

Florida Foreign Trade Review



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JULY

“Who ISO Is”

ISO (International Organization for Standardization) is the world's largest developer of standards

By Jorge A. Ramirez, Editor

ISO is a network of the national standards institutes of 147 countries, on the basis of one member per country, with a Central Secretariat in Geneva, Switzerland, that coordinates the system.

ISO is a non-governmental organization: its members are not, as is the case in the United Nations system, delegations of national governments.

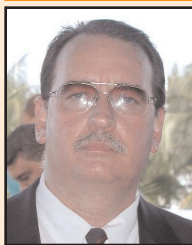
Nevertheless, ISO occupies a special position between the public and private sectors because on the one hand, many of its member institutes are part of the governmental structure of their countries, or are mandated by their government, and on the other hand, other members have their roots uniquely in the private sector, having been set up by national partnerships of industry associations.

Although ISO's principal activity is the development of technical standards, ISO standards also have important economic and social repercussions, as they make a positive difference, not just to engineers and manufacturers for whom they solve basic problems in production and distribution, but to society as a whole.

They are useful to industrial and business organizations of all types, to governments and other regulatory bodies, to trade officials, to conformity assessment professionals, to suppliers and customers of products and services in both public and private sectors, and, ultimately, to people in general in their roles as consumers and end users. ISO standards contribute to making the development, manufacturing and supply of products and services more efficient, safer and cleaner. They make trade between countries easier and fairer. They provide governments with a technical base for health, safety and environmental legislation. They aid in transferring technology to developing countries. ISO standards also serve to safeguard consumers, and users in general, of products and services — as well as to make their lives simpler.

In Florida, for additional information about ISO, the various standards or their implementation, you may contact:

INGHENIA Management Systems Consulting (ISO 9000 - ISO 14000)
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Jorge A. Ramirez

State's Economic Planning Effort

Regional workshops first step in developing statewide action plan to diversify Florida's economy

Florida's business and community leaders will play a major role in shaping the state's economic future. A task force created by Governor Jeb Bush outlined its plans during a meeting with him this morning in Tallahassee.

“When we diversify our economy, we strengthen our competitive position and become more resilient to national and global economic fluctuations,” said Governor Bush, who created the task force earlier this year. “And in a strong economy, Florida businesses continue to thrive, grow and create more high-value jobs for our citizens.”

At the Governor's request, Secretary of State Glenda Hood, Agency for Workforce Innovation (AWI) Director Susan Pareigis and Enterprise Florida President and CEO Darrell Kelley outlined a series of eight regional workshops taking place throughout Florida that will encourage business, community, government and economic development leaders to jointly identify priorities and action steps to diversify the state's economy.

In addition to the regional workshops, the planning effort will actively involve 30 additional statewide organizations that have a stake in the planning process, from the Florida Department of Transportation and Visit Florida to Florida TaxWatch. Each organization will be asked to help identify major statewide priorities and then outline its own contributions to the outcome.

“This is a grassroots effort whose degree of

success is dependent on active participation at all levels — local, regional and statewide,” said Secretary Hood. “To gather the kind of information we need and to evaluate Florida's strengths and opportunities, we must go directly into the communities.”

With final input expected by November, the

task force will finalize the plan by year's end for presentation to the Legislature. Governor Bush is expected to publicly unveil the plan on January 31, 2004. The planning process will then begin again, with regional workshops resuming next summer.

“With Governor Bush as our guide, our goal is to create a collaborative, statewide plan that provides a roadmap for Florida's future,” said Enterprise Florida's Darrell Kelley. “The more input we receive, the more accurate our map and the more attainable our destination ... a stronger, more diversified economy.”

“You can't simply complete a plan like this, put it on a shelf and pat yourself on the back for a job well done,” said AWI's Susan Pareigis. “We have to continue to measure and evaluate our outcomes to ensure we're achieving the maximum potential for Florida's citizens.”



Darrell Kelley
Enterprise Florida
President and CEO

The regional meetings taking place in August and September include:

- **East Central Region — Orlando, Thursday, August 14, 8 a.m.-noon**
- **West Central Region — Tampa, Friday, August 15, 8 a.m.-noon**
- **Southwest Region — Bonita Springs, Monday, August 25, 8 a.m.-noon**
- **Southeast Region — Ft. Lauderdale, Thursday, September 4, 8 a.m.-noon**
- **South Central Region — Sebring, Friday, September 5, 8 a.m.-noon**
- **North Central Region — Lake City, Monday, September 8, 1 p.m.-5 p.m.**
- **Northeast Region — Jacksonville, Tuesday, September 9, 8 a.m.-noon**
- **Northwest Region — Panama City, Friday, September 12, 8 a.m.-12 p.m.**

For additional information about the strategic planning process or the workshop schedule, log on to www.eflorida.com/strategicplan



Governor Bush to Lead Trade Mission to Dominican Republic

August 1 Registration Deadline Quickly Approaches

Eager to bolster an already strong trade relationship and seek new export opportunities, Governor Jeb Bush and Enterprise Florida (EF) will host a four-day trade and business development mission to the Dominican Republic Sept. 15-18, 2003.

