tariff and import advantages.

<b>Fort Lauderdale</b>	<b>South East Florida (MSA)</b>
<b>Population 175,000</b>	<b>Population 6.7 million - 8<sup>th</sup> largest in the USA</b>
<b>Retail/Restaurant Sales \$ 6.1 billion</b>	<b>Retail/Restaurant Sales \$ 106.3 billion</b>
<b>Civilian Workforce 84,369 62.5 % white collar, 6.5 % blue collar, 21.1 % service</b>	<b>Civilian Workforce 3.0 million - 61.1 % white collar, 17.3 % blue collar, 21.7 % service</b>
<b>Education - 42.3 % college degree, 18.9 % some college</b>	<b>Education – 37.7 % college degree, 8.7 % some college</b>
<b>All America City, National Civic League</b>	<b>Best Places to Start a Small Business, Bizjournals</b>
<b>Most Diverse City in Florida, Wallethub</b>	<b>Future Top Cities in US, fDi Magazine</b>
<b>Top 10 Greenest Mid-Sized Cities, MyLife.com</b>	<b>2<sup>nd</sup> Best Place to Start a Business, Kauffman Foundation</b>
<b>Top 10 Best Downtowns in the USA, Livability.com</b>	<b>3<sup>rd</sup> Least-Costly MSA to do business, KPMG</b>
<b>Top 10 Most Exciting Mid-Sized Cities in America</b>	<b>Home to more than 6,000 High Tech firms, Brookings Institute</b>
<b>Top 10 US Cities for Small Business, Biz2Credit.com</b>	<b>Best Places for Global Trade, Global Trade Magazine</b>
<b>Top 10 Best Cities for Millennial Job Seekers in Florida</b>	<b>BCPS High Schools Among America’s Best, Newsweek</b>
<b>Top 50 US “Tech Talent” Markets, CBRE</b>	<b>BEST Hottest Start-Up Hub in US, Kauffman Foundation</b>



## KEY INDUSTRIES

There are huge opportunities for British companies to sell consumer products. Broward County has access to 6.8 million people and a diversified multicultural population with an affinity for European and International products.

### FOOD, DRINK AND HOSPITALITY

Greater Fort Lauderdale has over 4,100 restaurants, 63 golf courses, 12 shopping malls, 16 museums, 132 nightclubs, and 100 Marinas - hosted 15.4 million visitors who spent \$ 14.2 billion in 2015. Embraced by the Atlantic Ocean, Fort Lauderdale has more than seven miles of beaches and more than 165 miles of inland waterways. Fort Lauderdale has 1,271 hotel/motel properties with 11,400 rooms and over 11.7 million square feet of shipping and dining venues.

### CONSUMER PRODUCTS

There is tremendous perceived value of British brands and goods across the Americas, and SMEs from the world over are moving to these dynamic markets. South Florida's vibrant multicultural community promises great demand for innovative, quality British merchandise. Not only the home to a vibrant Latin American community, South Florida acts as a shopping destination and showcase for millions of Americans that regularly come to South Florida every year.

### AVIATION & AEROSPACE

#### Why are so many aviation & aerospace companies locating in Greater Fort Lauderdale?

- Florida ranked 1<sup>st</sup> for aerospace companies (2<sup>nd</sup> consecutive year), PricewaterhouseCoopers
- Florida ranked 1<sup>st</sup> in the nation for aerospace manufacturing
- Florida ranked 2<sup>nd</sup> in USA for the number of aviation/aerospace companies
- Florida has Sales/Use Tax exemptions specific to the Aviation Industry
- Greater Fort Lauderdale's aerospace roots is a legacy of its history as an aviation hub
- Embraer and Heiko are headquartered in Broward County

### MARINE

Known as the "International Marine Hub," Greater Fort Lauderdale's marine industry leads the State.

