

Florida Foreign Trade Review

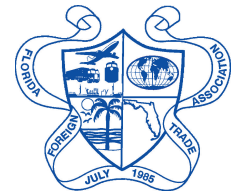


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For information, log on to www.ffa.com, or call 305.471 -0737 or 800.823.5714



January 2007

Cut your costs ... and sell more!

Miami Dade College offers FREE Export Readiness Training Program

By Steve Colyer

Is more revenue of interest to you? How about cutting marketing costs? Or growing sales while simultaneously cutting marketing expense?

If these sound good to you, Miami Dade College's School of Business has a free training program for you.

The Export Readiness Training Program helps small agri-business exporters start to export or expand their export sales. Free to qualified participants, the program has three key objectives:

- Provide knowledge, tools, resources, and most importantly — contacts — that can help you export more efficiently and effectively
- Answer specific questions you might have
- Find concrete marketing and sales opportunities for you.

The Export Readiness Training Program helps small agri-business exporters start to export or expand their export sales. Free to qualified participants, the program has three key objectives.

The benefits of participation can be dramatic:

- Natural Fruit Corporation, in the midst of a record year in export sales, attributes \$750,000 in new business to the program.
- The Produce Connection has closed business with four new customers and targets an annual revenue increase of \$500,000.
- Al-Rite Fruits and Syrups now offers credit terms to international customers, a dramatic change from its "cash-up-front" policy of the past.

- King's Foliage Nursery saw a 125% year-over-year growth in export sales to Canada and achieved this with a \$13:\$1 revenue: expense ratio.

Composed of seven 3-hour sessions over four months, the program highlights:

- Exporting basics
- Market research tools specific to food and agri-business firms
- How to get sales' leads, go to trade shows, trade missions, reverse trade missions, and get reimbursed for 50% of your export marketing efforts!
- Ensuring your customer gets your product (shipping and logistics)
- Ensuring you get paid
- Working capital loans and payment guarantees you can get just because you export!
- Mastering cross-cultural communication.

The "voice" of the international trade industry

You can make a difference for the international trade industry! Let your voice be heard.

If you're reading this as a shipper, exporter, importer, carrier, or service provider — you



Evelyn Benson

are a stakeholder, and a vital part of the industry. Participate by submitting articles, comments or insights about international trade and help develop our newsletter's content.

If you wish to share significant or relevant information with our readers, please contact me at evelyn-benson2@aol.com, or tel. (305) 772 5857.

If interested, please contact: Steve Colyer, Program Director Export Readiness Training Program, Miami Dade College School of Business 305-237-7490 or 305-790-9127 (cell), email: scolyer@mdc.edu.

New “Road Map” for Florida Economic Growth

Florida’s economic development strategic plan highlights new priorities

A series of statewide public forums last June through August about the path needed to boost the state’s economy drew a wealth of ideas and opinions. The result: new priorities for the Roadmap to Florida’s Future, the 2007-2012 Strategic Plan for Economic Development. The plan aims to help Florida secure globally competitive businesses, well-paying jobs and a higher standard of living for its residents.

Enterprise Florida Inc. (EFI) and its economic development partners in each of EFI’s designated strategic regions coordinated the half-day forums. Attendees, collectively totaling more than 1,000, represented an eclectic cross-section of stakeholders in Florida’s future — from educational organizations to economic development commissions. They offered varying perspectives for achieving economic growth.

“Their feedback helped us to reassess market conditions statewide to learn where changes were needed in our priorities,” said Susan Story, vice chair of the Enterprise Florida Inc. (EFI) board of directors, which is mandated by Florida statute to create the state’s economic development strategic plan. “For example, we took into consideration the effects that recent shifts in the housing and insurance industries are having on our economy.”

The new priorities include:

- Build World-Class Talent — a focus on education at all levels (pre-K to 12, workforce, higher education) for a better economy.
- Ensure Business Climate Competitiveness — a twofold objec-

tive: 1) addressing available and affordable insurance and workforce housing issues that threaten Florida’s competitiveness; and 2) meeting the need for new incentives that reward productivity and innovation.

- Promote Sustainable Development to Ensure Florida’s Superior Quality of Life — a proactive approach to multi-faceted growth management challenges with balanced land use planning and multimodal infrastructure to meet future needs.

- Invest in Florida’s Innovation Economy — building on research and development and technology commercialization for home-grown businesses with high-wage, high value-added jobs that will accelerate economic diversification.

- Establish Florida as a Pre-eminent Global Hub — advancing Florida’s status from an international gateway to a premier global business hub.

Contact: Stuart Doyle, Enterprise Florida, (407) 316-4716.

**The Colombian American Chamber of Commerce
The Association of American Chambers of Commerce
in Latin America
and the U.S. Chamber of Commerce**

invite you to

AACCLA’s Annual “Outlook on the Americas” Luncheon

Thursday, February 8, 2007

**The Biltmore Hotel
Coral Gables, Florida**

Registration: 12:00-12:30 p.m.

Keynote Luncheon: 12:30-2:30 p.m.

The “Outlook on the Americas” luncheon will attract business executives and political leaders, as well as the leadership of the 23 American Chambers of Commerce throughout the hemisphere, to Coral Gables for an open dialogue on the economic and political issues that will have the greatest impact on hemispheric trade and investment in the coming year.

Please visit www.uschamber.com/events to register for the Luncheon.

For more information about the AACCLA conference, registration and sponsorship opportunities, please contact Maria Medrano at 202.463.5384 or mmedrano@aaccla.org