



BRADENTON AREA ECONOMIC DEVELOPMENT CORPORATION

EXPORT SALES MISSION

THE NETHERLANDS | NOVEMBER 14-15, 2019



Organized by the Bradenton Area EDC in partnership with Enterprise Florida, Inc., the official economic development organization for the state of Florida.



AN INVITATION FROM SHARON HILLSTROM



I am pleased to invite you to participate in the Bradenton Area EDC’s export sales mission to the Netherlands from November 14-15, 2019.

The Netherlands holds vast opportunities for Florida companies interested in increasing their footprint in the European market. With more than \$1.3 billion of merchandise shipped in 2018, and growing by twelve percent last year, the Netherlands ranks as Florida’s 13th largest export market.

The Netherlands, or Holland is the 17th largest economy in the world, and 10th in GDP per capita, and has the 62nd largest population with approximately 17 million inhabitants.

Aided by increased trade due to stability issues in the EU and steady economic growth in recent years, the Netherlands continue to increase its commercial and investment ties to the United States, Europe, Asia, the Caribbean (through its three municipality islands), and Latin America.

This trade mission will provide you with an excellent opportunity to enter or expand your business in the Netherlands and Europe. I urge you to join us on this mission as we work together to grow our state’s economic ties with this important trading partner.

Sincerely,

Sharon Hillstrom
President & CEO
Bradenton Area EDC

MISSION ITENERARY

- Tuesday, November 12 Delegation departs Florida (overnight flight)
- Wednesday, November 13 Welcome reception
Transfer to hotel for check-in
Business briefing
- Thursday, November 14 Gold Key one-on-one appointments
Doing Business in Florida luncheon
- Friday, November 15 Gold Key one-on-one appointments



OPPORTUNITIES FOR FLORIDA COMPANIES

The Dutch economy grew, on average, 4.3 percent from 2010 to 2016, and 1.8 percent in 2017 more than the average growth for European countries. Florida is the Netherlands 20th largest trading partner. Bilateral trade between the two countries reached nearly **\$7 billion in 2018**. Florida accounts for **9 percent** of all U.S. trade with the Netherlands.

U.S COMMERCIAL SERVICE IN THE NETHERLANDS

As part of EFI's Gold Key Package, participants will have the opportunity to take advantage of unparalleled trade facilitation services provided by the U.S. Commercial Service (USCS) in the Hague. The USCS offers a variety of products and services designed to facilitate U.S. exports and foreign direct investment opportunities. The USCS will coordinate one-on-one Gold Key appointments.

GRANTS FOR FLORIDA MANUFACTURERS

Florida manufacturers and service providers are eligible to apply for Gold Key grants to offset the cost of the Gold Key service in the market. Gold Key grants do not apply to costs associated with flight, hotel, and delegate fee.

Gold Key grants are available for up to 20 companies on this EDC led mission. Space will be limited on a first come first served basis.

BEST EXPORT OPPORTUNITIES

These industry sectors provide some of the best opportunities for exports for Florida companies. If your industry is not mentioned below, contact the EDC for a no-obligation assessment.

- LIFE SCIENCES
- MARINE
- AVIATION AEROSPACE
- ELECTRIC POWER & RENEWABLES
- ADVANCED MANUFACTURING

INTERESTED?

MISSION & DELEGATE INFORMATION

Max Stewart
Director of Global Business Development
941.803.9038
MaxS@BradentonAreaEDC.com

GOLD KEYS & FLORIDA MANUFACTURERS

Elizabeth Cordes
Established Business Program Manager
941.803.9033
ElizabethC@BradentonAreaEDC.com

SPONSORSHIP OPPORTUNITIES

BUSINESS BRIEFING

Welcome the business delegation to the first official day of business and join the U.S. Commercial Attache in presenting an overview of the Dutch market.

\$900 exclusive sponsorship opportunity

\$600 multiple sponsors opportunity

DOING BUSINESS IN MANATEE COUNTY

Local Dutch business owners will be invited to attend this seminar where they will learn about the basics of investing in Florida. This is a great opportunity to interact directly with the local Dutch business community.

\$750 multiple sponsors opportunity
(4 sponsors total)

TWO WAYS TO PARTICIPATE:

OPTION 1: GOLD KEY PACKAGE - 2 DAYS

- First company representative \$1,500 (Limited to 20 companies.)
- Additional company representative ... \$300 (non-transferable)

Package includes the following:

- Gold Key Service*: The U.S. Commercial Service will schedule 1.5 days of one-on-one appointments with pre-screened Dutch/Belgian companies that have expressed an interest in your product of service.
- Admission to all mission events.
- Ground transportation to all mission events.

*Gold Key participation will be limited to Florida manufacturers and service companies that best meet the participation criteria. Final selection will be determined by the U.S. Commercial Officer after a review to ensure market suitability.

OPTION 2: DELEGATE PACKAGE*

- Delegate \$300 per person

Package includes the following:

- Admission to all mission events.
- Airport transfers in-country when traveling on official mission flights.
- Ground transportation to all mission events.

*Delegate package does not include any one-on-one appointments. This option encourages delegates to schedule their own individual appointments and activities during their free time. Package does not require a review and, therefore, registration and payment will be processed upon receipt of registration forms.

GOLD KEY REGISTRATION DEADLINE: FRIDAY, AUGUST 30, 2019
DELEGATE PACKAGE REGISTRATION DEADLINE: TUESDAY, OCTOBER 15, 2019

For Gold Key registration forms contact:
[Elizabeth Cordes at ElizabethC@BradentonAreaEDC.com](mailto:ElizabethC@BradentonAreaEDC.com)

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

GRANTS

EFI will offer a limited number of Gold Key Matchmaking one-on-one appointments through the USCS for participating Florida companies. The price of this service is \$1,500; 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 not qualify for the grant.

TRAVEL ARRANGEMENTS

Mission participants will be responsible for their own flight arrangements. Mission participants are expected to travel as a group and must do so in order to use ground transportation.

The official mission hotel will be the Double Tree Amsterdam. A special group discounted hotel rate has been negotiated for this event. The EDC will provide participants a link to book hotel rooms in market.

ESTIMATE TRAVEL COSTS

Double Tree Amsterdam (official mission hotel)
Single or double accommodation €205 (per night, includes breakfast, taxes and internet)

Round-trip airfare from SRQ to Amsterdam \$1,300 (price is approximate)

CANCELLATIONS
Cancellations prior to October 10, 2019 must be made in writing and sent to Max Stewart at MaxS@BradentonAreaEDC.com. No verbal cancellations will be accepted.

For a full refund cancellations must be received by October 12, 2019. **Cancellations received after October 12, 2019 will not be refunded.**

Contact Max Stewart for further details at 941.803.9038 or MaxS@BradentonAreaEDC.com