



Keith Koenig

President
City Furniture

“The international flavor of Greater Fort Lauderdale is helping companies in our region better serve their clients around the globe. Our diverse and talented workforce, competitive tax climate and strategic location with access to global markets through direct international flights and a dynamic seaport means Greater Fort Lauderdale is truly a key gateway to and from foreign markets everywhere.”

International

Greater Fort Lauderdale is an integral component of today's global economy, providing a home for corporate and regional headquarters. For U.S. and international businesses, the area offers a strategic location, convenient air and sea transportation, and a well-educated multicultural workforce that connects companies with markets in the Americas and around the world.

With its central position in the Western Hemisphere and highly diverse professional talent pool, Greater Fort Lauderdale provides an inviting platform for European and Asian companies seeking to serve both North and South American markets. Another key advantage is the area's Eastern time zone location, which makes it easier to connect via voice, email or video with corporate offices around the world.

For instance, Private Jet Charter, one of the world's largest independent private jet charter brokers and consultants, launched its North America expansion plan by establishing its regional office in Fort Lauderdale to serve as its charter hub for the United States and Canada. The company is headquartered in London and has other offices in Moscow, Nice and Dubai.

Two other international headquarters also opened this year in Broward County: Juratoys, a manufacturer of toys from France, and Eurotech, a maintenance and service provider in the marine and aviation industry from Spain.

In addition, The Wendy's Company recently relocated its Latin American, Caribbean and South Florida headquarters to a new facility in Sunrise. Emerson also selected Sunrise for its consolidated Latin America headquarters for the management teams of Emerson Process Management, Emerson Climate

Technologies, Emerson Network Power and Emerson Industrial Automation. Emerson has approximately 16,000 employees and 30 manufacturing locations in Latin America.

South Florida Consular Corps

South Florida has one of the nation's largest consular corps, providing a multitude of services to international residents, visitors and businesses. More than 75 foreign consulates, foreign trade offices and bi-national chambers of commerce operate in the region, providing market information and helping to forge professional connections that foster business growth.

For more information, visit www.gflalliance.org/consularcorps

International Initiatives

In a key step toward implementation of the U.S. Free Trade Agreement with Colombia, Panama and South Korea, Port Everglades and the Fort Lauderdale-Hollywood International Airport hosted a delegation of public officials from Colombia to discuss international trade and visit Broward County's seaport. Also, Port Everglades recently welcomed Naviera Master Line de Venezuela C.A., a new shipping line with service to Venezuela and Colombia. Port Everglades is the top seaport in Florida for trade with Colombia, which totaled more than \$1 billion in FY 2011, representing 54 percent of Colombian trade through all of Florida's seaports last year. The U.S. Colombia

agreement has the potential to expand exports of U.S. goods by more than \$1.1 billion and provide duty-free access for U.S. goods in sectors from manufacturing to agriculture.

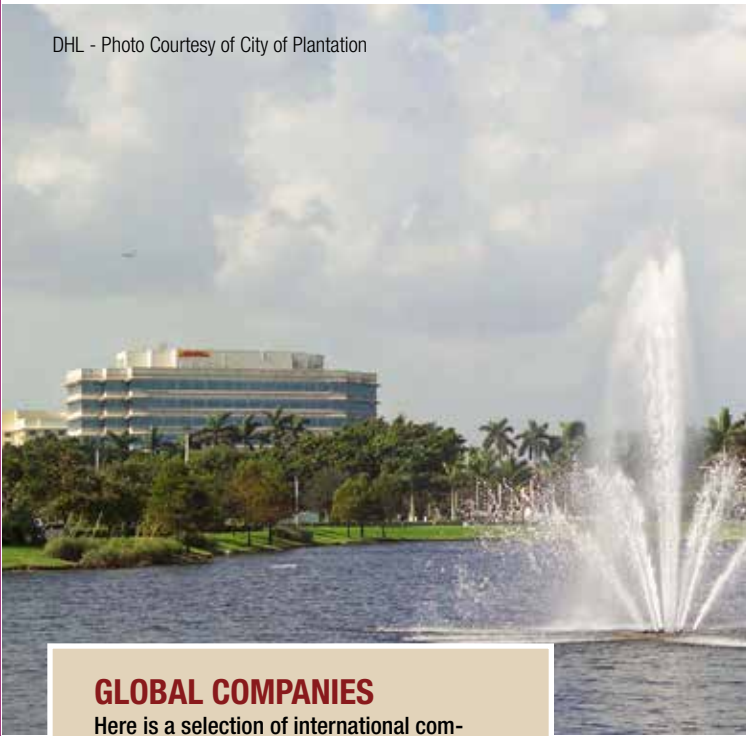
In March, Ambassador Hélio Vitor Ramos Filho, the Consul General of Brazil in Miami, conducted an official tour of Broward County in a visit hosted by the Greater Fort Lauderdale Alliance International Action Team and the Broward County Office of Economic and Small Business Development. Brazil is one of the world's fastest growing major economies, and a significant portion of the Brazilian community in South Florida lives in Broward.

