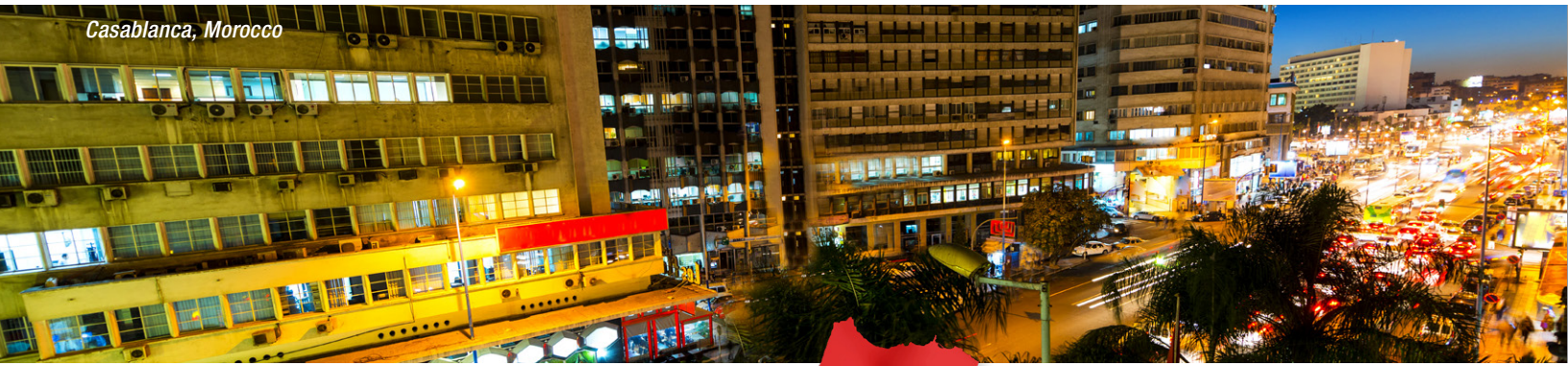
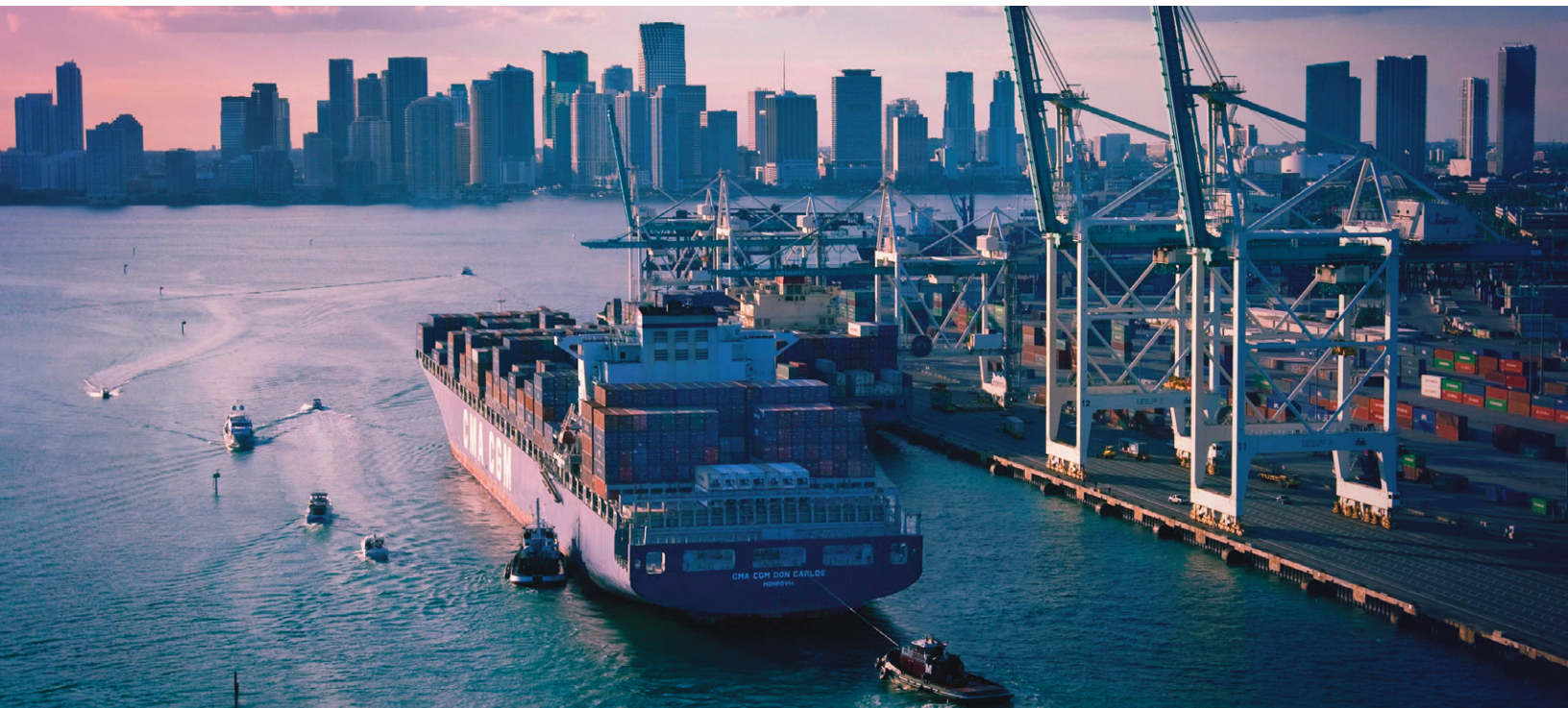


Casablanca, Morocco



ENTERPRISE FLORIDA, INC.

