



JOIN SECRETARY OF COMMERCE BILL JOHNSON
ON AN EXPORT SALES MISSION TO
KOREA & TAIWAN | APRIL 15 – 23, 2016



ENTERPRISEFLORIDA.COM

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





Dear International Business Leader:

South Korea and Taiwan, strong and growing Asian economies, are highly attractive export markets for U.S. companies.

Over the past several decades, South Korea has achieved a remarkably high level of economic growth and is now the United States' sixth largest goods trading partner with a trillion-dollar economy. The landmark Korea-US Free Trade Agreement (KORUS FTA), entered into force in 2012, underscores the depth of bilateral trade ties. Florida companies will find niche markets for their goods and services across virtually every sector.

The United States is Taiwan's third largest trading partner, accounting for more than 10 percent of its total trade. The East Asian island is a sophisticated market for high-quality, differentiated products and commodity items. Taiwan's high-tech sector relies heavily on technology licenses and imports of specialty components from the United States.

The Export Sales Mission to Seoul, Korea and Taipei, Taiwan will take place April 15 -23, 2016. Florida companies are invited to join the mission and participate in the Gold Key program. This program offers an excellent way to meet with potential business partners and build relationship in both markets.

I encourage you to join me on this important mission as we continue the work of creating jobs in Florida through the promotion of international trade.

Sincerely,

A handwritten signature in black ink that reads "Bill Johnson".

Bill Johnson
Florida Secretary of Commerce
President and CEO, Enterprise Florida, Inc.

Mission Itinerary*

Friday, April 15 Leave Florida

Saturday, April 16 Arrive Seoul, Korea (late night)

Sunday, April 17 Free for own appointments

- Monday, April 18**
 - Country Briefing by US Embassy staff
 - Gold Key one-on-one pre-arranged business appointments (visiting Korean companies)
 - Networking evening reception by the U.S. Ambassador

- Tuesday, April 19**
 - AM:** Gold Key one-on-one pre-arranged business appointments
 - PM:** Florida Business Seminar or follow up meetings

*Subject to change

Wednesday, April 20 **AM:** Florida delegation departs for Taipei, Taiwan

PM: Open to prepare for mission meetings

Thursday, April 21

- Market Briefing by American Institute in Taiwan
- Gold Key one-on-one pre-arranged business appointments
- Networking evening reception by the Executive Director of AIT

Friday, April 22

AM: Gold Key one-on-one pre-arranged business appointments (if applicable)

- Florida Business Seminar

PM: Follow up meetings

Florida delegation departs Taipei for Florida

Saturday, April 23



**Some of the best trade opportunities are listed below.
If your industry is not listed, please contact us for a no-obligation assessment.**



- **Automotive Parts and Accessories**
- **Broadcasting Service and Equipment**
- **CNC Machine Tools**
- **Cosmetics**
- **Defense Industry Equipment**
- **Drugs and Pharmaceuticals**
- **Education and Training Services**
- **Electrical Power Systems**
- **Engineering Services**
- **Medical Equipment and Devices**
- **Pollution Control Equipment**
- **Radio Frequency Identification Technology**
- **Security Services and Products**
- **Specialty Chemicals**
- **Travel and Tourism**
- **Wireless Broadband Equipment and Services**
- **Processed Food and Beverages Products**

OPPORTUNITIES FOR FLORIDA COMPANIES IN KOREA

- Over the past several decades, South Korea has achieved a remarkably high level of economic growth and is now the United States' sixth-largest goods trading partner with a trillion-dollar economy.
- Major U.S. firms have long been leading investors in South Korea, while South Korea's top firms have made significant investments in the United States. There are large-scale flows of manufactured goods, agricultural products, services, and technology between the two countries.
- The landmark Korea-U.S. Free Trade Agreement (KORUS FTA) entered into force on March 15, 2012, underscores the depth of bilateral trade ties. The agreement is expected to boost exports by billions of dollars annually for both sides and create new export-related jobs in both South Korea and the United States.
- U.S. companies will find excellent niche markets for their goods and services across virtually every sector. Ongoing changes in Korean lifestyle and dietary culture, along with remarkable developments in the socio-economic environment, have resulted in significantly expanded demand for imported products.
- As a market for American products, Korea shares several characteristics with Japan and Taiwan, including similar levels of disposable income, consumption patterns, regulatory structures, and a common fascination with the "American Lifestyle".