Fort Lauderdale is the home of the famous Annual Ft Lauderdale International Boat Show and the marine industry encompasses world-class shipyards, manufacturing, wholesale/retail products, brokers, Dockage, and every conceivable type of marine service. The marine industry has an economic impact of \$ 8.8 billion in Broward County, generating more than 110,000 jobs. Florida has Sales/Use Tax exemptions that are specific to the Marine Industry.

## TECHNOLOGY

### Why are so many technology companies locating in Greater Fort Lauderdale?

- Florida is ranked 3<sup>rd</sup> in the USA for high-tech companies and exporting of high-tech products
- Florida ranked 4<sup>th</sup> in the USA for technology jobs, TechAmerica
- Ft. Lauderdale among Top 25 US High-Tech Cities, Business Week
- Ft. Lauderdale among Top 50 US “Tech Talent Markets, CBRE
- Ft. Lauderdale among most wired broadband areas in the USA, Forbes
- Home to more than 6,000 high technology firms, Brookings Institute
- Headquarters for Microsoft Latin America, Citrix and Research in Motion (Blackberry)

## GLOBAL LOGISTICS

**Global Trade magazine named the City of Fort Lauderdale as one of the best cities for Global Trade - Fort Lauderdale has the facilities and workforce to support global logistics.**

**Port of Everglades:** Four miles from downtown Fort Lauderdale

#1 in Florida for exports - worldwide trade of \$ 25.22 billion

#1 in Florida by revenue - \$ 153 million

#1 Container port in Florida by volume - # 10 in the USA



### **Fort Lauderdale-Hollywood International Airport (FLL):**

FLL four miles from downtown Fort Lauderdale, is ranked 21<sup>st</sup> in the USA and 7<sup>th</sup> on the US Airport Affordability Index. FLL has 740 flights a day and non-stop service to more than 100 destinations.

British Airways launched a new service to Fort Lauderdale from July 2017. It is the airline's third route from Gatwick to Florida, and its fourth service to the 'sunshine state'. The route will be served by a 777-200 aircraft operating three-days a week year-round (four-a-week during peak summer) with each way fares available to book now on [ba.com](http://ba.com).

Colm Lacy, British Airways' Head of Commercial for Gatwick, said: "British Airways will now serve four Florida gateways, offering more seats from London to the Sunshine State than any other carrier. It's a city that boasts beautiful beaches, Venice-like waterways, an international yachting scene and world-class restaurants, and is also within easy reach of Miami, so customers can visit both destinations as part of a trip to the Sunshine State.



**LIFE SCIENCES**

Home to approximately 1,500 bioscience businesses and institutions that employ more than 26,000 people. Greater Fort Lauderdale provides a stimulating and supportive business environment for success in the life sciences industry - medical devices, biomedical, pharmaceutical, clinical research, manufacturing and distribution. The region's academic institutions and research parks have joined together to form Life Sciences South Florida (LifeSciencesSF.org).



**MANUFACTURING**

Florida ranks in the top 10 for manufacturing and is home to more than 18,600 manufacturing companies with +321,000 employees - accounts for 72,000 jobs in the Miami-Fort Lauderdale MSA.

**Comparative Costs for Manufacturing Companies in Florida versus Other Markets**

	Florida	Alabama	Georgia	Illinois	N. Carolina	S. Carolina	Texas
Personal Income Tax (Highest Rate)	None	5.00 %	6.00 %	3.75 %	5.80 %	7.00 %	None
State Tax Climate Rank	4	28	36	31	16	37	10
Manufacturing Average Wage	\$54,086	\$50,962	\$53,980	\$54,555	\$53,268	\$68,868	\$70,580



*Mission Itinerary* \* *subject to change*

**Florida International Trade and Cultural Expo (FITCE) 2018**

**Preliminary Agenda**

**Arrival of British Delegates | Monday, 15<sup>th</sup> October 2018 | MEET AND GREET AT HOTEL (TBA)**

**Setup Day | Tuesday, 16<sup>th</sup> October 2018 | INTERNATIONAL DELEGATES**

9 AM – 5 PM                      **Setup for exhibitors and sponsors**  
2 – 4 PM                            **Tour of Port Everglades and Fort Lauderdale-Hollywood  
International Airport (For International Delegations ONLY)**

