

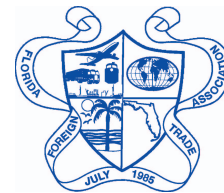
Florida Foreign Trade Review



A monthly publication of the Florida Foreign Trade Association

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For information, log on to www.ffa.com, or call 305.471 -0737 or 800.823.5714



JANUARY 2010

2010 — A Breakthrough Year?

By Evelyn Benson

Happy New Year! 2010 is here. Remember Janus? The first month of the calendar was named after Janus, a Roman mythical king, who is associated with doorways, gates, beginnings, and transitions. As the ruler of Latium, he was responsible for the Golden Age and brought money and agriculture to the area. Depicted as a god with two (2) faces, Janus could look back on past events and forward to the future.

The tradition of making New Year's Resolutions goes all the way back to 153 B.C. It's the time of the year when we set personal and business goals, making vows to kick bad habits, avoid past mistakes, renew tactics and contracts that worked, review and prepare our business marketing and sales plans. Like Janus, persons and businesses can reflect on past projects, measure progress versus declared goals or targets, then plan and look forward to the future.

Is international trade in your horizon? What are your plans for the year? Interested in increasing awareness about your business products or services? Want more sales and income?

Will 2010 be your breakthrough year in exports or imports? Whatever marketing strategies you have, just remember that the key to success is in your hand! Only you can decide and dare to break through obstacles, perceived or real limitations, to achieve your goals sales targets and succeed. Just remember the familiar proverb that "he who fails to plan, plans to fail."



"Good fortune is what happens when opportunity meets with planning."

— Thomas Edison

2009 was an interesting year for FFTA and maybe your company as well, but an even better one is ahead. The new year can be what we plan and want it to be.

As you plan forward, consider the networking, educational opportuni-

ties, business matchmaking appointments with buyers or suppliers, and trade missions that FFTA offers in its calendar of events and programs. Good fortune and business prospects may just be beyond that door or gateway of opportunity! ■

FFTA 2010 CALENDAR OF EVENTS

Inbound Trade USA Trade Missions

- DOMINICAN REPUBLIC Business Luncheon To Miami and Tampa APRIL 11-16 MONDAY, APRIL 12TH
- HONDURAS Business Luncheon To Miami and Hollywood (TBC) MAY 16-20 MONDAY, MAY 17TH
- CARIBBEAN REGION: Barbados/ Trinidad & Tobago/Suriname Business Luncheon To Hollywood and Miami (TBC) JUNE 27-JULY 1 MONDAY, JUNE 28TH
- COSTA RICA /GUATEMALA/ EL SALVADOR Business Luncheon To Miami and Orlando or Atlanta (TBC) AUGUST 22-27 MONDAY, AUGUST 23RD
- VENEZUELA Business Luncheon To Miami and Jacksonville (TBC) SEPTEMBER 26-30 MONDAY, SEPT. 27TH
- PERU / CHILE Business Luncheon To Miami and Hollywood (TBC) OCTOBER 31-NOVEMBER 5 MONDAY, NOVEMBER 1ST

Outbound Trade Mission

Fact Finding Trade & Tourism Mission to Bahamas July 2010 (TBC)

Trading After Hours Business Expo

- I. Business Expo (Training Seminars & Job Fair) Wednesday, February 24th
- II. Business Expo (Training Seminars & Job Fair) Wednesday, April 28th
- III. Business Expo (Training Seminars & Job Fair) Wednesday, July 28th
- IV. Business Expo (Training Seminars & Job Fair) Wednesday, October 27th

Golf Tournament

International Trade Classic VIII Thursday, May 6 (TBC)



GET A FRESH START IN 2010 and learn how to "SET UP YOUR INTL TRADE BUSINESS"

Mark your calendar for January 12th and 19th

The Florida Foreign Trade Association invites you to participate in our Workshop Series. Get first hand knowledge towards setting up your international trade business. Participants who register for at least two (2) workshops will receive *Free of Charge Basic "Business Coaching" Service to help implement the knowledge!*

What: Workshop# 3 "Export Market Scouting"

When: Tuesday, January 12, 2010 (9:00 AM-1:00 P.M.)

Where: 2305 NW 107th Avenue, Miami Free Zone, Conference Room 1M10, Doral, FL 33172

Price: Member — \$60.00/Non-Member — \$70.00

Topics:

- Presentation of Process on how to Identify and choose and Export Market
- Identifying and Choosing a Market
- Analyzing your competition and preparing your product or service
- Preparing your Export Sales Plan
- How to implement your Export Sales Plan

What: Workshop # 4 "How to Prepare a New or Imported Product to sell in the U.S. Market"

When: Tuesday, January 19, 2010 (9:00 AM-1:00 P.M.)

Where: 2305 NW 107th Avenue, Miami Free Zone, Conference Room 1M10, Doral, FL 33172

Price: Member — \$60.00/Non-Member — \$70.00

Topics:

- Presentation of Process of the Product – Service Validation Method
- Identify U.S. Market Segments and Channels of Distribution
- Physically compare the products with U.S. Competition
- Commercially compare your product with U.S. Competition
- Design and Implement your Marketing and Sales Plan

Workshop #3 and # 4 are parts of a series of workshops. If you wish to attend all 4 Workshops (Workshop #1, #2, #3 and #4), please call to register and receive your discount. Discounts are also available for a group of 3 or more people. Workshops are available online as webinars.

For more information contact FFTA, at (305) 471-0737 info@ffa.com or visit our website at www.ffa.com

Happy Holidays



December 2009

Seasons Greetings!

Dear Members, Colleagues and Friends,

We would like to take a special moment to thank you for your trust and support in making our programs and events successful, with the same enthusiasm that has been the key to our accomplishments. We look forward to continue expanding our horizons in 2010.

Because the goodwill of those we serve is the foundation of our success, it's a real pleasure at this holiday time to say "**THANK YOU**" as we wish you a **Happy Holiday Season and a NEW YEAR OF HEALTH, HAPPINESS AND PROSPERITY!**

Sincerely,

Ralph Puga
President
Florida Foreign Trade Association