

# Florida Foreign Trade Review

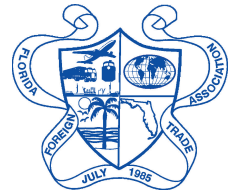


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For information, log on to [www.ffa.com](http://www.ffa.com), or call 305.471 -0737 or 800.823.5714



June 2007

## Spotlight: Florida – Caribbean Trade

By Evelyn Benson

**W**hy the Caribbean market? As a key trading partner of Florida, the Eastern Caribbean's bilateral trade reached US\$663 million in 2006, according to the U.S. Commercial Service.

U.S. agricultural exports to the region totaled USD 2 billion in 2004, according to the Miami-based Caribbean Basin Agricultural Trade Organization (CBATO). The Caribbean Islands are the seventh largest regional market for U.S. exports of agricultural, fish and forestry products. With limited arable land, the Caribbean islands depend largely on imports for food and that of the 12 million tourists who visit the region annually.

If your company is considering exporting to the Caribbean, here are some resources to help you navigate the maze:

### 1. U.S. Commercial Service/ U.S. Export Assistance Center

For market research, trade events, trade leads, and information on how to export, please visit [www.export.gov](http://www.export.gov)

The U.S. Commercial Service is the trade promotion unit of the International Trade Administration.

U.S. Export Assistance Centers are the first stops for companies seeking export assistance. Key services include:

- Advise on how to find and use

Government programs for exporters.

- Guide businesses through the export process.
- Provide country and regional business counseling on standards and trade regulations, distribution channels, opportunities and best prospects for U.S. companies, import tariffs and taxes, and customs procedures.

• Provide information on overseas and domestic trade events and activities.

• Gold Key Service — Customized overseas appointments with potential trading partners that include orientation briefings, market research, interpreter service for meetings, and assistance in developing follow-up strategies. Cost: Varies by overseas post.

• Platinum Key Service — For companies needing long-term, sustained customized assistance. Range of services includes: identifying markets, launching products, developing major project opportunities, Government tender support, reducing market access barriers, and assistance on regulatory or technical matters. Cost: Varies by market.

*Contact Info: John McCartney, Florida Director, US Export Assistance Center, 200 East Las Olas Boulevard, Suite 1600, Fort Lauderdale, FL 33301, Phone: 954-356-6640.*

### 2. The Caribbean Basin Agricultural Trade Office (CBATO)

[www.cbato.fas.usda.gov](http://www.cbato.fas.usda.gov)

As part of USDA's Foreign Agricultural Service (FAS), CBATO works to improve foreign market access for U.S. products and supports U.S. agricultural interests. CBATO is located in Miami and covers 20 island markets in the

region: 1. Anguilla 2. Antigua & Barbuda; 3. Aruba; 4. The Bahamas; 5. Barbados; 6. Bermuda; 7. British Virgin Islands; 8. Cayman Islands; 9. Dominica; 10. Guadeloupe & Martinique; 11. Grenada; 12. Montserrat; 13. Netherlands Antilles; 14. St. Barthelemy; 15. St. Kitts & Nevis; 16. St. Lucia; 17. St. Martin; 18. St. Vincent & the Grenadines; 19. Trinidad & Tobago; 20. Turks & Caicos.

### Key services include:

• List of Importers. Short list of the top importers for U.S. food/agricultural products available at no cost. (Contact FAS Washington Office and request a Foreign Buyers List. Cost \$15).

• Offers U.S. exporters access to conference room and library with desk, computer and Internet access during their visit to Miami

• Reports on market opportunities, market access issues and regulations, the distribution channel, trade date and competitors for U.S. food products in the Caribbean

• Export counseling/Financing.  
• Overseas marketing assistance.  
• Directory of Florida and other U.S. Exporters active in the Caribbean. Download at <http://www.cbato.fas.usda.gov/FAEL.rtf>

*Contact Info: Omar Gonzalez, Acting Director, Caribbean Basin Agricultural Trade Office, 909 SE 1st Avenue, Suite 720, Miami, FL 33131, Tel.: 305-536-5300.*

### 3. USDA's Foreign Agricultural Service (FAS) [www.fas.usda.gov](http://www.fas.usda.gov)

- Trade and Promotion Office



Evelyn Benson

(TAPO) provides exporters of U.S. food, farm and forest products with guidance, referrals, access to foreign market information and assistance on export-related programs by USDA and other Federal agencies.

- Foreign Buyer Lists available online: [www.fas.usda.gov/agx/partners\\_trade\\_leads/us\\_suppliers\\_list.asp](http://www.fas.usda.gov/agx/partners_trade_leads/us_suppliers_list.asp); [www.fas.usda.gov/scriptsw/fasfield/ovs\\_directory\\_search.asp](http://www.fas.usda.gov/scriptsw/fasfield/ovs_directory_search.asp)

Foreign Buyer Lists are the most requested report by U.S. exporters. They are available in a single product/single country format, for a fee of \$15 per list. The database contains over 25,000 names from more than 80 countries.

- Export Programs
  - a. Branded Program — provides 50 percent cost-reimbursement to a company for international marketing and promotional activities such as: advertising, in-store promotions and product demonstrations, fees for exhibiting at overseas trade shows, public relations, promotional publications, and freight costs for samples. (Only small companies according to Small Business Administration (SBA) guidelines and agricultural producer cooperatives are eligible for this USDA-funded program.)

- b. Generic Program — Supports industry-wide food and agricultural products managed by State marketing specialists and the State Regional Trade Groups (SRTGs). These programs benefit two or more companies, or a commodity that is not represented by another similar organization. Eligible generic activities include trade shows, trade missions, in-store promotions, market research, technical seminars, and hotel and restaurant promotions. Individual companies do not apply for these funds (that is done by the SRTGs), but companies may participate in these activities.

Contact: U.S. Department Of Agriculture Foreign Agricultural Service (FAS), Tel: (202) 720-7420, [Tapo@Fas.USda.Gov](mailto:Tapo@Fas.USda.Gov)

## The “voice” of the international trade industry

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If you wish to share significant or relevant information with our readers,

*You can make a difference for the international trade industry!*

please contact me at [evelynbenson2@aol.com](mailto:evelynbenson2@aol.com), or tel. (305) 772 5857.

### The Florida Foreign Trade Association (FFTA)

in partnership with Enterprise Florida

*Cordially invite you to*

## TRADE-USA

Incoming Trade Mission

from the Caribbean Region to Florida 2007

June 24 to 29, 2007

21 Caribbean Companies Seek U.S. Manufacturers and Distributors

One-on-One Business Appointments for U.S. Companies at NO COST (see schedule below)

Location	Date	Time
SOUTH FLORIDA <i>DoubleTree Hotel — Coconut Grove</i> 2649 South Bayshore Drive Miami, FL 33133	Mon.	2-5 PM
	June 25	
CENTRAL TAMPA BAY ORLANDO FLORIDA	Tues.	9 AM to 3:30 PM
	June 26	
CENTRAL TAMPA BAY ORLANDO FLORIDA	Wed.	9 AM – 12 Noon
	June 27	

Delegation will be led by the Commercial Service of the U.S. Embassy in Barbados, Trinidad and Tobago and Jamaica

View Company Profiles of Caribbean Buyers at:  
<http://www.ffa.com/NewSite/ProfilesCaribbeanRegion2007.pdf>

For more information contact:

**FLORIDA FOREIGN TRADE ASSOCIATION**  
(305) 471-0737, e-mail: [info@ffa.com](mailto:info@ffa.com)  
[www.ffa.com](http://www.ffa.com)