JOIN AN EXPORT SALES MISSION TO
CASABLANCA, MOROCCO | APRIL 14–18, 2019



 **ENTERPRISE
FLORIDA**

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



AN INVITATION FROM PRESIDENT & CEO PETER ANTONACCI



ENTERPRISEFLORIDA.COM



Dear International Business Leader,

I am pleased to invite you to participate in Enterprise Florida's Export Sales Mission to Casablanca, Morocco from April 14-19, 2019.

Enterprise Florida (EFI) will lead a business delegation of Florida manufacturers and services providers to facilitate business cooperation between the Florida delegates and their counterparts in North Africa. This trade mission also aims to further trade relations between Florida and Morocco.

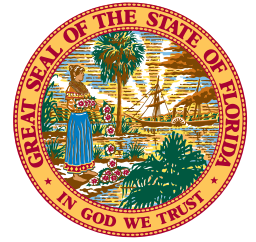
Morocco is seen as the gateway to sub-Saharan Africa with its developed trade environment. With a total population of 35 million people and having the sixth largest economy in Africa, Morocco has become a top destination for foreign investments and trade. Morocco has increased investment in its port, transportation, and industrial infrastructure to position itself as a center and broker for business throughout Africa. The U.S.-Moroccan Free Trade Agreement (FTA), signed in 2006, is the only U.S. FTA with an African nation. The FTA eliminated tariffs on 95 percent of currently traded consumer and industrial goods exported to Morocco; provides enhanced protection for U.S. intellectual property rights, including trademarks and digital copyrights; expanded protection for patents and product approval information; and enforces stricter penalties for piracy and counterfeiting.

Florida companies' world-class goods and services have a significant competitive advantage and are well-suited for the types of industries being pursued by businesses in Morocco. Enterprise Florida is collaborating with the U.S. Commercial Service (USCS) in Casablanca to coordinate the mission and facilitate one on one meetings with potential clients for the Florida participants. Additionally, mission participants will benefit from networking events and meeting contacts outside of the scheduled B2B appointments.

I encourage you to join us on 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*

*Joe York,
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*

- Sunday, April 14**
 - Delegation departs Miami International Airport (overnight flight)
- Monday, April 15**
 - Delegation arrives in Casablanca, Morocco
 - Transfer to hotel for check-in
 - Welcome reception
- Tuesday, April 16**
 - Country Commercial Breakfast Briefing by the U.S. Embassy staff
 - Gold Key one-on-one appointments
- Wednesday, April 17**
 - Gold Key one-on-one appointments
 - Networking reception hosted by the U.S. Consulate General in Casablanca
- Thursday, April 18**
 - Depart to Miami, Florida

**Itinerary subject to change*

Casablanca, Morocco

BEST EXPORT OPPORTUNITIES

The industry sectors listed below provide the best opportunities for exports from the United States to Morocco. 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.

MARKET OPPORTUNITIES IN MOROCCO

- Energy
- Infrastructure
- Agricultural Equipment
- Transportation
- Aerospace
- Healthcare
- Safety & Security
- Telecommunications
- Franchising



U.S. COMMERCIAL SERVICE IN CASABLANCA, MOROCCO

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 Casablanca. The USCS will coordinate all one-on-one Gold Key appointments. The USCS offers a variety of products and services designed to facilitate U.S. exports.

GOLD KEY* PACKAGE

Primary Company Representative **\$2,300**
(limited to 12 companies)

Package includes the following:

- Customized counseling on market entry/expansion strategy
- Pre-screened one-on-one matchmaking appointments
- Arabic, French/English interpreter
- Country briefing by U.S. Embassy officials
- Admission to all mission events
- Airport transfers in country when traveling on official mission flights
- Ground transportation to all official mission events
- Benefit from networking events and meeting contacts outside of the scheduled one-on-one matchmaking appointments

* **GOLD KEY PARTICIPATION:** Gold Key participation will be limited to Florida manufacturers and professional 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 Officer after a review 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 \$2,400, 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 and EFI for the Gold Key Package as a small business to determine if they qualify for the grant.

TRAVEL ARRANGEMENTS

Enterprise Florida has contracted the services of Protea Travel Services, an independent travel agency, to coordinate all airline and hotel reservations. Special group discounted airfare and hotel rates have been negotiated for this event. Mission participants are expected to travel as a group and must do so in order to use arranged ground transportation. For additional travel guidance, please contact Protea Travel Services: (954) 927 5558..

ESTIMATED TRAVEL COSTS:

CASABLANCA HOTEL (including breakfast, taxes, and internet)
Deluxe Single Accommodation US **\$190/night**

FLIGHTS (estimated costs)

Round-trip airfare from Miami International Airport to Casablanca, Morocco US **\$900** includes taxes (approximate)

FOR GOLD KEY PARTICIPANTS

Once EFI receives your application form, USCS officers in Casablanca will conduct an assessment of your product or service. You will be notified of approval within approximately 10 business days.

CANCELLATIONS

Cancellations prior to **February 28, 2018** must be made in writing and sent to Joseph Bell at jbelle@enterpriseflorida.com.

No VERBAL cancellations will be accepted. For a full refund, cancellations must be received by February 28, 2019.

Contact Joseph Bell for further details:
(813) 276-9430 | jbelle@enterpriseflorida.com

MISSION REGISTRATION

GOLD KEY REGISTRATION DEADLINE: FEBRUARY 8, 2019

FOR MORE DETAILS AND REGISTRATION APPLICATION, PLEASE CONTACT:

Joseph Bell | jbelle@enterpriseflorida.com | (813) 276-9430

OR

Larry Bernaski | lbernaski@enterpriseflorida.com | (904) 359-9350

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