

# FITCE

**Florida International Trade and Cultural Expo**



## 2016 Florida International Trade & Cultural Expo

**OCTOBER 19 -20, 2016 | BROWARD COUNTY CONVENTION CENTER, FORT LAUDERDALE , FL**

### SPONSORSHIP INFORMATION AND PRELIMINARY PROGRAM

This October, Greater Fort Lauderdale/Broward County, FL will welcome over 150 international businesses, 350 local businesses, global trade representatives from over 30 countries and government leaders from around the globe to the Greater Fort Lauderdale/Broward County Convention Center for the 2016 Florida International Trade and Cultural Expo (FITCE). FITCE endeavors to expand South Florida's position as a center for international trade, fuel economic growth and promote cultural exchange.

### FITCE WILL FEATURE:

Two days of panels, workshops, networking and special events focusing on exploration of new economic opportunities around the world with international businesses, government officials, consuls general, bi-national chambers of commerce & key speakers from over 30 countries from around the globe!

### WHY SHOULD YOU ATTEND FITCE?

- You will have the opportunity to make business connections and sell your products and services to international businesses from over 30 countries!
- During the *Doing Business With the World* event at FITCE, you will meet international business delegations, consuls general, trade commissioners and bi-national chambers of commerce.
- FITCE will feature an *11 Steps to Exporting* seminar that will help you get started in exporting, importing, export finance and much more...



***COST: FREE ADMISSION***  
***(A Service of the Broward County Board of County Commissioners)***

*RSVP Required by October 18<sup>TH</sup> – Limited Spaces*

*More information and Registration Available at [www.broward.org/econdev](http://www.broward.org/econdev)*

## ABOUT THE CONFERENCE

### ABOUT FITCE

FITCE is a premier annual event for international business and cultural exchange. At the conference, hundreds of local and international businesses will learn, connect and network. Business delegations, trade representatives, government officials from over 30 countries will be in attendance. The purpose of FITCE is to expand Broward County's role as a center for international business and culture, by helping fuel the growth of businesses through international trade, and deepening business relationships through cultural exchange. FITCE offers attendees the opportunity to meet one-on-one with international delegates, government leaders, entrepreneurs, chamber of commerce leaders, business alliances and councils, seasoned importers/exporters, and representatives from three of Broward County's most important economic engines: Port Everglades, Fort Lauderdale–Hollywood International Airport, and the Greater Fort Lauderdale Convention & Visitors Bureau. Broward County's Cultural Division, Enterprise Florida, and The Greater Fort Lauderdale Alliance will also be featured at the event.

## Notable Past Attendees

Last year, the conference welcomed notable international guests such as the Honorable Dr. Luis Fernandez, Former President of Dominican Republic, The Honorable Ralph LaTortue, Former President of Haiti, The Honorable E.P. Chet Greene, Minister of Trade, Industry, Commerce and Consumer Affairs for Antigua, The Honorable Jerry Naumoff, Minister of Foreign Direct Investment and Trade for Macedonia.

## **FITCE VISION:**

To enhance the position of Greater Fort Lauderdale/Broward County, FL as a center of international trade and cultural exchange, welcoming new businesses, expanding global sales, collaborating and connecting while providing tools and resources for those seeking to grow their business through global trade or through the strategic advantages of locating in South Florida.

## **FITCE OFFERS THE OPPORTUNITY TO LEARN, NETWORK AND CONNECT:**

- **LEARN:** With panels, workshops and special presentations, FITCE is the place to go to get the latest information on international business and cultural trends.
- **NETWORK:** FITCE offers attendees the opportunity to meet face-to-face with hundreds of local and international businesses as well as trade representatives and government officials from over 30 countries.
- **CONNECT:** With a wide array of artists, performers and special speakers, FITCE will showcase South Florida's cultural diversity and highlight its many cultural connections around the world

