



FLORIDA: GATEWAY TO LATIN AMERICA & THE CARIBBEAN

No other site in the Western Hemisphere can match Florida's unique combination of strategic geographic location, state-of-the-art infrastructure, multilingual workforce, and concentration of corporate and financial resources. By locating in Florida, your company can do business globally with ease.

Florida is host to regional and hemispheric headquarters of companies from all over the world. The state also has a vibrant international banking center, a diplomatic hub with a Consular Corps representing some 80 nations, and a workforce with a cultural and linguistic affinity for Latin America. Like many international firms, your company can base facilities such as warehousing, distribution and manufacturing in Florida to take advantage of the state's easy access to global markets.

TOP 5 REASONS TO SERVE LATIN AMERICA FROM FLORIDA

1 Strong Foundation and Support



Florida is an economic super-state with the **4th largest economy** in the U.S. In fact, if Florida were a country, its economy would be the **19th largest in the world**. Consistently ranked among the **most business-**

friendly states in the nation, Florida's pro-business government, low tax rates and streamlined regulations provide a **stable economy** from which your company can conduct business efficiently and cost-effectively.

More than **1,100 multinational firms** are located in **South Florida** alone, many of which serve as their company's Latin American headquarters. With a number of international banks and other financial institutions, Miami is considered the second-largest financial hub in the U.S. Florida's strong service support infrastructure can offer your company a number a **Latin America-focused services** such as accounting, consulting, legal, financial and more. **These Latin America business experts can help your company get established quickly and can assist you in reaching South American markets.**¹

Miami continually ranks as the **#1 Best City to Do Business in Latin America** and is the only non-Latin American city to even appear in the rankings.
(*América Economía* 2014)

2 Trade Expertise



Florida is the strategic and economic center of the Americas due in part to its geographic location, economic stability and trade expertise. **With a Florida location, your company can be more competitive at reaching Latin American markets.**

- Florida's merchandise trade (exports plus imports) with Latin American & Caribbean markets totaled **\$92.2 billion** in 2014.

- **One-third** of all U.S. exports to Latin America & the Caribbean in 2014 were shipped from or through Florida.
- Of Florida's total exports to the world, **73% or \$59.3 billion** in goods went to Latin America & the Caribbean.
- The **top five merchandise exports from Florida to Latin America** include 1) aircraft, spacecraft and parts; 2) telecommunications equipment; 3) computers and components; 4) medical, surgical, dental or veterinary equipment; and 5) printing machinery including ink-jet machinery.
- Leading destinations for **high-tech exports** in 2014 were Brazil, Paraguay, Colombia, and Peru.²

3 Extensive Infrastructure



Florida has one of the world's most extensive multimodal transportation systems, featuring **19 commercial airports**, **15 deepwater seaports**, and extensive highway and freight rail networks.

In Florida, your workforce and products can quickly and easily travel to and from Latin America and the Caribbean markets.

- Florida offers **more direct, nonstop flights to Latin America and the Caribbean** than any other state. In fact, the Miami and Orlando international airports combined offer nonstop flights to more than 100 cities in the region.
- Florida ranks **#1 in exports by air** to South America.
- Of Florida's **weekly air cargo capacity**, **24%** is allocated to Latin America & Caribbean markets.
- In 2014, Florida's ports combined had **27.7 million metric tons** of merchandise exported to and imported from Latin America.
- Florida is also a **major telecommunications hub for Latin America**. With fiber optic cables from the Americas making landfall in South Florida and the NAP of the Americas in Miami serving as a key internet exchange point, your company can experience massive and diverse connectivity.³

¹ Bureau of Economic Analysis, The World Bank, Capital Analytics Associates, World City Who's Here, Census ² U.S. Department of Commerce ³ Miami and Orlando International Airport websites, nonstopfrom.com, Florida Department of Transportation, verizonenterprise.com

4 Talented Workforce



Florida's multicultural and multilingual workforce make it easy to do business in Latin America and the Caribbean. More than **5 million Floridians speak a foreign language.**

Additionally, **20% of all degrees**, bachelors or higher, in Florida are awarded to someone of **Hispanic descent**. There is a wealth of **bilingual professionals** (accountants, consultants, attorneys, financial advisors and more) with Latin American & Caribbean market expertise. In fact, **22.4% of all Florida businesses are owned by a person of Hispanic ethnicity**. You will be able to find the qualified talent and resources you need to grow your business in Florida.⁴

5 Business Resources















Florida has **44 consulates, 33 bi-national chambers of commerce and 70 sister-city relationships** focused on Latin America and the Caribbean, to help you, your business and your workforce have a smooth transition into

Florida's communities. Additionally, Enterprise Florida offers exporting assistance to Latin American markets and works with a number of local and regional economic development partners to help your company succeed in the state.⁵

Florida has one of the lowest private sector unionization rates (2.3%) in the nation.

