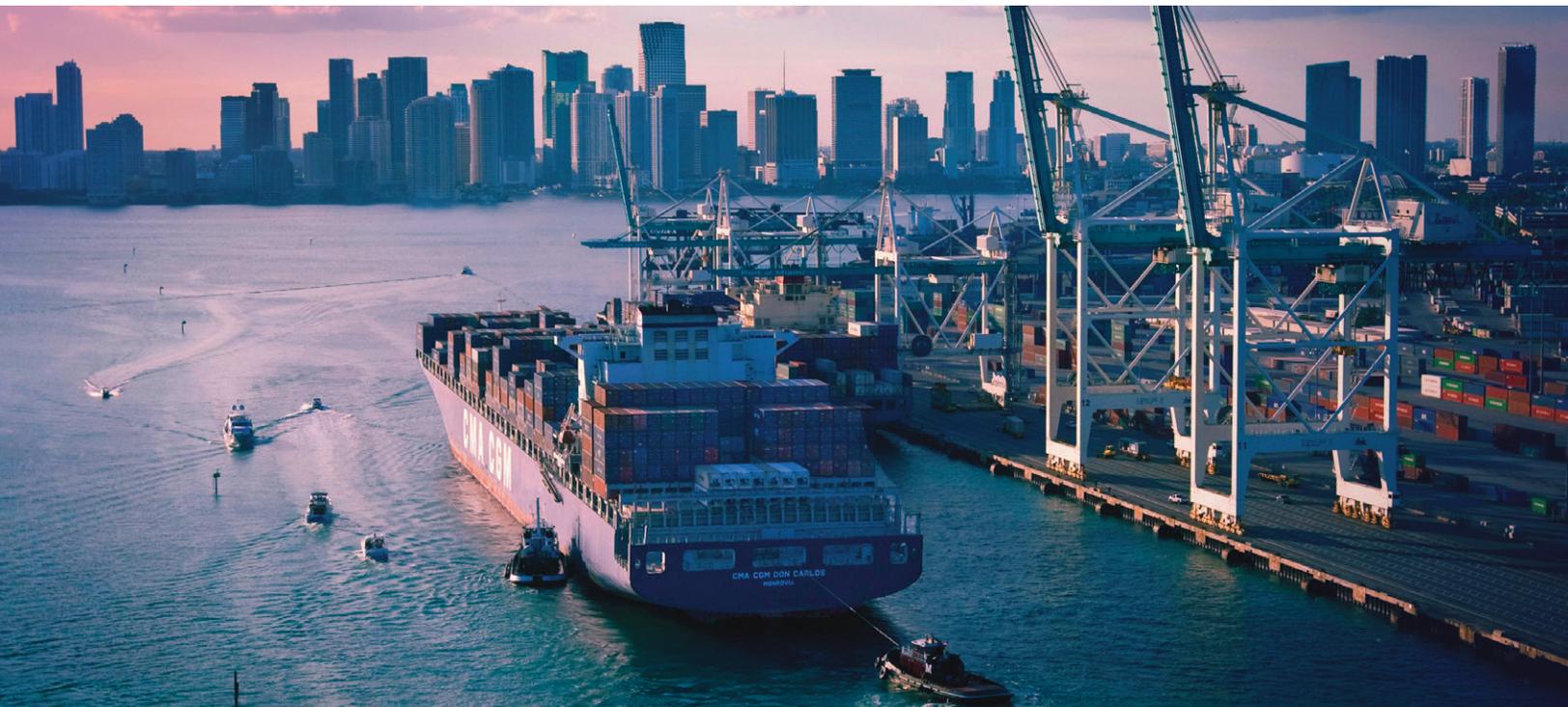




**ENTERPRISE FLORIDA, INC.**  
JOIN A SERVICE EXPORT MISSION TO  
SÃO PAULO, BRAZIL | JUNE 23–27, 2018



Organized by Enterprise Florida, the official economic development organization for the state of Florida.



## AN INVITATION FROM PRESIDENT &amp; CEO PETER ANTONACCI



Dear International Business Leader,

I am pleased to invite you to participate in Enterprise Florida's (EFI) first-ever Service Export Mission to São Paulo, Brazil, from June 23 – 27, 2018.

