

PASSPORT

**FITCE**

Florida International Trade & Cultural Expo

**Connect Your Business to the World!**

**FITCE 2023 INTERNATIONAL DELEGATION BROCHURE**

On behalf of Broward County Office of Economic and Small Business Development, it is with great pleasure to invite you as an *International Delegate* at the 8th Edition of the Florida International Trade and Cultural Expo (FITCE), **October 4-5, 2023 (October 3<sup>rd</sup> – Setup Day)** to be held at the Broward County Convention Center in Fort Lauderdale, Florida, USA.

During this special occasion, Greater Fort Lauderdale along with Broward County and all of South Florida will welcome local and international companies for a unique opportunity to engage key leaders, experts and attendees from around the world to participate in dialogues relating to international trade, foreign direct investment and culture. Past notable guests of honor include: His Excellency Salvador Alejandro César Nasralla Salum, Vice President of Honduras; His Excellency Vinicio Cerezo, Former President of Guatemala; His Excellency Jorge Quiroga, Former President of Bolivia; His Excellency Luis Guillermo Solís Rivera, Former President of Costa Rica; His Excellency Nicolas Ardito, Former President of Panama; His Excellency Dr. Leonel Fernandez, Former President of Dominican Republic; His Excellency Luis Alberto Lacalle, Former President of Uruguay; The Honorable Kevin Bernard, Minister of Health and Wellness, Belize; The Honorable Mario Bacini, Former President of the Senate, Italy; The Honorable Festus Keyamo, Minister of Labor Nigera; The Honorable Israel Zamora Guzmán, Senator, Mexico; The Honorable Elizabeth Kaa Kwatsoe Tawiah Sackay, Mayor of Accra, Ghana as well as various local/state elected officials and local businesses.

**FITCE VISION:**

To welcome new businesses, expand global sales, collaborate and connect while providing tools and resources for those wanting to live and work in South Florida.

- Estimated Attendance: **2000** people for the **2-day event**
- Overall Goal: to bring **500** International companies and **1500** United States companies that want to establish or expand their business in South Florida and do business around the world
- A World Expo showcasing over **60** countries
- FITCE 2023 Special Sessions: **Life Sciences, Innovation and Technology**

**INTERNATIONAL DELEGATION PACKAGE INCLUDES (Free of Cost):**

- Complimentary 6-foot exhibit table to highlight your business
  - Complimentary admission to FITCE Expo 2023
- \*Travel, lodging, transportation & electricity for table not included.*

Please confirm your participation by **Friday, September 1<sup>st</sup>**, via email to [pisaac@broward.org](mailto:pisaac@broward.org).

**Paola Isaac Baraya – FITCE Event Director**

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Thank you to our partner government agencies:





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### ABOUT THE SOUTH FLORIDA REGION

- One of the top locations in the United States for entrepreneurial activity with the most sophisticated and diverse international infrastructure in the world with 70 Consulates and 25 Foreign Trade Offices.
- Business Friendly, low tax environment – individuals pay no state or local personal income taxes; this allows for added incentives when recruiting executives and professionals.
- Streamlined development review and permitting process for new businesses.
- Home of Port Everglades, the leading #1 Port container by export revenue in Florida as well as 3<sup>RD</sup> large cruise port in the world (a FITCE partner) [www.porteverglades.net](http://www.porteverglades.net).
- A multilingual workforce with approximately 60% of the population in the prime working age group with a deep and diversified pool of talent.
- Home to over 200 corporate headquarters including: American Airlines, American Express, AutoNation, Citrix, DHL, Embraer, Hotwire Communications, Microsoft Latin America, Office Depot, Sony Latin America and UPS just to name a few.

### ABOUT FLORIDA INTERNATIONAL TRADE & CULTURAL EXPO (FITCE)

On October 4-5, 2023 (October 3rd - Set Up Day) Greater Fort Lauderdale Broward County and all of South Florida will welcome international cities to recognize this region as one of the top business opportunity destinations in the world. The goal of FITCE is to expand Broward County as the premier importing and exporting trading capital, while helping to establish new businesses and nurture existing businesses to continue growing.

