



The Florida | Korea Report



Florida-Korea Economic Cooperation Committee

"FLOR/KOR" "플로리다-한국 경제협력 위원회"

www.florkor.org



Spring-Summer 2015 Edition

FLOR/KOR Successfully Organizes and Holds 2015 Florida-Korea Summit



Florida Secretary of Commerce/ President & CEO of Enterprise Florida, Bill Johnson, speaking at the 2015 Florida-Korea Summit on May 28th

FLORKOR successfully conducted its 2015 Florida-Korea Summit in Tampa at Port Tampa Bay on the afternoon of this past May 28. The summit program was presented in partnership with Port Tampa Bay, which hosted the event, Enterprise Florida, The Florida Department of Economic Opportunity, the Tampa Bay Trade and Protocol Council and Hillsborough County Government.

This important event is regularly organized by FLOR/KOR as a statewide gathering of Florida-Korea business leaders and representatives. Supporting Organizations included the Korea Trade Center Miami (KOTRA), Hillsborough County Government, Tampa Hillsborough Economic De-

velopment Corporation, and World Trade Center Miami.

The newly appointed Florida Secretary of Commerce and President of Enterprise Florida, Mr. Bill Johnson, delivered opening keynote remarks at the event. Secretary Johnson spoke on his extensive experience with Korea from his previous position as director of the Port of Miami, which has a sister port relation with the Port of Busan, Korea, and will share his insight on Florida-Korea business ties and the significance of the relationship.

The Summit's keynote speaker was The Honorable Seong-jin Kim, Consul General of the Republic of Korea in Atlanta. During his remarks, he made reference to the Florida-Korea Connect Report published by the Korea Embassy which shows specific benefits of the KORUS FTA to Florida.

This year's program agenda included panelists on Florida-Korea business/tourism and educational/cultural ties. The business panel included remarks by Ms. Marie Jeon, Deputy Director, KOTRA Miami; Mr. Michael Breen, Senior Director of Int'l Development, Port of Jacksonville; Mr. Dan

Sleep, Senior Analyst of Marketing and Development, Florida Department of Agriculture; and Mr. Gary Leskun, President and COO, Cross Borders Advisory Services, LLC and Chair of the Southwest Florida Chapter of the Florida District Export Council.

An Asian business networking reception was held immediately following the summit program from 5:00-6:30 PM.

Also, FLOR/KOR held its annual meeting of members just prior to the Summit on May 28 with welcome remarks by the Honorable Seong-jin Kim, Consul General of the Republic of Korea in Atlanta and Florida Secretary of Commerce/ President & CEO of Enterprise Florida, Mr. Bill Johnson.



The Honorable Seong-jin Kim, Consul General of the Republic of Korea in Atlanta, speaking at the 2015 Florida-Korea Summit on May 28th



Above, left: 2015 Florida-Korea Summit Panelists. Above, right: Participants during the 2015 Florida-Korea Summit. Above, left; 2015 Florida-Korea Summit Panelists from left to right: Mr. Gary Leskun, Chair of the Southwest Florida Chapter of the Florida District Export Council; Ms. Marie Jeon, Deputy Director, KOTRA Miami; Mr. Michael Breen, Senior Director of Int'l Development, Port of Jacksonville; Mr. Dan Sleep, Senior Analyst of Marketing and Development, Florida Department of Agriculture and Moderator Prof. John Wrieden, Distinguished Senior Lecturer (Ret.), Alvah H. Chapman, Jr., Graduate School of Business, Florida International University

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KORUS FTA Continues To Create Opportunities For Florida

With the implementation of the U.S.-Korea Free Trade Agreement (KORUS FTA), there are exciting new opportunities for Florida businesses and communities. By removing tariffs on goods and restrictions on services, this strengthened international partnership is spurring business growth, creating jobs, opening new markets and providing access to a larger pool of consumers.

Florida, known as "The Sunshine State," is home to a wide range of businesses, from agriculture to aerospace. These organizations are capitalizing on expanded opportunities created by the reduction of tariffs, elimination of trade barriers, and the free flow of products, services and ideas between Florida and Korea. Below are a few of the products that will most benefit from the KORUS FTA.

Florida's Top Beneficiary Trade Items

Exports	Imports
Agriculture <ul style="list-style-type: none"> • Orange juice (frozen) 54% tariff eliminated immediately • Grapefruit (fresh and dried) 40% tariff eliminated over 15 years Other Industries <ul style="list-style-type: none"> • Gas turbine parts 3% or 8% tariff eliminated immediately or over 3 years • Contact lenses 8% tariff eliminated over 3 years • Medical and dental instruments and appliances 8% tariff eliminated immediately or over 10 years 	Machinery/Electrical <ul style="list-style-type: none"> • Transmission shafts 2.5% tariff eliminated immediately • Spark ignition engines for passenger vehicles 2.5% tariff eliminated over 5 years • Electrical conductors for > 1000v 3.2% ~ 3.7% tariff eliminated immediately • Motor vehicle bumpers and parts 2.5% tariff eliminated immediately Other Industries <ul style="list-style-type: none"> • Propylene glycol 5.5% tariff eliminated over 5 years

Florida, famous for its citrus fruit, exported more than \$4.8 million of grapefruit to Korea in 2014, an increase of 50 percent over the 2011 total of \$3.2 million. From 2008 to 2014, Florida increased its exports of motor vehicle parts and accessories to Korea more than 12-fold, from \$1.07 million to \$13.3 million. In 2014, Florida exported \$64.9 million in aircraft, spacecraft and parts, nearly four times its total for

the same goods through all of 2011 (\$16.7 million).

