



UTradeFlorida.com

## US/Florida – Brazil Entrepreneurship & Business Training Program

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Brazil-Jacksonville Alliance of Northeast Florida

Manufacturers Association of Florida  
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# Knowledge Is Power

World, beyond USA borders:

70% of the purchasing power

95% of the world's population

Fewer than 1 percent of United States companies, or 246,000 firms currently export.

We will teach people how to develop Trade Negotiations  
with countries in key markets, starting with Brazil.

We will instill confidence by presenting ways to better understand that market.

## Regional Opportunities State-Wide Initiative

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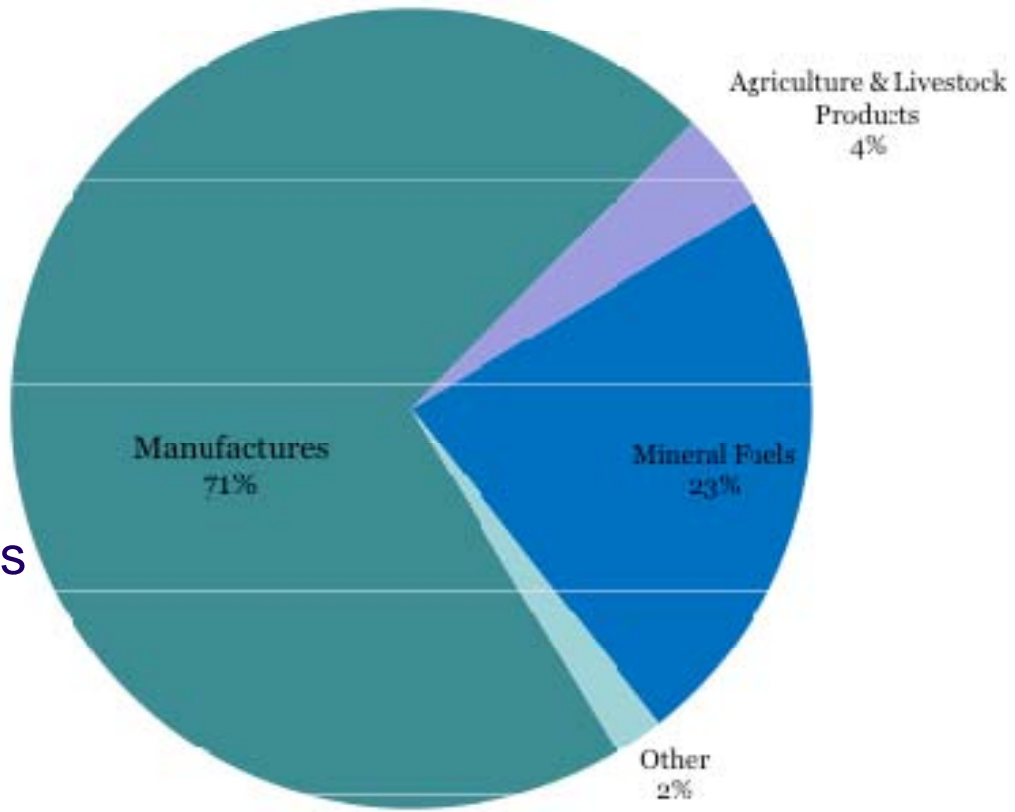
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  - Florida exports to Brazil exceeded \$15 billion in 2008
  - 95% of those exports are from Florida Manufacturers
  - There are 15,860 Manufacturers, employing 543,283 workers in Florida

Sources: Enterprise Florida and Florida Tax Watch



## Manufactured Goods Accounted for 71% of Total U.S. Merchandise Imports in 2008

WEBSITE:  
[USTRadeFlorida.com](http://USTRadeFlorida.com)  
will provide an additional Trade environment for products and services



# Southern Brazil Opportunities

## Curitiba

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  - Average Household income \$783 compared to the remainder of Brazil, \$420
  - 25% of the wealth is concentrated in this region
  - Region has sophisticated industrial and financial sectors and hosts many raw materials

# What Makes This Training Unique?

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- Micro Focus on Key Markets  
Starting with Brazil
- Curriculum & Handbooks
- Includes Both Import & Export Topics
- State Networking Events
- Statewide Partners w/Logistics Connections
- Manufacturers Association of Florida Partnership



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# Thank You!

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