

BRITISH TRADE MISSION FLORIDA, USA

4th – 5th October 2023



PASSPORT

FITCE

Florida International Trade and Cultural Expo

Connect Your Business to the World!

October 4-5, 2023

GREATER FORT LAUDERDALE | BROWARD COUNTY CONVENTION CENTER

FORT LAUDERDALE, FLORIDA USA



DIAZ
TRADE CONSULTING

BRITISH TRADE MISSION | 4TH-5TH OCTOBER 2023

On October 4 - 5, 2023, Broward County and all of South Florida will welcome local and international companies for a unique opportunity to engage key leaders, experts, and attendees from around the world in dialogues relating to international trade, foreign direct investment, and culture. The goal of FITCE 2023 is to expand awareness of Broward County as a premier importing and exporting trading capital, while helping to nurture existing businesses, establish new businesses and spur continued growth.

Attendees will have the special opportunity to meet one-on-one with:

- Foreign and local high-level government officials
- International delegations of buyers and sellers
- International consulates, trade commissions, bi-national chambers of commerce, and foreign associations / chambers of commerce
- International experts in international trade and investment
- Representatives from Broward County's three leading public economic engines - Port Everglades, Fort Lauderdale-Hollywood International Airport and the Greater Fort Lauderdale Convention & Visitors Bureau - as well as the Broward County Office of Economic and Small Business Development, (OESBD) the Broward Cultural Division and the Greater Fort Lauderdale Alliance (GFLA)
- Local economic development agencies, associations, and chambers of commerce
- Business leaders, seasoned importers/exporters, and local businesses

It takes a global village to make an impact! More than 60 countries will be represented at this Expo.

FITCE VISION:

- Enhance the position of Greater Fort Lauderdale/Broward County, Florida as a center of international trade and cultural exchange
- Welcome new businesses with our strategic advantages of locating in South Florida.
- Expand global sales
- Collaborate and connect
- Provide tools and resources for those seeking to grow their business through global trade

FITCE OBJECTIVES:

- Expand South Florida's position as a center for international trade and investment
- Fuel economic growth
- Promote cultural exchange

WHAT FITCE OFFERS:

- Estimated Attendance is 2000 people over the 2-day event
- Attendance Goal: 500 international and 1500 local businesses seeking to establish or expand their business in South Florida and grow their business through global trade
- Access to international representatives showcasing economic opportunities in over 60 countries
- Featured cultural activities to showcase South Florida's diversity and promote cultural exchange

BRITISH TRADE MISSION PACKAGE (REGISTRATION FEE: £150 PER PERSON) INCLUDES

- Complimentary 6-foot exhibit table to highlight your business
- Complimentary admission to FITCE Expo 2023
- *Travel, lodging, transportation & electricity for table not included.

Please confirm your participation by 13th September on the Made In Britain Trade Centre website (FITCE 2023): www.tradewithbritain.com



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; this allows for added incentives when recruiting executives and professionals.
- Streamlined development review and permitting process for new businesses.
- Home of Port Everglades, the leading #1 Port container by export revenue in Florida and 18th busiest Port in the USA as well as 3RD large cruise port in the world (a FITCE partner) www.porteverglades.net.
- A multilingual workforce with approximately 60% of the population in the prime working age group with a deep and diversified pool of talent.
- Home to over 200 corporate headquarters including: American Airlines, American Express, AutoNation, Citrix, DHL, Embraer, Hotwire Communications, Microsoft Latin America, Office Depot, Sony Latin America and UPS just to name a few

ABOUT FLORIDA INTERNATIONAL TRADE & CULTURAL EXPO (FITCE) 2023

On 4th and 5th October (3rd October - Set Up Day) Greater Fort Lauderdale Broward County and all of 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 the premier importing and exporting trading capital, 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 60 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, they are The FITCE Founding Partners. Florida's Future is Global Trade! South Florida's total trade with the world in 2020 was \$98.2 billion in goods sourced in the state; and has more than 60,000 companies registered to export. It is time to help them take their businesses to the next level and bring them to the region. In addition, let's not forget that it wouldn't be South Florida without all the incredible cultural elements in our region.

DON'T MISS THIS GREAT OPPORTUNITY TO DO BUSINESS WITH 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.

Fort Lauderdale	Southeast Florida (MSA)
Population 178,752	Population 6.8 million - 8th largest in the USA
Retail/Restaurant Sales \$ 6.1 billion	Retail/Restaurant Sales \$ 106.3 billion
Civilian Workforce 84,369 - 62.5% white collar, 6.5% blue collar, 21.1 % service	Civilian Workforce 3.0 million - 61.1 % white collar, 17.3% blue collar, 21.7 % service
Education - 42.3 % college degree, 18.9 % some college	Education - 37.7% college degree, 8.7% some college
All America City, National Civic League	Best Places to Start a Small Business, Biz Journals
Most Diverse City in Florida, Wallet hub	Future Top Cities in US, FDI Magazine
Top 10 Greenest Mid-Sized Cities, MyLife.com	2nd Best Place to Start a Business, Kauffman Foundation
Top 10 Best Downtowns in the USA, Livability.com	3rd Least-Costly MSA to do business, KPMG
Top 10 Most Exciting Mid-Sized Cities in America	Home to more than 6,000 High Tech firms, Brookings Institute
Top 10 US Cities for Small Business, Biz2Credit.com	Best Places for Global Trade, Global Trade Magazine
Top 10 Best Cities for Millennial Job Seekers in Florida	BCPS High Schools Among America's Best, Newsweek
Top 50 US "Tech Talent" Markets, CBRE	BEST Hottest Start-Up Hub in US, Kauffman Foundation