"Over the past five years, the Dominican economy has grown more than five times faster than the average growth rate of other Central and South American countries," said Governor Bush. "Florida already enjoys the lion's share of total U.S. exports to the Dominican Republic, but there is ample opportunity to continue expanding both our trade and investment relationships."

The Dominican Republic imported nearly \$2.4 billion in Florida goods last year, making it Florida's second-largest export market. The Caribbean nation of 8.6 million people is also Florida's third-largest trade partner, with total trade reaching nearly \$4.8 billion in 2002.

The best export opportunities to the Dominican Republic include computers and

peripherals; textiles; telecommunications equipment; building products; hotel and restaurant equipment; electrical power systems; sporting goods and recreational equipment; air conditioning and refrigeration equipment; household consumer goods; food processing and packaging equipment; passenger vehicles and parts; construction equipment; medical equipment; and professional services.

Since taking office, Governor Bush has led Team Florida trade and business development missions to Spain, United Kingdom, Brazil, Mexico, Israel, and the southern nations of Chile, Argentina and Uruguay. More than 800 business leaders have participated with Governor Bush and expect to earn more than \$440 million collectively in new business



Gov. Jeb Bush
Governor of Florida

as a direct result of the trips.

Enterprise Florida is taking registrations for the mission through August 1. A trade package is being offered for \$1,250 (for two company representatives) and includes:

- A booth at the annual Expo USA Trade Show;
- One-on-one appointments with Dominican companies that have an interest in the participant's product or service;
- Business networking and social events;
- Admission to all official Team Florida events; and
- Ground transportation.

A delegate package is being offered for \$650 (for one company representative) and includes admission to all official Team Florida events; business networking and social events; and ground transportation.

For more information or to register for Team Florida Dominican Republic, contact EF's Team Florida Division at (305) 569-2650 or log on to www.eflorida.com/missions.

Secretary Evans Kicks Off Nationwide Manufacturing Meetings

Jobs Are Key Focus of Week-Long Blitz

Commerce Secretary Don Evans announced the beginning of an intensive week of roundtable discussions on manufacturing and jobs to be held across the country. To help address the challenges and job losses facing American manufacturing, in March of this year Evans outlined an aggressive Administration agenda to cement the role of manufacturing as a driving force in increasing productivity, growing the economy and creating jobs.

As a part of that agenda, Evans asked Under Secretary of Commerce for International Trade Grant Aldonas and other Commerce officials to take a comprehensive look at the challenges and opportunities facing American manufacturers today by meeting with manufacturers around the nation.

"President Bush has made economic growth and job creation a top priority of this administration, and he understands that you can't address those two priorities without taking a serious look at manufacturing," said Evans. "Manufacturers have always reflected the best of American business, showing resiliency and high productivity. This administration will do all it can to ensure that manufacturers can compete and win in the global economy."

In the next week, officials from the Commerce Department will visit New Britain, Conn.; Los Angeles, Calif.; Columbus, Ohio;

Trenton, N.J.; Troy, Mich.; Naperville, Ill.; Des Moines, Iowa and Minneapolis, Minn.

Another roundtable discussion is scheduled for New Orleans, La., later this month.

Commerce officials have already completed meetings with manufacturers in High Point, N.C.; San Jose, Calif.; Rockford, Ill.; Manchester, N.H.; Milwaukee, Wis.; St. Louis, Mo.; Summit, N.J. and Washington, D.C. Under Secretary Aldonas will review the findings of all of the discussions and present a report to Evans with recommendations at the end of the summer.

The manufacturing sector in America is the foundation for much of the U.S. economy. Census Bureau statistics show that manufacturing generates 16 percent of the national gross domestic product and directly employs 18 million Americans, 14 percent of all workers. In addition, American manufacturers are a major driver of the rest of the economy. Manufacturing accounts for approximately two-thirds of private research and development expenditures, and employs some of the best and brightest scientific minds.

For more information on the Bush Administration's manufacturing agenda, please visit: http://www.commerce.gov/opa/press/2003_Releases/March/05_Evans_Manufacturing_releas.e.htm

Port Canaveral 50th Anniversary

While well known as a cruise port, Port Canaveral is currently celebrating its 50th anniversary as a deep-water cargo seaport. With facilities dedicated for bulk and breakbulk cargoes, the port is steadily growing in the following markets: petroleum, construction related materials, refrigerated commodities and ro/ro cargoes.

The newest regular service to call Port Canaveral is K-Line's Central American and Caribbean ro/ro service. Since it began January 2003, truck exports have doubled and growth in auto exports is expected to follow.

The Port's cargo tonnage in Fiscal Year 2002 totaled 4.2 million tons. YTD stats reveal a greater than 10% increase in tonnage for FY 2003. Over 100 acres of waterfront land remain to be developed for cargo operations in the future. Plans include construction of a 2,100 foot long, deepwater pier that will be accessible from this undeveloped acreage.

The Canaveral Port Authority is continuing to work closely with the commercial cargo industries that reside in the Port to expand and diversify the cargo base for the future. Interested in further diversifying the cargo mix that flows through the port, the port authority has been working diligently to strengthen relationships with all port users, upgrade facilities, meet new security mandates, ensure highway connectors remain uncongested and more.

For more information about Canaveral Port Authority please contact:

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