



International Trade Administration—Fostering Florida’s **Competitiveness and Job Growth Through Trade**

Helping Florida companies export, penetrate new markets, and protect their interests abroad.

As the trade promotion arm of the U.S. Department of Commerce’s International Trade Administration, the U.S. Commercial Service (CS) helps thousands of companies—more than 85 percent of which are small and medium-sized businesses—export goods and services worth billions of dollars every year. Located in 109 offices in 48 states, as well as in 124 offices in nearly 80 countries, our global network of trade experts provides U.S. companies with the market intelligence, trade counseling, business matchmaking, and commercial diplomacy they need to succeed in international markets.

Why Florida companies should export:

- Over 95 percent of the world’s customers are located beyond U.S. borders
- Exporters realize higher employment growth than non-exporters
- Most companies that export have an easier time riding out fluctuations in the U.S. economy and are more likely to stay in business
- Export wages are typically 13–18 percent higher than non-export wages

Export Successes in Florida

Port Everglades Authority (the Port), located in Ft. Lauderdale, FL, is the state’s largest container port, handling over \$45 billion in exports for U.S. Customs District 52. The Port was looking to expand its market presence in Latin America and contacted the CS Fort Lauderdale office for assistance. The CS provided counseling on market opportunities and facilitated key business appointments with potential clients. As a result, the Port was awarded several new international accounts, including the Hamburg-Sud container shipping line in Chile, valued at \$500,000, and is now the largest U.S. port exporting to Latin America.

DemeTech Corporation of Doral, is a small manufacturer of surgical sutures and blades. The company tapped CS and partner agency services for market research, help with exhibiting at CS-supported trade events, and financing from the U.S. Export-Import Bank and Small Business Administration. The company recently made a sale valued at \$300,000 to Turkey, and credits U.S. government export assistance for much of its export success in 15 new markets.

ITA Impact on Florida (FY 09–10)

- *CS-Facilitated Export Value: \$1,292,961,511*
- *Companies Served: 1,083*
- *Jobs Supported by Exports: 6,989*
- *Top Industries Served:*
 - *Aircraft & Aircraft Parts*
 - *Travel & Tourism*
 - *Renewable Energy Equipment*
- *Export Markets: 118*
- *Active CS Clients: 2,052*

U.S. Commercial Service Florida

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The U.S. Commercial Service supports the President’s National Export Initiative