Known for having 2,200 miles of shoreline and more than 11,000 miles of rivers, streams and waterways, Florida exported \$1.7 million worth of crustaceans to Korea in 2014, more than 30 times its 2011 total of \$56,000. Korean Thirst for Orange Juice Counters Declining U.S. Demand July 17, 2014.

Until the KORUS FTA was implemented in 2012, most of Korea's orange juice came from Brazil. Oranges and related products from the U.S. were subject to a 54% tariff, making them more expensive than Brazil's. In the two years since the FTA went into effect, all that has changed. For more information, please visit www.uskoreacconnect.org, then click on FTA benefits for your state and select Florida.

Source: Florida Korea Connect Report May 2015

MERS Outbreak in South Korea Prompts President Park to Postpone U.S. Trip



South Korean President Park Geun-hye

South Korean President Park Geun-hye has postponed a scheduled trip to Washington, D.C. due to an outbreak of a virus that has killed nine people in South Korea, the presidential office said on Wednesday.

Ms. Park was due to leave for the U.S. on Sunday and hold talks with U.S. President Barack Obama on Tuesday. A spokeswoman for Ms. Park said a new schedule for the trip has yet to be confirmed. After raising worries about the economy, President Park Geun-hye on

Wednesday put off a planned trip to Washington to oversee efforts at home to tackle MERS.

However, the government has faced widespread public criticism that it failed to respond quickly enough. The outbreak of MERS began with a South Korean man who visited the Middle East and was diagnosed with the virus on May 20, nine days after he returned home.

As consumers stay home and tourists cancel trips to South Korea because of concerns about Middle East Respiratory Syndrome, some economists say the outbreak could take another big bite out of the country's growth, which is already under pressure from sputtering exports.

South Korea's central bank on Thursday cut its benchmark interest rate to a new record low of 1.50% to support the economy as it faces a potential fresh blow from the deadly viral outbreak.

"I urge citizens to refrain from excessive-

ly reacting to MERS for the sake of the economy," Ms. Park said on Tuesday.

Authorities said on Wednesday that two more people with MERS had died, taking the total to nine. The total number of infections stands at 122 after 14 new cases were reported early Thursday. The outbreak in South Korea is the largest outside of Saudi Arabia, where the virus was first discovered in 2012.

Those who died had other serious illnesses before contracting MERS, the Ministry of Health and Welfare said. The new cases of infection are also of people under quarantine, supporting the view of officials that the outbreak is contained.

Ms. Park was due to hold talks with U.S. President Barack Obama on unrelated issues, including the threat from North Korea. A spokeswoman for Ms. Park said the trip would be rescheduled.

Source: Asia Wall Street Journal 6-9-15

Snapshot: South Korea Key Data

Capital	Seoul
Government	Republic with powers shared between the president, the legislature, and the courts
Republic Established	August 15, 1945
Constitution	July 17, 1948; last revised 1987
Population (2014)	49,039,986
GDP (Purchasing Power Parity) 2014	\$1.786 Trillion
GDP (official exchange rate) 2014	\$1.449 Trillion
Estimated Growth (2014)	3.5%
Unemployment Rate (2014)	3.3%

Florida's Top Trade Items with Korea (2014)

Exports	Imports
Resins, rubbers and synthetic products \$78.8 million	Petroleum and coal \$910.9 million
Navigational and measuring instruments \$71.7 million	Communications equipment \$257.1 million
Aerospace products and parts \$64.7 million	Household appliances \$77.5 million
Medical equipment and supplies \$53 million	Engines, turbines and power transmission equipment \$77.5 million
Engines, turbines and power transmission equipment \$42.6 million	Motor vehicle parts \$53.1 million
Fruit and vegetable preserves \$41.8 million	Iron, steel and ferroalloy \$46.1 million

12TH ANNUAL FLORIDA-JAPAN SUMMIT

Save the Date!!!
September 2, 2015

2:00-5:00 PM

Presented by:



**Florida Delegation
SEUS/JAPAN
Association, Inc.**

In Partnership with:



**Asian Studies
Program**

**Florida International University
Modesto A. Maidique Campus
MARC Pavilion
11200 SW 8th Street**



Florida International University Asian Studies Institute SIPA Building

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We welcome contributions and input from our members and readers, and while every effort is made to report all information accurately, we apologize for any errors or omissions on our part. Please contact us with any suggested revisions.

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