**Day 1 | Wednesday, 17<sup>th</sup> October 2018 | WORKSHOP SESSIONS**

8:30 – 9:50 AM                    **Registration and Opening Ceremony Breakfast  
World Expo Marketplace Opens**  
10 – 10:55 AM                    **How to Bring Your Business to the USA**  
11 – 11:55 AM                    **How to Import into the United States of America (USA)**  
12 – 1 PM                            **Buyers and Sellers Networking | Lunch\*\$ Cost involved.  
Vendors will be onsite to buy your own lunch**  
1 – 2:25 PM                        **World Leaders & Former Presidents Panel**  
2:30 – 3:25 PM                    **Doing Business with the World! – Part I**  
3:30 – 4 PM                        **Networking Coffee / Tea Break**  
4 – 5 PM                            **Doing Business with the World! – Part II**  
5 – 7 PM                            **Presidential Opening Network Reception and Cultural  
Experience\*\* Organised by the Hispanic Heritage Chamber of  
Commerce & Global Peace Foundation**  
**\*\*Paid Partner Special Event (Tickets Available for Purchase)**

# BRITISH TRADE MISSION | 15<sup>th</sup> – 20<sup>th</sup> October 2018



## Mission Itinerary \* *subject to change*

### Day 2 | Thursday, 18<sup>th</sup> October 2018 | WORKSHOP SESSIONS

8:30 – 9:50 AM	<b>Registration and Breakfast</b> <b>World Expo Marketplace Opens</b>
10 – 11 AM	<b>Doing Business with the World! – Part III</b>
11 – 11:30 AM	<b>Networking Coffee/Tea Break</b>
11 AM – 12:25 PM	<b>Doing Business with the World! – Part IV</b>
12:30 – 1:30 PM	<b>Buyers and Sellers Networking   Lunch*\$ Cost involved.</b> <b>Vendors will be onsite to buy your own lunch</b>
1:30 – 2:25 PM	<b>11 Steps to Exporting – A Roadmap to Your Exporting Success!</b>
2:30 – 3:25 PM	<b>American and International Buyers Panel</b>
3:30 – 4 PM	<b>Meet and Greet with the Buyers</b>
4 – 5 PM	<b>Speed Matchmaking with Country Representatives</b>
5 – 7 PM	<b>Closing Cocktail Reception and Cultural Exchange**</b> Organised by the Brazilian Business Group <b>**Paid Partner Special Event (Tickets Available for Purchase)</b>

### Day 3 | Friday 19<sup>th</sup> October 2018 | OTHER ACTIVITIES (TBA)

**Free time for meetings**

**Am : Tour of Design Center of Americas**

**Am/Pm : Tour of major malls in South Florida - Organised by Simon Property Group**

### Day 4 | Saturday 20<sup>th</sup> October 2018 | GOODBYE BREAKFAST

**Take delegation to Ft. Lauderdale – Hollywood International Airport**

## Mission Cost

### Registration Deadline: 15th September 2018

**Option 1: Delegate\*** **£150 per person**

Package includes the following:

- Admission to mission events
- Airport transfers in country when travelling on official mission flights
- Ground transportation to all mission events.

*\*Delegate package does not include any one-on-one appointments.*

**Option 2: Matchmaking Package \* (Discounted for FITCE 2018)** **£150 per person plus  
£200 per appointment**

Package includes the following:

- One-on-one appointments with pre-screened buyers/distributors
- Admission to mission events
- Airport transfers in country when travelling on official mission flights
- Ground transportation to all mission events.