Meet one-on-one with international delegates, government leaders, entrepreneurs, chambers of commerce leaders, business alliance and councils, seasoned importers/exporters, and representatives from Broward County's three leading public economic engines: Port Everglades, Fort Lauderdale–Hollywood International Airport, The Greater Fort Lauderdale Convention & Visitors Bureau, as well as Broward County's Cultural Division, Enterprise Florida and The Greater Fort Lauderdale Alliance.

***It takes a global village to make an impact!  
More than 60 countries will be represented at this expo!***

**How is this Expo different?** FITCE is strategically focused on redefining **South Florida's reputation as THE place to establish your business in the global market.** The FITCE Team is creating this event in partnership with the import and export experts in South Florida, they are The FITCE Founding Partners. Florida's Future is Global Trade! South Florida's total trade with the world in 2022 was \$141.24 billion in goods sourced in the state; and has more than 60,000 companies registered to export. It is time to help them take their businesses to the next level and bring them to the region. In addition, let's not forget that it wouldn't be South Florida without all the incredible cultural elements in our region.

**DON'T MISS THIS GREAT OPPORTUNITY TO DO BUSINESS WITH THE WORLD!**



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**PRELIMINARY PROGRAM (Subject to Change)**

**SETUP DAY- Tuesday, October 3, 2023**

9:00AM – 5:00PM

Sponsor & Exhibitor Registration and World Expo Setup

**Day 1 – LEARN (GRAND BALLROOM A-B)**

**Wednesday, October 4, 2023\***

8:00AM – 10:00AM

10:00AM – 11:00AM

11:00AM – 12:00PM

12:00PM – 1:00PM

1:00PM – 2:00PM

2:15PM – 3:15PM

3:30PM – 4:00PM

4:00PM – 5:00PM

5:00PM – 7:30PM

Opening Ceremony Breakfast & World Leaders

World Leaders Presidential Panel

How to Bring Your Business to the United States of America

Buyers & Sellers Networking @ World Expo Marketplace

11 Steps to Exporting – A Roadmap to your Exporting Success!

Doing Business with the World! – LATIN AMERICA

Doing Business with the World! – NORTH AMERICA – CANADA & MEXICO

Doing Business with the World! – THE CARIBBEAN

Presidential Opening Network Reception & Cultural Experience

World Expo  
Marketplace

(Grand Ballroom C-H)

&

Cultural Art Exhibit  
(Grand Ballroom Lobby)

**Day 2 – DOING BUSINESS WITH THE WORLD (GRAND BALLROOM A-B)**

**Thursday, October 5, 2023\***

8:30AM – 9:50AM

10:00AM – 10:45AM

11:00AM – 11:45AM

12:00PM – 1:00PM

1:00PM – 1:45PM

2:00PM – 2:45PM

3:00PM – 3:40PM

3:40PM – 4:00PM

4:00PM – 5:00PM

5:00PM – 7:30PM

Opening Ceremony – Day 2

Doing Business with the World! – EUROPE

Doing Business with the World! – AFRICA

Buyers & Sellers Networking @ World Expo Marketplace

Doing Business with the World! – ASIA & THE MIDDLE EAST

How to Import into the United States of America

American and International Buyers Panel

Meet & Greet Session with the Buyers

Speed Matchmaking with Country Representatives & Trade Resources

Closing Cocktail Reception & Cultural Exchange

World Expo  
Marketplace

(Grand Ballroom C-H)

&

Cultural Art Exhibit  
(Grand Ballroom Lobby)

*\*Special concurrent sessions presented by Life Sciences Industrial Pharmaceutical Manufacturing Symposium (LSIPMS) & Sustainable Fashion Tech Week (SFTW) and to be announced in final detailed program.*