Brazil is the largest economy in Latin America and the eighth largest economy in the world. It is ranked as the United States' tenth-largest export market and Florida's largest trade partner with bilateral trade of US\$19.8 billion in 2017, an increase of 9.4% over 2016. Services account for two-thirds of Brazil's \$1.8 trillion economy and, with their strong preference for doing business with Florida, our state's service providers are ideally positioned for growth.

The EFI-sponsored Service Export Mission offers an excellent way to enter the Brazilian market or expand your client base there. I encourage you to join this important mission as we continue the work of creating jobs in Florida through the promotion of international trade.

Sincerely,

Peter Antonacci  
President & CEO, Enterprise Florida, Inc.  
Florida Secretary of Commerce

**Governor Rick Scott,**  
Chairman

**Stan Connally,**  
Vice Chairman

**ORLANDO**

800 North Magnolia Avenue  
Suite 1100  
Orlando, Florida 32803  
T 407-956-5600

**MIAMI**

201 Alhambra Circle  
Suite 610  
Coral Gables, Florida 33134  
T 305-808-3660

**TALLAHASSEE**

101 North Monroe Street  
Suite 1000  
Tallahassee, Florida 32301  
T 850-298-6620

## MISSION ITINERARY\*

- Saturday, June 23** • Delegation departs Florida (overnight flight)
- Sunday, June 24** • Delegation arrives in Sao Paulo (am)  
• Transfer to hotel for check-in
- Monday, June 25** • Country Commercial Briefing (breakfast)  
• Gold Key one-on-one appointments  
• Networking reception hosted by the U.S. Consulate in Brazil (evening)



- Tuesday, June 26** • All Day: Gold Key one-on-one appointments
- Wednesday, June 27** • Gold Key follow-up: one-on-one appointments  
• Delegation departs Brazil (evening)

\*Itinerary subject to change

## MAJOR REASONS FOR DOING BUSINESS WITH BRAZIL

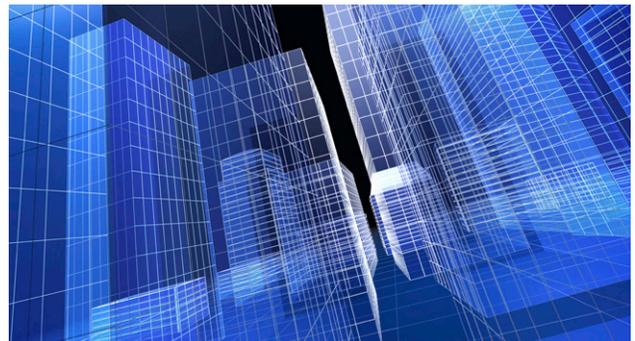
- Brazil's population of 207 million is the fifth largest in the world, representing nearly three percent of global consumers.
- As a member of BRICS – the group of major emerging economies – Brazil is a traditional leader among emerging markets and many multi-national companies consider it as an essential market for global businesses.
- Brazil has a natural affinity for the United States and a high regard for U.S.-made products, brands and technology.
- The Brazilian Government is actively cultivating relationships with international and U.S. businesses and prioritizing macroeconomic stability.
- The Brazilian services sector accounts for two-thirds of GDP and employs around 66% of the country's workforce. As the biggest sector in the country, services represent an excellent opportunity for Florida companies.
- In 2016, Brazil ranked as the seventh (7th) largest market for U.S. services exports, growing by 32% since 2010.