*\*Initial assessment is done to determine how many meetings can be organised*

#### ESTIMATED TRAVEL COSTS:

**FLIGHTS: (estimated costs) Norwegian Airlines Low Fare Pricing**

**15th October LGW -FLL (Inbound)**

**20th October FLL-LGW (Outbound)**

Estimated Roundtrip airfare from London Gatwick to Fort Lauderdale

**£439.80 (tax included)**

*\* fares are subject to change at time of booking. Based on availability by the airline.*

If you are travelling from another airport in Britain to Fort Lauderdale International Airport or Miami International Airport, please contact ITP Travel or your own travel advisor.

#### HOTEL:

**Hilton Fort Lauderdale Marina \* (US Dollars)**

*\* Special group rate for single/double occupancy, plus tax currently 11%.*

**\$149/nt for Marina /Low Tower Bridge View Rooms**

**\$159/nt for Pool/Intracoastal View Rooms**

**\$169/nt for Water view Tower Rooms**

Poised next to a stunning 33-slip marina at the edge of Fort Lauderdale's majestic Intracoastal Waterway, Hilton Fort Lauderdale Marina offers close proximity to the vibrant Fort Lauderdale Beach, Broward County Convention Center and lively downtown Fort Lauderdale. Guests enjoy convenient proximity to an array of activities, while being less than 3 miles to the FLL-Airport.

In addition, we are pleased to offer the following special concessions: The group rate will be offered three days prior to group arrival for FITCE and three days after the group departure based on availability

All F&B prices and services provided by the hotel are subject to a 23% service charge and 6% sales tax. Prices are subject to change.

ITP Travel, an independent travel agency, will help to coordinate all airline and hotel reservations. To use their services please contact:

Isabel Parra, Sales Manager

ITP Travel

Mobile: +1 (786) 838 6744

Email: [iparra@itptravelagency.com](mailto:iparra@itptravelagency.com)

## British Department for International Trade (DIT)

Delegates will also have the opportunity to take advantage of the unparalleled trade facilitation services provided by the British Department of Trade and Industry (DIT) both in the UK and Miami, Florida.

The DIT offers a variety of products and services designed to facilitate British. exports and foreign direct investment opportunities.

Please refer to <https://www.gov.uk/government/organisations/department-for-international-trade> for details of your local DIT offices. Details for all DIT services can be found at <https://www.great.gov.uk/uk/>

The delegation will be limited to British manufacturers, distributors and service companies.

Selection of these firms will be on a first come first-served basis.

Financial support may be available towards your travel costs – please speak to your local Chamber of Commerce or Department for International Trade (DIT) office to explore what is available from them, as this varies from region to region”.

**Disclaimer:** Made in Britain Trade Centres, the DIT and the Expo organisers will NOT be legally responsible in any way for any losses or damage of any nature (pecuniary or otherwise) that might arise from an introduction to a potential buyer or distributor or for the arrangement of hotel and air flight bookings.



### Mission Registration:

Registration can be done online on the website: [www.tradewithbritain.com](http://www.tradewithbritain.com)

### Payment details for British Trade Mission:

Made in Britain Trade Centres Limited

HSBC BANK

6 Commercial Way

WOKING.

Surrey.

GU21 6EZ

Sort Code : 40 47 08

Account No. 52483327

**Enquiries: Please contact**

**Christopher George**

Chairman/CEO

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Website: [www.tradewithbritain.com](http://www.tradewithbritain.com)

**Paola Isaac Baraya, MSc.**

Economic Development-International Trade

Broward County Office of Economic and Small Business Development

Florida USA

Phone: +1 954-357-7894 (USA)

Email: [PISAAC@broward.org](mailto:PISAAC@broward.org)

**Cancellations**

Cancellations must be made in writing to be fully refundable by **1<sup>st</sup> October 2018** to:

Paola Isaac: [PISAAC@broward.org](mailto:PISAAC@broward.org)

Christopher George: [chris@tradewithbritain.com](mailto:chris@tradewithbritain.com)

Cancellations after that date are non-refundable