⁴ Census ⁵ Union Stats, U.S. Department of State, Sister Cities International

FOREIGN COUNTRIES WITH 100+ COMPANIES REPRESENTED IN FLORIDA:

 Australia	103	 Germany	513	 Netherlands	180
 Brazil	101	 Ireland	146	 Spain	224
 Canada	599	 Japan	557	 Switzerland	259
 France	344	 Mexico	251	 United Kingdom	685

Source: Dun & Bradstreet, ICEX-Spain Trade and Investment

MULTINATIONAL COMPANIES WITH LATIN AMERICAN HEADQUARTERS IN SOUTH FLORIDA

Acer (Taiwan)	Citigroup (U.S.A)	GP Batteries (Hong Kong/Singapore)	Microsoft (U.S.A)	Sony Broadcast & Professional (Japan)
Adobe (U.S.A)	Covidien (Ireland)	Grainger (U.S.A)	Olympus (Japan)	Stanley, Black and Decker (U.S.A)
Audi (Germany)	Daikin (Japan)	Hoerbiger (Germany)	Oracle (U.S.A)	Volkswagen Group (Germany)
Bulgari (France)	Electrolux Major Appliances (Sweden)	Johnson & Johnson (U.S.A)	Panasonic (Japan)	Xerox (U.S.A)
Charles Schwab (U.S.A)	Ferragamo (Italy)	Kraft Foods (U.S.A)	Porsche (Germany)	Yahoo (U.S.A)
Cisco (U.S.A)	G4S (United Kingdom)	Lexmark International (U.S.A)	Samsung Electronics (South Korea)	Yamaha Motor Distribution (Japan)

Source: WorldCity Who's Here



Enterprise Florida (Main Office)
800 North Magnolia Avenue, Suite 1100
Orlando, Florida 32803
(407) 956-5600
enterpriseflorida.com

Enterprise Florida
101 North Monroe Street
Suite 1000
Tallahassee, Florida 32301
(850) 298-6620

Enterprise Florida (International Trade Office)
201 Alhambra Circle, Suite 610
Coral Gables, Florida 33134
(305) 808-3660

- Florida has a pro-business government, low tax rates, streamlined regulations and a strong economy from which your company can conduct business efficiently and cost-effectively.
- Florida's workforce is multicultural, multilingual and has strong expertise in working with the Latin American region.
- With one-third of all U.S. exports to Latin America & the Caribbean flowing through Florida, the state is an expert in trading with the region.
- Florida has one of the largest concentrations of knowledge-based service providers specializing in Latin America.
- The state's multimodal infrastructure is a leader in getting people and products to and from Latin America quickly and easily.
- The state offers a strong support network of consular corps, chambers of commerce and sister cities to help you have a smooth transition into the Florida community.

FLORIDA IS THE GATEWAY TO LATIN AMERICA



Circles represent approximate flight times from Florida in one-hour increments.

Enterprise Florida International Offices

THE AMERICAS

BRAZIL (SAO PAULO)
T (55-11) 3044 4848

CANADA (MONTREAL)
T (514) 495-5231

CANADA (TORONTO)
T (416) 277-5269

MEXICO (MEXICO CITY)
T (52-55) 2455-3971 to 73

ASIA

CHINA (HONG KONG OFFICE)
T (852) 2826-9335

CHINA (SHANGHAI OFFICE)
T (86-21) 5298-4668

JAPAN (TOKYO)
T 81(0)3-3578-8777

TAIWAN (TAIPEI LIAISON OFFICE)
T (886-2) 2758-5181

EUROPE

CZECH REPUBLIC & THE SLOVAK REPUBLIC (PRAGUE & SLOVAK REPUBLIC LIAISON OFFICE)
T (420) 224 900 027

FRANCE (PARIS)
T 33 (0) 1 4387-56 40

GERMANY (MUNICH)
T (49-89) 9901-3665

SPAIN (MADRID)
T (34-91) 781-3483

U.K. & IRELAND (LONDON)
T 44 (0) 207-822-0718

MIDDLE EAST/AFRICA

ISRAEL (RAMAT HA SHARON)
T (972) 54-5996160

SOUTH AFRICA (DURBAN)
T 27 (0) 31-830-5054

About Enterprise Florida

Enterprise Florida, Inc. (EFI), the principal economic development organization for the state of Florida, confidentially assists companies with their expansion, location and trade plans.

EFI works closely with a network of local and regional economic development and trade partners throughout the state to help businesses succeed in Florida.

