



JOIN ENTERPRISE FLORIDA ON AN EXPORT SALES MISSION TO
**SYDNEY & MELBOURNE, AUSTRALIA
AND AUCKLAND, NEW ZEALAND**
MARCH 24-31, 2023



AN INVITATION TO EXPLORE BUSINESS OPPORTUNITIES IN SYDNEY & MELBOURNE, AUSTRALIA AND AUCKLAND, NEW ZEALAND



Dear International Business Leader,

I am pleased to invite you to participate in Enterprise Florida's export sales mission to Australia and New Zealand, from March 24-31, 2023. Both countries are important U.S. export markets with a track record of economic growth and an appetite for U.S. products.

The Australia–U.S. Free Trade Agreement (AUSFTA) has significantly stimulated U.S.-Australian trade and investment since its entry into force in 2005. Australia is ranked as the 16th largest export market for the U.S., with \$26.4 billion in goods exported in 2021.

The United States is Australia's largest foreign investor with a stock of investment at the end of 2020 valued at US\$737 billion. Around 1,400 American companies operate in Australia in a wide variety of sectors. With few barriers to entry, a familiar legal and corporate framework, sophisticated consumer and industrial sectors, and a straightforward, English-speaking business culture, Australia remains an important and receptive market for American goods and services.

The United States is New Zealand's third largest trading partner. In 2021, New Zealand imports from the U.S. totaled US\$3.7 billion. U.S. agricultural machinery, ICT, and healthcare products, among others are key items sold to New Zealand. In 2021, New Zealand exports to the U.S. totaled US\$4.9 billion, approximately 10% of New Zealand's total exports. The foundation of New Zealand's economy is the export of agricultural commodities such as dairy products.

New Zealand offers U.S. companies a wealthy, sophisticated market with a very transparent and open business environment and a stable democratic system. New Zealand consistently ranks high in measures of business honesty and integrity, and these features tend to offset the small market size. With the population of 5 million, New Zealand's market size is ideal for New-To-Export companies and for testing New-To-Market products.

This mission is important for us in Florida as it marks our first major mission to Asia/Pacific theater since 2019. Also, this mission is our first commercial mission to Australia and New Zealand. We will be supporting our Florida based companies with a gold-key matchmaking service and looking to bring Florida's economic development community as we seek to attract companies in both markets that would be seeking to grow and invest abroad.

Sincerely,

TJ Villamil

Senior Vice President, International Trade & Development
Enterprise Florida Inc.



BEST EXPORT OPPORTUNITIES TO AUSTRALIA & NEW ZEALAND

The list of industries below is not comprehensive. *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:

AUSTRALIA

- Aerospace/ Aviation / Defense
- Medical Devices
- Education and Training
- Cybersecurity
- Water and Wastewater Treatment
- Automotive Parts / Building & Construction / Franchising

NEW ZEALAND

- Medical Equipment / Healthcare
- Energy / Environmental Technologies: Water
- Information and Communication Technology
- Agricultural Equipment
- Agricultural Sector – Food and Beverages
- Education and Training / Franchising

MISSION ITINERARY*

Friday, March 24	<ul style="list-style-type: none">• Leave Florida
Sunday, March 26	<ul style="list-style-type: none">• Arrive Sydney in the morning• Free to prepare for mission
Monday, March 27	<ul style="list-style-type: none">• Country Briefing by USCS officials• Gold Key one-on-one pre-arranged business meetings (visit companies)• Networking Reception hosted by the U.S. Consul General
Tuesday, March 28	<ul style="list-style-type: none">• Gold Key one-on-one pre-arranged business meetings in the AM or follow-up meetings• Fly to Melbourne in the afternoon
Wednesday, March 29	<ul style="list-style-type: none">• Gold Key one-on-one pre-arranged business meetings (visit companies)
Thursday, March 30	<ul style="list-style-type: none">• Fly to Auckland, New Zealand• Networking Reception hosted by U.S. Consul General
Friday, March 31	<ul style="list-style-type: none">• Gold Key one-on-one pre-arranged business meetings (visit companies)
Saturday, April 1	<ul style="list-style-type: none">• Depart New Zealand

**Subject to Change*



WAYS TO PARTICIPATE:

OPTION 1: GOLD KEY PACKAGE* – 3.5 DAYS

☐ Primary company representative \$4,450*

☐ Additional company representative \$800

Package includes the following:

- Gold Key Service: The U.S. Commercial Service and/or their qualified partners in Sydney & Melbourne and Auckland 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 receptions
- Country briefing by U.S. Embassy officials

* 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 Officers after a review to ensure market suitability.

Once EFI 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. Mission registration is considered complete after approval and once the online registration and payment has been finalized.

OPTION 2: DELEGATE PACKAGE

☐ Each Company Representative \$1,000, per person

Package includes the following:

- Admission to all Florida mission networking receptions
- Country briefing by U.S. Consulate officials

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

The Delegate Package does not require a review and, therefore, registration is official upon receipt of online registration and payment. EFI Grants do not apply for Delegates.

GRANTS

EFI will offer a limited number of Gold Key Matchmaking one-on-one appointments for participating Florida companies. The price of this service is \$4,450. However, small and mid-sized Florida manufacturers and professional service providers may qualify for a Gold Key Grant, which will offset 100 percent of the Matchmaking Registration fee for the first company representative. A separate application process will be required for this grant. Additional company representatives will be charged a non-reimbursable \$800 fee.

TRAVEL ARRANGEMENTS

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

Official Mission Hotels (estimated costs, including breakfast):

Hotel in Sydney: US \$260/night
 Hotel in Melbourne: US \$260/night
 Hotel in Auckland: US \$260/night

Approx. cost of Flights:

Airfare for the entire trip: US \$3,500

(excludes taxes, price is approximate)

Cancellations

Cancellations prior to Friday, February 15, 2023 must be made in writing and sent to Bruna Pizzutti Megna at bpizzutti@enterprisefflorida.com.

Registrations submitted after February 15, 2023 are non-refundable.

NO VERBAL cancellations will be accepted. For a full refund, cancellations must be received by Friday February 15, 2023.



MISSION REGISTRATION

REGISTRATION DEADLINE FOR ALL OPTIONS: FRIDAY, FEBRUARY 10, 2023

For registration forms, contact: **Bruna Pizzutti Megna** | bpizzutti@enterpriseflorida.com | (305) 808-3668

For general mission information, contact: **John Diep** | jdiep@enterpriseflorida.com | (561) 832-8339

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

