

COSTA RICA

EXPORT SALES MISSION



**OPTIONAL SECOND MARKET
IN THE SAME WEEK!**

Join Enterprise Florida's Trade
Mission to Panama City, Panama
June 22nd-25th



GLOBAL
TAMPA BAY



**Dear International
Business Leader,**

It is our pleasure to invite you on the highly anticipated Global Tampa Bay Export Sales Mission to San José, Costa Rica from June 24 to 27, 2020.

We look forward to strengthening Tampa Bay's ties to this strategic Central American market. With Costa Rica's political stability, high standard of living and social benefits system, its platform for global trade sets it apart from neighboring countries. In 2018, bilateral merchandise trade between Florida and Costa Rica totaled \$3.7 billion.

On behalf of Global Tampa Bay and our partners, we encourage you to explore the opportunities that await you in Costa Rica.

Sincerely,

Bill Cronin

*President and CEO
Pasco County Economic
Development Council*

Craig J. Richard

*President and CEO
Tampa Bay Economic
Development Council*

Mike Meidel

*Director,
Pinellas County Economic
Development Council*

TOP 5 REASONS WHY TAMPA BAY COMPANIES SHOULD CONSIDER EXPORTING TO COSTA RICA:

- The United States is Costa Rica's largest trade and investment partner, with 40% of Costa Rican imports of U.S. origin.
- Costa Rica is the oldest, continuous democracy in Latin America, with a sustained pro-business climate.
- Costa Rica is one of the top 10 destinations for Florida exports, receiving \$2.5 billion in merchandise exports from Florida in 2018.
- The Central American Free Trade Agreement (CAFTA-DR) with the U.S. eliminates a majority of tariffs for non-agricultural imports into Costa Rica.
- Port Tampa Bay offers regular direct container services to Costa Rica from Tampa via Seacat Line.





SECTORS FOR U.S. EXPORTS ¹

- Agriculture
- Automotive Parts, Accessories, and Service Equipment
- Construction Equipment
- Cosmetics
- Education in the U.S.
- Franchising
- Solar Energy Products

NOTE: This is a partial list. Costa Rica has more potential sectors for U.S. companies. All sectors are encouraged to submit a questionnaire as every business will receive a formal evaluation.

¹ Source: <https://www.export.gov>

MISSION ITINERARY ²

Wednesday, June 24

- Evening arrival in San Jose and transfer to hotel for check-in
- Welcome Reception for Tampa Delegation

Thursday, June 25

- Breakfast Country Commercial Briefing with U.S. Embassy
- One on one Gold Key Meetings
- American Chamber of Commerce Costa Rica networking luncheon
- Welcome Reception hosted by the U.S. Ambassador to Costa Rica

Friday, June 26

- Half day one on one Gold Key meetings

Saturday, June 27

- Early morning return flight to Tampa



CUSTOMIZED ONE-ON-ONE MEETING STEPS

STEP 1

Meet with your local Global Tampa Bay staff to review your mission objectives.

STEP 2

Fill out Gold Key questionnaire so our sector specialists understand your requirements.

STEP 3

Sector specialist in Costa Rica review the questionnaire and provide a market assessment. Further in-depth discussion may take place to confirm your company's objectives.

STEP 4

You receive a registration link once sector specialist approves the application. A limited number of spots are available.

STEP 5

Guiding of eligible companies through the grant application process.

STEP 6

Travel to San José to meet your potential buyers or distributors.

² Subject to change

MISSION COSTS AND REGISTRATION

TRADE/GOLD KEY PACKAGE

Grants may cover up to 100% of the Gold Key registration for qualified companies.

Primary Company Representative \$1,200
Additional Representatives \$450 each

Pricing is for small size companies only (per USCS guidelines).
Medium and large size companies please contact Global Tampa Bay team for pricing and details.

PACKAGE INCLUDES:

- Customized counseling on market entry/expansion strategy
- **Pre-screened one-on-one matchmaking appointments**
- Spanish/English Interpreter
- Country briefing by U.S. Embassy officials
- Admission to all mission events
- Airport transfers in country when traveling on official mission flights
- Ground transportation to all official mission events
- Each company may be assigned a vehicle and interpreter based on requirements.

Gold Key Service*: The U.S. Commercial Service will schedule one-on-one appointments with pre-screened Costa Rican companies that have expressed an interest in your product or service.

*Gold Key participation will be limited to Florida manufacturers 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 Officer after a review to ensure market suitability.

Enterprise Florida Gold Key Grants: Small Florida manufacturers and professional services providers may qualify for a Gold Key Grant from Enterprise Florida, which will reimburse up to 100% of the Gold Key Package registration fee for the Primary Company Representative.

As part of Global Tampa Bay's Gold Key Package, participants will have the opportunity to take advantage of the unparalleled trade facilitation services provided by the U.S. Commercial Service (USCS) in San José. The USCS will coordinate all one-on-one Gold Key appointments. The USCS offers a variety of products and services designed to facilitate U.S. exports.

DELEGATE PACKAGE

Each Delegate \$750

**SPONSORSHIP OPPORTUNITIES
AVAILABLE**

PACKAGE INCLUDES:

- Country Briefing by U.S. Embassy officials
- Admission to all "group" mission events
- Airport transfers in country when traveling on official mission flight
- Ground transportation to all official mission events

NOTE: The delegate package does not include matchmaking and therefore we encourage delegates to schedule their own individual appointments.

TRAVEL ARRANGEMENTS & ESTIMATED COSTS

Intercontinental Costa Rica at Multiplaza Mall.....\$128.00

(Price per night, includes breakfast and wifi.
Taxes are not included.)

Please contact Madison for suggested flight information on Copa Airlines.

*A limited number of spots are available.

NOTE: US citizens traveling to Costa Rica require a valid passport and return ticket.

REGISTRATION DEADLINES:

Trade/Gold Key Package, April 20, 2020
Delegate Package, April 30, 2020

NO REGISTRATIONS OR REFUNDS WILL BE PROCESSED AFTER THE DEADLINES.

FOR MORE INFORMATION OR TO REGISTER, PLEASE CONTACT:

Madison Lawson at mlawson@tampaedc.com or (813) 518-2668
Brent Barkway at bbarkway@pinellascounty.org or (727) 464-7411
Jennie Sammur at jsammu@pascoedc.com or (813) 926-0827 ext. 227

Presented by:



In partnership with:

