



JOIN SELECTFLORIDA ON AN EXPORT SALES MISSION TO

URUGUAY AND PARAGUAY

OCTOBER 29 TO NOVEMBER 3, 2023



Organized by SelectFlorida, the official economic development organization for the state of Florida.





AN INVITATION TO EXPLORE BUSINESS OPPORTUNITIES IN MONTEVIDEO, URUGUAY, AND ASUNCION, PARAGUAY



Dear International Business Leader,

I am pleased to invite you to participate in Florida's Export Sales Mission to Uruguay and Paraguay, from October 29th to November 3rd, 2023.

Uruguay is a country of 3.4 million people, with over half its population living in urban Montevideo. Due to its strategic location, Uruguay is known as a regional commercial hub, providing market access to neighboring Brazil, Argentina, and Paraguay. Whereas Brazil and Argentina have larger, complicated markets, Uruguay serves as a perfect entryway for U.S. commerce in the region.

As Uruguay's third largest trading partner, following China and Brazil, the U.S., and Florida in particular, is well positioned to expand export sales. In 2022, Florida's merchandise exports to Uruguay were valued at an impressive \$690 million, continuing to rebound with annual growth of over 11%. Due to Uruguay's stable democracy, free trade regime, and extensive e-commerce platforms, Florida trade with Uruguay remains strong and resilient.

Paraguay, on the other hand, is an emerging market home to over 6.7 million people, currently lying on the path of a proposed transnational infrastructure initiative that will connect the Atlantic and Pacific Oceans with a transcontinental railway. The "Bioceanic Corridor" aims to bridge the South American metropolis of São Paulo, Brazil with Paraguay and Argentina to Chile's arid desert port of Antofagasta along the Pacific rim, providing a perfect opportunity for businesses to capitalize on emerging trade markets.

The State of Florida is perfectly positioned to lead the way in export opportunities to Paraguay. With Florida-origin exports comprising 87% of all U.S. exports to Paraguay, Florida already dominates the U.S. export market and far outpaces any other U.S. state. In 2022, Florida merchandise exports to Paraguay reached an impressive \$1.8 billion with an annual growth of 4.5%.

This Florida Export Sales Mission will provide you with excellent opportunities to initiate or expand your business profile in Uruguay and/or Paraguay, as Florida companies are well-positioned to benefit from both markets.

I encourage you to join this mission as we work together to expand our state's economic ties with our important Latin American trading partners.

Sincerely,

A handwritten signature in blue ink, appearing to read 'TJ Villamil'.

TJ Villamil

President of International Commerce at SelectFlorida, Inc.



BEST EXPORT OPPORTUNITIES

The list of industries below is not comprehensive. If your industry is not mentioned below, please contact us for a no-obligation assessment. Some of the best trade opportunities for Florida companies include:

- Agriculture
- Transportation
- Infrastructure
- Education
- Healthcare
- Security Equipment
- Telecommunication Equipment
- Digital Technology
- Construction
- Water System
- Consumer Products
- Health and Beauty

MISSION ITINERARY*

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| Sunday, October 29 | Delegation departs Florida to Uruguay |
| Monday, October 30 | Arrival in Montevideo, Uruguay
Transfer to hotel for check-in
Networking reception hosted by the U.S. Ambassador to Uruguay |
| Tuesday, October 31 | Country Commercial Briefing by U.S. Embassy staff
Gold Key one-on-one appointments
No-host Dinner |
| Wednesday, November 1 | Technical visits
Delegation departs Montevideo, Uruguay, to Asuncion, Paraguay
Arrival in Asuncion, Paraguay
Transfer to hotel for check-in |
| Thursday, November 2 | Country Commercial Briefing by U.S. Embassy staff
Gold Key one-on-one appointments
Networking reception hosted by the U.S. Ambassador to Paraguay |
| Friday, November 3 | Gold Key one-on-one appointments
Delegation returns to Florida |

**Subject to Change*

SPONSORSHIP OPPORTUNITIES AVAILABLE



OPTION 1: GOLD KEY PACKAGE*

☐ First Company Representative \$2,500*

☐ Additional company representative \$500

Package includes the following:

- Gold Key Service: The U.S. Commercial Service and/or their qualified partners in Uruguay and Paraguay, will pre-schedule one-on-one appointments with pre-qualified companies in the region that have expressed an interest in your company's products/services.
- Admission to all Florida mission networking events, including networking receptions.
- Country briefings by U.S. Embassy officials.
- Airport transfers in country when traveling on official mission flights.
- Ground transportation to all mission events.

*Gold Key Participation will be limited to Florida manufacturers, distributors, and service companies that best meet the participation criteria. Selection of these firms will be on a first-come, first-served basis. Final selection will be determined by the U.S. Commercial Officers after a review to ensure market suitability.

Once SelectFlorida receives your application form, a U.S. Commercial Service (USCS) officer in each market will conduct an assessment of your product or service. You will be notified of approval within approximately 10 business days. Mission registration is considered complete after approval and once the online registration and payment has been finalized.

OPTION 2: DELEGATE PACKAGE

☐ Delegate \$500 per person

Delegate package does not include any one-on-one appointments.

Package includes the following:

- Admission to all Florida mission networking events, including networking receptions
- Airport transfers in country when traveling on official mission flights.
- Ground transportation to all mission events.

Note: This option encourages delegates to schedule their own individual appointments and activities during their free time.

The Delegate Package does not require a review and therefore, registration is official upon receipt of online registration and payment. SelectFlorida Grants do not apply for Delegates.

GRANTS

SelectFlorida will offer a limited number of Gold Key Matchmaking one-on-one appointments for participating Florida companies. The price of this service is \$2,500. However, small and mid-sized Florida manufacturers and professional service providers may qualify for a Gold Key Grant, which will offset 80 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 be charged a non-reimbursable \$500 fee.

TRAVEL ARRANGEMENTS

Official Hotel in Montevideo, Uruguay: Hyatt Centric
Nightly Rate: \$149 + taxes in single/double standard accommodation (includes breakfast and Wi-Fi)

Official Hotel in Asuncion, Paraguay: Hub Hotel Asuncion
Nightly Rate: \$111 + taxes in single/double standard accommodation (includes breakfast and Wi-Fi)

Airfare

Option 1

Round trip Miami – Montevideo – Miami \$838

Option 2 – Miami to Montevideo, Uruguay \$572
American Airlines AA 989 (one-way)

Montevideo, Uruguay to Asuncion, Paraguay \$263
(one-way) Paranair

Asuncion, Paraguay to Miami \$677
(one-way) Copa CM 206

Cancellations

For a full refund, cancellations must be received by Friday, October 6, 2023. Cancellations must be made in writing and sent to Bruna Pizzutti at bpizzutti@enterpriseflorida.com. Registrations submitted after October 6, 2023, are non-refundable.

NO VERBAL cancellations will be accepted.



MISSION REGISTRATION

GOLD KEY REGISTRATION DEADLINE: FRIDAY, SEPTEMBER 1, 2023

DELEGATE PACKAGE REGISTRATION DEADLINE: FRIDAY, SEPTEMBER 29, 2023

For registration forms, contact **Bruna Pizzutti** at 786-742-1405 or bpizzutti@enterpriseflorida.com.

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