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 32.5 million visitors who spent \$ 7.6 billion in 2017. 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 566 hotel / motel properties with 35,755 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 1st for aerospace companies, Price Waterhouse Coopers
- Florida ranked 1st in the nation for aerospace manufacturing.
- Florida ranked 7th 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 3rd in the USA for high-tech companies and exporting of high-tech products
Florida ranked 4th in the USA for technology jobs, Tech America
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 Magic Leap



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 \$ 24.5 billion
#1 Foreign Trade Zone for Exports - # 18 in the USA



Fort Lauderdale-Hollywood International Airport (FLL):

FLL, four miles from downtown Fort Lauderdale, is ranked 21st in the USA and 7th on the US Airport Affordability Index.

FLL has over 740 flights a day and non-stop service to more than 100 destinations.



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 and accounts for 72,000 jobs in the Miami and 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

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Mission Itinerary * *subject to change*

Florida International Trade and Cultural Expo (FITCE) 2023 Preliminary Agenda

Arrival of British Delegates | Sunday, 1st October 2023 | **MEET AND GREET AT HOTEL (TBA)**

Setup Day | Tuesday, 3rd October 2023 | **INTERNATIONAL DELEGATES**

9:00AM – 5:00PM	Sponsor & Exhibitor Registration and World Expo Setup
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Day 1 | Wednesday, 4th October 2023 | **LEARN**

7:00AM Registration / Breakfast	
8:00AM – 10:50AM	Grand Opening Ceremony / World Leaders Panel
11:00AM – 12:00PM	How to Bring Your Business to the USA
12:00AM – 1:00PM	Buyers & Sellers Networking @ World Expo
1:00PM – 1:50PM	11 Steps to Exporting - A Roadmap to Your Exporting Success!
2:00PM – 3:15PM	Doing Business with the World! - LATIN AMERICA
3:30PM – 4:00PM	Doing Business with the World! – NORTH AMERICA
4:00PM – 4:40PM	Doing Business with the World! - THE CARIBBEAN
5:10PM – 7:00PM	Presidential Opening Networking Reception & Cultural Experience

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Mission Itinerary * *subject to change*

Day 2 | Thursday, 5th October 2023 | **DOING BUSINESS WITH THE WORLD**

7:00AM Registration / Breakfast	
8:00AM – 9:50AM	Opening Ceremony Breakfast – Day 2
10:00AM – 10:45AM	Doing Business with the World! –EUROPE
11:00AM – 11:45AM	Doing Business with the World! –AFRICA
12:00PM – 1:00PM	Buyers and Sellers Networking Lunch@ World Expo Marketplace
1:00PM – 1:45PM	Doing Business with the World! – ASIA & MIDDLE EAST
1:00PM – 1:45PM	International Trade Leaders in Technology
2:00PM – 2:45PM	How to Import into the United States of America
3:00PM – 3:40PM	American and International Buyers Panel
3:40PM – 4:00PM	Meet & Greet Session with the Buyers
4:00PM – 4:40PM	Speed matchmaking with Countries & Trade Resources
5:10PM – 7:00PM	Closing Cocktail Reception & Cultural Exchange

***EARLY ARRIVAL is Your PASSPORT to PRIZES!**

Join the fun at FITCE and play Passport to Prizes! All attendees arriving at registration by 8AM are eligible to enter to win prizes. To play, arrive at the Registration area before 8AM, complete your registration and drop your business card in the prize drum to be entered to win a prize in the World Expo Marketplace. Must be present to win. Winners will be announced.

Mission Cost

Registration Deadline: 13th September 2023

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 2023)

£150 per person plus
£500 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*

The official FITCE 2023 Airline is AIR CANADA.

Air Canada is pleased to offer flight discounts for the FITCE conference in Fort Lauderdale, FL.

For North America and International Travel, the discount is 10% for standard fares, 15% for flex fares & up

Simply add the code HB2TQ6E1 in the promotion box when you book your flight at www.aircanada.com and the discounts will automatically calculate for you. The discount code must be added at the beginning of the reservation before you hit "Search". Discounts also apply 7 days pre & post the event dates to provide more flexibility. For questions, please reach out to meetings.events@aircanada.ca. Enjoy your flight!

HOTEL:

[Hilton Fort Lauderdale Marina](#)

Conference room rates starting at \$169/night (taxes not included) are available only for a limited time (limited availability). To book this special rate, please visit the [Reservation Portal https://book.passkey.com/go/FITCE2023](https://book.passkey.com/go/FITCE2023) or call 1-888-554-2131 and mention the access code: FITCE2.

You can also get further assistance by calling Travel to do Good at 954-649-2922.

For information on CDC U.S. Travel Requirements, please follow this [LINK](#)
[COVID-19 | Disease Directory | Travelers' Health | CDC](#)

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 organizers 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: -
FITCE 2023 - www.tradewithbritain.com

Payment details for British Trade Mission:

Made in Britain Trade Centres Limited

HSBC BANK

4 Commercial Way

WOKING.

Surrey.

GU21 6EZ

Sort Code: 40 47 08

Account No. 52483327

Enquiries: Please contact

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Paola Isaac Baraya, MSc. (FITCE Event Director)

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

Cancellations

Cancellations must be made in writing to be fully refundable by

1st October 2023 to:

Christopher George: chris@tradewithbritain.com

Cancellations after that date are non-refundable