The Alliance, in collaboration with Broward County's Office of Economic and Small Business Development, also hosted the Consul General of Italy official tour and visit to Broward County in June 2012. The Alliance had previously signed a Memorandum of Agreement with the Italy-America Chamber of Commerce in April and hosted a small investment mission from Italy to Broward County in June during the official visit from the Consul General. The mission was designed to strengthen relationships between American and Italian firms within the marine, maritime, shipping, aerospace, airport infrastructure, and logistics sectors.

Other Alliance International Action Team meetings were organized in 2012, including



DHL - Photo Courtesy of City of Plantation



GLOBAL COMPANIES

Here is a selection of international companies that have facilities in Greater Fort Lauderdale/Broward County.

- ACR Electronics - United Kingdom
- Aero Precision - France
- Alcatel Lucent - France
- ALTADIS USA – United Kingdom
- Ana G. Mendez University System - Puerto Rico
- Aveva Drug Delivery System/ Nitto Denko - Japan
- Beghelli USA - Italy
- Bolton Medical – Spain
- Bullguard – United Kingdom
- Costa Cruise Lines, N.V. - Italy
- Daher Socata - France
- DHL Americas - Germany
- ECI Telecom - Israel
- Embraer Aircraft - Brazil
- ExactCost – Israel
- Eurotech - Spain
- Fonexion USA - Spain
- Foxconn - Taiwan
- Hoerbiger Corporation - Austria
- Ituran U.S.A. - Israel
- Juratoys - France
- Komori Corporation - Japan
- Mapei - Italy
- Mitsui O.S.K. Lines (America) Inc. – Japan
- Nipro Diagnostics, Inc. - Japan
- Nutritional Sourcing Corp. - Venezuela
- Private Jet Charter – United Kingdom
- Propulsion Technologies International - France
- Research in Motion - Canada
- Schindler Elevator - Switzerland
- Skanska USA Building Inc. - Sweden
- South African Airways - South Africa
- Stefanini IT Solutions - Brazil



Photo Courtesy of South Florida Symphony Orchestra, which performs at the Broward Center for the Performing Arts

guest speakers from consular groups, trade commissioners and foreign chambers of commerce from China, France, Italy, Mexico, Spain and the United Kingdom.

To increase awareness of the importance of international trade as a major contributor to job creation and corporate growth, Broward County's Board of County Commissioners passed a resolution affirming May as "World Trade Month." World Trade Month is a state and federal initiative. The resolution recognized Port Everglades for successfully growing global partnerships in more than 130 countries around the world.

The Broward County Commission has designated the Broward Center for the Performing Arts as a "Cultural Embassy" to promote Greater Fort Lauderdale's local and global business and expand understanding between diverse local and global partners. The center has been promoting and creating cultural exchanges, and assisting the County with its international trade strategy by hosting inbound and outbound missions. The center was named one of the first "Brazilian Points of Culture" outside Brazil by the Minister of Culture for its commitment to promoting Brazilian culture abroad, the first performing arts center to be honored with this designation. Today, as a Cultural Embassy, the center facilitates the county's local and global business ties and creates greater understanding among its global partners.

“World Trade Month is a state and federal initiative. The resolution recognized Port Everglades for successfully growing global partnerships in more than 130 countries around the world.”

– Broward County's Board of County Commissioners

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Global Business Development

Through collaboration with the Broward County Office of Economic and Small Business Development (OESBD), the Greater Fort Lauderdale Alliance and other global business partners, the area's business leaders support numerous international trade initiatives. The goal is to enhance foreign direct investment, and create export and import opportunities that will position Greater Fort Lauderdale as a leader in the global marketplace.

For example, the Greater Fort Lauderdale Alliance spoke to Spanish executives about investing in the region during a recent International Team Florida mission to Madrid, led by Florida Governor Rick Scott and Enterprise Florida (EFI). The Alliance was joined by the Miami-Dade Beacon Council and the Business Development Board of Palm Beach County for a presentation on "South Florida: Your Global Business Connection" explaining why Southeast Florida is an excellent business location for doing business in the Americas and the Caribbean.