## BEST EXPORT OPPORTUNITIES

The industries listed below provide the best opportunities for Florida's service sector companies to do business with Brazil. There are many ample opportunities that may not be explicitly listed. If your industry is not mentioned below, please contact us for a no-obligation assessment:

- Accelerators, Incubators, Innovation Companies
- Agribusiness Services
- Architecture & Engineering Services
- Aviation & Aerospace Services
- Commercial Real Estate
- Education & Training
- Environmental
- Financial Services
- Information & Communication Technology & Software
- Insurance
- Legal Services
- Logistics / Transport / Warehousing
- Marketing / Advertising
- Medical Services
- Safety & Security Services
- Tax & Auditing
- Telecommunications Services
- Travel & Tourism



## U.S. COMMERCIAL SERVICE IN SÃO PAULO, BRAZIL

As part of EFI's Gold Key Package, participants will have the opportunity to take advantage of the unparalleled trade facilitation services provided by the U.S. Commercial Service (USCS) in Sao Paulo. The USCS offers a variety of products and services designed to facilitate U.S. exports and foreign direct investment opportunities and will coordinate all one-on-one Gold Key Service appointments for this mission.

### GOLD KEY PACKAGE REGISTRATION FEES – 3 DAYS

- First company representative** ..... **\$1,300**  
(limited to 25)
- Additional company representative** ..... **\$500**

#### Package includes the following:

- **Gold Key Service\***: The U.S. Commercial Service will schedule one-on-one appointments with pre-screened Brazilian companies that have expressed an interest in your services.

\*Gold Key participation will be limited to Florida **service companies** that best meet the participation criteria. Selection of these firms will be on a first-come first-served basis. Final selection will be determined by the U.S. Commercial Service Officer after the application is reviewed to ensure market suitability.

### GRANTS

EFI will offer a limited number of Gold Key Service Packages (one-on-one appointments) through the USCS to qualified Florida companies. The price of this service is \$1,300, however, companies who qualify for the Gold Key as a “small business” based on SBA size standards may qualify for a **Gold Key Grant** from Enterprise Florida which will **reimburse 100% of the Gold Key Package Registration fee** for the first company representative. A separate online application will be provided to companies once they are approved by the USCS for the Gold Key Package as a small business to determine if they qualify for the grant. Additional company representatives will be charged a \$500 fee.

### CANCELLATIONS

Cancellations prior to **May 24, 2018** must be made in writing and sent to Carlos Guerra at [cguerra@enterpriseflorida.com](mailto:cguerra@enterpriseflorida.com). **NO VERBAL CANCELLATIONS** will be accepted. For a full refund, cancellations must be received by **May 24, 2018**.

### TRAVEL ARRANGEMENTS

Enterprise Florida has contracted the services of Express Travel, an independent travel agency, to assist your company and coordinate airline reservations. A special group discounted airfare has been negotiated for this event. Mission participants are expected to travel as a group and must do so in order to use ground transportation organized by EFI, however, this service is strictly optional. For additional travel guidance, please contact Express Travel: (305) 341-1200, x222.

The official mission hotel will be the InterContinental São Paulo. A special group discounted hotel rate has been negotiated for this event. During the registration process a link to access this rate will be sent and the participant will be responsible for the booking.

#### ESTIMATED TRAVEL COSTS:

##### HOTEL (breakfast included)

Single ..... US **\$174.00/night + taxes**  
Double ..... US **\$198.00/night + taxes**

##### AIRFARE (estimated costs)

Round-trip airfare from Miami  
to São Paulo, Brazil ..... US **\$1,550.00** (all taxes and fees included)

### VISA REQUIREMENTS

#### U.S. citizens require a visa for traveling to Brazil.

Each individual participating in the mission is responsible for obtaining their own visa. According to new official Brazilian regulations starting January, 25, 2018, U.S. citizens with a valid passport traveling as visitors will be able to apply for an electronic visa. For more details, please visit

[http://miami.itamaraty.gov.br/en-us/visa\\_finder.xml](http://miami.itamaraty.gov.br/en-us/visa_finder.xml)

### MISSION REGISTRATION

#### **GOLD KEY REGISTRATION DEADLINE: APRIL 27, 2018**

FOR MORE DETAILS AND REGISTRATION APPLICATION, PLEASE CONTACT:

**Carlos Guerra** | [cguerra@enterpriseflorida.com](mailto:cguerra@enterpriseflorida.com) | (305) 808-3590

OR

**Joseph Bell** | [jbelle@enterpriseflorida.com](mailto:jbelle@enterpriseflorida.com) | (813) 276-9430

**Registration will not be considered final until ALL event & travel registration forms and payment have been received.**