OPPORTUNITIES FOR FLORIDA COMPANIES IN TAIWAN

- With a population of 23 million, Taiwan is a thriving democracy, vibrant market economy, and a highly attractive export market, especially for U.S. firms.
- In 2014, Taiwan was ranked as the United States' 10th largest trading partner in goods, placing it ahead of markets such as India and Saudi Arabia. It was also the 14th largest U.S. export market overall.
- In 2012, Taiwan was the sixth largest source of foreign students pursuing higher education in the United States.
- Taiwan was the world's fourth-largest holder of foreign exchange reserves in 2012, with over US \$403 billion.
- The United States is Taiwan's third-largest trading partner, importing 9.9% of Taiwan's exports while U.S. exports comprise 8.7% of Taiwan's imports.
- Taiwan is a sophisticated consumer market in which Taiwan consumers are plugged into global consumer trends. American products are well represented in the market. Taiwan is a good target market for high-quality, differentiated products and commodity items.
- With few natural resources and in order for Taiwan to meet its energy needs, coal, oil and gas are increasingly presenting good export opportunities for American companies.
- Taiwan's high-tech sector relies heavily on technology licenses and imports of specialty components from the United States.



**Some of the best trade opportunities are listed below.
If your industry is not listed, please contact us for a no-obligation assessment.**



- **Aviation/Aerospace**
- **Computer Services and Software**
- **Disaster Relief**
- **Education Services**
- **Electric Power Equipment**
- **Electronic Components**
- **Electronics Industry Production/Test Equipment**
- **Pleasure Boats**
- **Pollution Control Equipment**
- **Safety & Security Products and Services**
- **Food Security & Safety Products and Services**
- **Skincare and Cosmetics & Bio Science**
- **Telecommunications Equipment**
- **Travel and Tourism**
- **Books**
- **Chocolate, Candies, Wine & Spirits**



There are two ways of participating:

Option 1: GOLD KEY PACKAGE

- First company representative \$2,600
- Additional company representative \$500

Package includes:

- Gold Key Service: The U.S. Commercial Service in Korea and Taiwan will pre-schedule one-on-one appointments in both markets with pre-qualified companies in the region that have expressed an interest in your company's products/services.
- Admission to all Florida mission networking events, including networking receptions
- Country briefings by U.S. Embassy official
- Airport transfers in country when traveling on official mission flights
- Ground transportation in country to all official mission events, originating at the official mission hotel

Gold Key Participation will be limited to Florida manufacturers, distributors, and 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. Once EFL receives your application form, a U.S. Commercial Service (USCS) officer in each market will conduct an assessment of your product or service. You will be notified of approval within approximately 10 business days.

TRADE GRANTS: Trade grants will be available to qualified Florida manufacturers and value-added professional service providers, covering \$2,100 of the registration fee for the first company representative (for Gold-Key meetings & car/driver). **Company will pay \$500 to cover interpreter services for the Gold-Key meetings in Seoul, Korea.** Please note that the grant is only available for Option 1 Gold Key Package. A separate application process is required for this grant.

Option 2: DELEGATE PACKAGE

- Delegate \$800 per person

Package includes:

- Admission to all Florida mission networking events, including networking receptions
- Country briefings by U.S. Embassy officials
- Airport transfers in country when traveling on official mission flights
- Ground transportation in country to all official mission events, originating at the official mission hotel

**Note: This option encourages delegates to schedule their own individual appointments and activities during their free time.*

TRAVEL ARRANGEMENTS

Enterprise Florida has contracted the services of Express Travel, 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 benefit from all ground transportation and airport transfers. Individual travel arrangements will be coordinated and confirmed individually. For additional travel guidance, please contact Express Travel: **305-341-1200 x222**.

HOTELS: (Estimated costs)

Grand InterContinental Hotel 521 Teheran-ro, Gangnam-gu,
Seoul, Korea (82-2) 555-5656

Room Rate: \$207/night + tax (\$242 for double)

Grand Hyatt Taipei, No. 2 SongShou Road, Taipei. Tel: (886) 2 2720 1234

Room Rate: \$176/night + tax (\$203 for double)

**These rates include breakfast and wifi*

FLIGHTS: (Estimated costs)

Delta Airlines and Korean Airlines

Roundtrip airfare (from Miami) approx. \$2200 + tax

CANCELLATIONS

Cancellations prior to Thursday, February 18th must be made in writing and sent to Max Stewart at mstewart@enterpriseflorida.com.

NO VERBAL cancellations will be accepted. For a full refund, cancellations must be received by Thursday, February 18th, 2016.

Registration will not be considered final until online registration is complete, travel arrangements have been made, and payment has been received.

**For Mission Information and Further Information:
Registration deadline for all options: Friday, February 19th, 2016**

FOR REGISTRATION FORMS, CONTACT: Max Stewart at mstewart@enterpriseflorida.com | (813) 276-9430

FOR GENERAL MISSION INFORMATION, CONTACT: John Diep at jdiep@enterpriseflorida.com | (561) 832-8339