## ATTENDING DIGNITARIES AND COUNTRIES REPRESENTED

### International Dignitaries Already Confirmed:

- The Honorable E.P. Chet Greene, Minister of Trade, Industry, Commerce and Consumer Affairs for Antigua
- The Honorable Erwin Contreras, Minister of International Trade and Petroleum for Belize
- The Honorable Elodio Aragon, Minister of Youth, Sports and Culture for Belize
- The Honorable Oliver Joseph, Minister of Economic Development for Grenada
- The Honorable Karl Samuda, Minister of Industry, Commerce, Agriculture and Fisheries in Jamaica
- The Honorable Dominic Gaskin, Minister of Business for Guyana
- The Honorable Pancrace Boongo Nkoy, Minister of SME for the Democratic Republic of Congo

- The Honorable Stacey Plaskett, Congresswoman for the U.S. Virgin Islands
- The Honorable Derrick Simmons, Commissioner of Tourism for the Island of St Eustatius
- The Honorable Stacey Plaskett, United States Representative for the U.S Virgin Islands.
- The Honorable Rudy Insanally, Guyana Ambassador to the USA & Former Minister of Foreign Affairs for Guyana
- Ambassador Erwin Laroche, Secretary General for CARICOM
- Mr. Noel K. Tshiani Muadiamvita, 2016 Presidential Candidate for the Democratic Republic of Congo and Renowned International Economist
- Mr. Brett C. Hamsik, Office of Economic Policy and Summit Coordination, Bureau of Western Hemisphere Affairs, U.S. Department of State

**Countries confirmed or that have expressed interest in participation (in alphabetical order and subject to change):**

- **ANTIGUA**
- **BAHAMAS**
- **BAHRAIN**
- **BARBADOS**
- **BELIZE**
- **BRAZIL**
- **COLOMBIA**
- **DEMOCRATIC REPUBLIC OF CONGO**
- **DOMINICAN REPUBLIC**
- **ECUADOR**
- **GRENADA**
- **GUYANA**
- **ITALY**
- **HAITI**
- **JAMAICA**
- **MALAYSIA**
- **MEXICO**
- **NICARAGUA**
- **SINGAPORE**
- **SOUTH KOREA**
- **SPAIN**
- **ST-EUSTATIUS**
- **TRINIDAD & TOBAGO**
- **UNITED KINGDOM**

## **PRELIMINARY PROGRAM**

### **SETUP DAY- Tuesday, October 18, 2016**

9:00AM – 5:00PM     **Sponsor Registration and World Expo Setup  
(Special Itinerary for International Delegations)**

### **Day 1 – LEARN (World Expo Room)**

#### **Wednesday, October 19, 2016**

7:30AM – 8:55AM     **Registration & Breakfast (Limited Spaces)**

9:00AM – 9:55AM     **Opening Ceremony – World Expo Opens!**

10:00AM – 10:55AM   **11 Steps to Exporting – A Roadmap to your Exporting Success!**

11:00AM – 11:55AM   **How to Import into the United States of America**

12:00PM – 1:25PM    **Break**

1:30PM – 2:25PM     **South Florida Ports & Foreign Trade Zones – Gateways to the World!**

2:30PM – 3:25PM     **Expanding your Global Sales to Latin America and the Caribbean**

3:30PM – 4:30PM     **Success in the Emerging Markets: ASIA, AFRICA & MIDDLE EAST**

5:00PM – 7:00PM     **Opening Network Reception & Cultural Experience (Limited Spaces)**

### **Day 2 – DOING BUSINESS WITH THE WORLD (World Expo Room)**

#### **Thursday, October 20, 2016**

7:30AM – 8:55AM     **Registration & Breakfast (Limited Spaces)**

9:00AM – 9:55AM     **World Expo Opens!**

10:00AM – 5:00PM    **Doing Business with the World:**  
  
Presentations from international governments, consulates, trade commissioners and bi-national chambers about their top exports and imports with Florida and how to do business with their countries

5:30PM – 7:00PM     **Closing Cocktail Reception & Cultural Experience (Limited Spaces)**

## CONTACT INFORMATION

For more information on the 2016 Florida International Trade and Cultural Expo, please contact the Paola Isaac Baraya, Economic Development Specialist International Trade at 954-357-7894 or via email to [pisaac@broward.org](mailto:pisaac@broward.org)