



ENTERPRISE FLORIDA, INC.

JOIN AN EXPORT SALES MISSION TO
HONG KONG AND GUANGZHOU, CHINA | JUNE 1–9, 2018



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



AN INVITATION FROM PRESIDENT & CEO PETER ANTONACCI



Dear International Business Leader,

I am pleased to invite your participation in Enterprise Florida's **Export Sales Mission to Hong Kong and Guangzhou, China, from June 1 to June 9, 2018.**

Hong Kong and Guangzhou are two strong and vibrant export markets for U.S. companies. U.S. good exports to China in 2015 were \$116.2 billion, and U.S. exports of services to China were an estimated \$42.5 billion in 2014 (latest data available).

According to the US-China Business Council, China ranked as the #5 global export market for the State of Florida and third largest export market for services in 2016. Florida exports to China supported 34,900 American jobs in 2015.

As a result of China's increasing domestic consumption and growing middle class, significant market potential exists for companies focused on collaboration and mutual benefit, especially in sectors such as energy efficiency, clean technology, healthcare, and e-commerce.

Hong Kong is an ideal platform for doing business in Asia, especially mainland China. Hong Kong is a free port that does not levy any customs tariff and has limited excise duties. Its strong rule of law and respect for property rights make it a strategic platform for U.S. companies, especially small- and medium-sized firms, seeking to do business in Asia. This program offers an excellent way to meet with potential business partners and build the much-needed contacts and 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,

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

Governor Rick Scott,
Chairman

Stan Connolly,
Vice Chairman

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T 407-956-5600

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Coral Gables, Florida 33134
T 305-808-3660

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

MISSION ITINERARY*

- Friday, June 1** Depart Florida
- Saturday, June 2** Arrive Hong Kong (late evening)
- Sunday, June 3** Free for independent meetings
- Monday, June 4**
 - Market Briefing by U.S. Consulate Commercial Service
 - One-on-One Gold Key Meetings
- Tuesday, June 5**
 - Gold Key Meetings A.M.; optional follow-up meetings P.M.
 - Evening Networking Reception at Consul General's Residence

- Wednesday, June 6** Depart Hong Kong; arrive in Guangzhou
- Thursday, June 7**
 - Market Briefing by U.S. Consulate Commercial Service
 - One-on-One Gold Key Meetings
 - Evening Networking Reception
- Friday, June 8**
 - Gold Key Meetings A.M.; optional follow-up meetings P.M.
- Saturday, June 9** Depart Guangzhou

*Itinerary subject to change

BEST TRADE OPPORTUNITIES

The list of industries identified as best trade opportunities is not comprehensive. Other prospect categories may exist. If your industry is not mentioned below, please contact us for a no-obligation assessment. Some of the best trade opportunities for Florida companies include:

HONG KONG

- Aviation
- Automotive Parts and Accessories
- Computer and Information Technology Equipment
- Cosmetics and Toiletries
- Education and Training Services
- Environmental Technologies
- Film
- Financial Services
- Medical Equipment and Devices
- Safety and Security Services/Products
- Travel and Tourism



Additionally, Hong Kong public infrastructure works valued at over US\$10.2 billion are in various stages of planning or execution: Ongoing projects include the West Kowloon Cultural District, the University of Hong Kong Campus Expansion, Ocean Park amusement park enhancement, the Hong Kong-Zhuhai-Macau Bridge, multiple subway and light rail lines, and the Guangzhou-Shenzhen-Hong Kong Express Rail Link. New projects include the Hong Kong International Airport Expansion Plan and tourism infrastructure and city improvement plans.

GUANGZHOU, CHINA

- Aviation/Aerospace
- Agricultural Services
- Automotive Components Market
- Education and Training
- Electronics Industry Production/Test Equipment
- Environmental Technologies
- Franchising Sector
- Information & Communication Technology/Software
- Marine Industries
- Medical Devices
- Nuclear
- Oil and Gas
- Rail and Urban
- Safety and Security Products and Services
- Food Security & Safety Products and Services
- Skincare and Cosmetics & Bio Science
- Travel and Tourism



Although more widely known as a manufacturing base, Guangzhou is increasingly being recognized for its growing amount of domestic consumption. From 2012, total retail sales in the city increased by 28.8 percent and reached approximately US\$119 billion in 2014. Growth in retail sales is largely being fueled by Guangzhou's large population and high wages, as well as its efficient infrastructure. With the city's continued growth of an affluent middle class, more opportunities will arise for U.S. exporters.

U.S. COMMERCIAL SERVICE IN HONG KONG & GUANGZHOU

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 Hong Kong and Guangzhou. 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 and foreign direct investment opportunities.

Option 1: GOLD KEY PACKAGE – 2 DAYS

- First company representative** **\$1,800**
(limited to 12 companies)
- Additional company representative** **\$600**
- Check here if you require an interpreter in Guangzhou**

Package includes the following:

- **Gold Key Service***: The U.S. Commercial Service (USCS) will schedule one-on-one appointments with pre-screened Chinese companies that have expressed an interest in your product or service.

*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 CS officers in both markets after a review to ensure market suitability.

- **Admission to all market briefings.**
- **Ground transportation Hong Kong to Guangzhou.**
- **Ground transportation to all networking receptions.**

The cost for an interpreter in Guangzhou is \$1,000. This is optional but highly recommended.

Option 2: DELEGATE PACKAGE

- Delegate†** **\$800 per person**

The delegate package *does not* include any one-on-one appointments. Delegates are strongly encouraged to schedule their own individual appointments and activities during their free time.

Package includes the following:

- **Admission to all market briefings.**
- **Ground transportation Hong Kong to Guangzhou.**
- **Ground transportation to all networking receptions.**

GRANTS

Enterprise Florida will offer a limited number of Gold Key Matchmaking one-on-one appointments through the USCS for participating Florida companies. The price of this service is \$1,800. However, small Florida manufacturers and eligible high tech companies and professional service providers may qualify for a **Gold Key Grant**, which will reimburse the full amount of the Matchmaking Registration Fee for the first company representative as well as the cost of the interpreter in Guangzhou, if needed. A separate application process will be required for this grant. Additional company representatives will be charged the \$600 fee.

TRAVEL ARRANGEMENTS

Enterprise Florida has contracted the services of Express Travel, an independent travel agency, to assist your company with its travel needs. This service is strictly optional. If interested, please contact Express Travel directly at: (305) 341-1200 x222.

ESTIMATED TRAVEL COSTS:

FLIGHTS:

Round-trip airfare
from Miami to Hong Kong **US\$1,300.00 +tax** (approximate)

Lodging: (including breakfast and Wi-Fi)

Hotel Hong Kong **US \$150/night ****
Hotel Guangzhou **US \$120/night ****

CANCELLATIONS

NO VERBAL cancellations will be accepted.

Cancellations must be made in writing. For a full refund, they must be submitted no later than March 30, 2018.

† Please note that the Delegate Package does not require a review. Therefore, registration and payment will be processed upon receipt of registration forms. The same cancellation policy applies to both the Gold Key and Delegate packages.

** Hotel prices are approximate due to fluctuation in the currency exchange rate.

REGISTRATION

Gold Key Registration Deadline: March 30, 2018 | Delegate Package Registration Deadline: April 16, 2018

For questions about itinerary & visa requirements, please contact **John Diep: jdiep@enterpriseflorida.com | (561) 832-8339**

For questions regarding registration, please contact **Andrea Moore: amoore@enterpriseflorida.com | (850) 469-8989**