Other recent international inbound and outbound missions include:

- Mission from Canada - 2010 and 2012
- Mission to China - 2010 and 2012
- Mission to Spain - 2011 and 2012



Photo Courtesy of Fort Lauderdale - Hollywood International Airport

- Mission to Brazil - 2007 and 2011
- Mission to Canada - 2007 and 2011
- Mission from China - 2008 and 2011
- Mission from Germany - 2011
- Mission to Mexico - 2007 and 2011
- Mission from Trinidad and Tobago - 2011
- Inbound visit from Gold Coast, Australia - 2007 and 2010
- Mission to Colombia - 2009 and 2010
- Mission from Costa Rica - 2008 and 2010
- Mission to Costa Rica - 2010
- Mission from Dominican Republic - 2008 and 2010
- Mission from Ecuador - 2010
- Mission from Guatemala - 2010
- Mission to Japan - 2010
- Mission to Panama - 2010
- Mission from Peru - 2008, 2009 and 2010
- Mission to South Korea - 2010
- Mission from Spain - 2010
- Mission from Taiwan - 2008 and 2010
- Inbound visit from Turkey - 2008 and 2010
- Mission from United Kingdom - 2010
- Mission from Honduras - 2007 and 2009
- Mission from Israel - 2007 and 2009
- Mission from Japan - 2009
- Mission to Peru - 2009
- Mission from Venezuela - 2009
- Mission from Argentina - 2008
- Mission to Europe - 2008
- Mission from South Africa - 2008
- Trade visit to Vietnam - 2008
- Mission to Ghana - 2007
- Mission from Ghana Ambassador to the United States - 2007
- Mission to India - 2007



17th Street Causeway bridge, Port Everglades, Fort Lauderdale

Largest International Regional/Latin American Headquarters

Company Name	Municipality	Phone	Web	Global Sales in millions	Total Employees	Type of Business
Microsoft	Fort Lauderdale	954-489-4800	www.microsoft.com	\$73,723	89,000	Software distribution and development
DHL Express	Plantation	954-888-7000	www.dhl-usa.com	\$65,321	470,000	Air courier services
Emerson	Sunrise	314-553-2000	www.emerson.com	\$24,200	133,000	Diversified global manufacturing and technology company
Alcatel-Lucent	Miramar	954-885-2500	www.alcatel-lucent.com	\$18,000	76,002	Internet and telecommunications services
Baxter International	Fort Lauderdale	954-476-3700	www.baxter.com	\$14,030	48,500	Medical and pharmaceutical equipment and supplies
Chubb Group of Insurance Cos. Latin America	Sunrise	954-626-5000	www.chubb.com	\$13,585	10,100	Financial services
Yum Brands International	Fort Lauderdale	954-418-6473	www.yum.com	\$13,030	60,580	Restaurants
Arcor Rigid Plastics - Latin America	Miramar	954-704-4552	www.amcor.com	\$12,412	33,000	Innovative packaging
Stanley Latin America	Miramar	954-624-1100	www.stanleyblackanddecker.com	\$10,880	44,700	Electrical/mechanical apparatus, parts and tools
Schindler Elevator	Sunrise	954-626-5555	www.us.schindler.com	\$7,854	43,000	Electrical/mechanical apparatus, parts and tools
Federal-Mogul	Sunrise	954-858-0300	www.federal-mogul.com	\$6,850	45,000	Motor vehicle parts and accessories
Aerotek	Oakland Park	954-717-3540	www.aerotek.com	\$6,400	8,000	Commercial and technical staffing services
Western Union Latin America	Hollywood	954-986-8600	www.westernunion.com	\$5,660	8,000	Functions related to depository institutions
United Stationers	Weston	954-384-7550	www.unitedstationers.com	\$5,060	5,950	Computer and office equipment, software
Bureau Veritas	Fort Lauderdale	954-236-8100	www.bureauveritas.com	\$4,155	52,148	Professional services
Harsco	Fort Lauderdale	954-961-2777	www.harsco.com	\$3,170	19,650	Tile and stone, lumber & building materials
Marriott International	Weston	954-349-9657	www.marriott.com	\$2,960	120,000	Lodging
South African Airways	Fort Lauderdale	954-769-5000	www.flysaa.com	\$2,839	10,057	Transportation, logistics
The Wendy's Company	Sunrise	614-764-3100	www.wendys.com	\$2,440	42,800	Restaurants
MAPEI	Deerfield Beach	954-246-8888	www.mapei.com	\$2,100	7,000	Adhesives, grouts and other cementitious products for the building industry

*Excludes corporate headquarters located in Greater Fort Lauderdale
Source: WORLDCITY and LexisNexis