

## **Global Tampa Bay conducts successful foreign direct investment mission to the United Kingdom**

*30 delegates from Tampa Bay participated in the mission to strengthen ties with UK-based companies and business partners*

**Tampa, Fla. (May 9, 2023)** – Leaders from Global Tampa Bay, a regional alliance to market the Tampa Bay region globally as a top business destination, along with a local delegation, recently traveled to London, United Kingdom to conduct foreign direct investment (FDI) meetings, strengthen ties with UK partners, and celebrate the new direct route from Tampa International Airport to London Heathrow by Virgin Atlantic. Global Tampa Bay is a regional collaboration between Pinellas County Economic Development, the Tampa Bay Economic Development Council, and the Pasco Economic Development Council (Pasco EDC).

“This new route is expected to have a \$154 million economic impact to the Tampa Bay region,” said Bill Cronin, President and CEO, Pasco Economic Development Council. “It’s important we raise awareness about the route providing an ease of connectivity between both destinations and also promote it amongst the Tampa Bay and UK business communities so we can continue to create more FDI activity and increase the economic impact.”

Global Tampa Bay brought a delegation of 30 business leaders, stakeholders, and elected officials, including Pinellas County Commission Chair Janet Long, Pasco County Commission Chair Jack Mariano, Pasco County Commissioner Kathryn Starkey, Hillsborough County Commissioner Gwen Myers, City of Tampa Mayor Jane Castor, City of St. Petersburg Mayor Ken Welch, and City of Clearwater Mayor Brian Aungst, Sr. on this mission to learn more about the United Kingdom as a potential market and to hear about business opportunities for the Tampa Bay region.

The delegates were first provided with an economic overview of the UK with JPMorgan Chase. Then they attended meetings with Enterprise Florida’s International Director, the British American Business (BAB) Organization hosted by Ogletree Deakins, and the London Tech Bridges, a collaboration between the U.S. Navy and the British Royal Navy to foster innovation between the two countries.

The group also participated in a case study discussion with site selection consultants from KPMG to

evaluate the strengths the Tampa Bay region offers FDI projects. The trip ended with a luncheon hosted by Rooster, the marketing firm that represents Visit St. Pete Clearwater and Visit Florida in the UK,

Ireland and Scandinavia. Rooster shared the upcoming tourism trends they predict for Tampa Bay.

“Overall, the FDI mission to London was considered an overwhelming success based on the feedback we’ve received from our delegates,” said Dr. Cynthia Johnson, Director, Pinellas County Economic

Development. “The contacts we made and the relationships that were developed have the potential to serve the Tampa Bay region well as we continue to attract companies, build relationships, and market the Tampa Bay region as a global business destination.”

While the delegation met with business representatives and officials, leaders from Pinellas County Economic Development, Tampa Bay EDC, and Pasco EDC met with eight London-based companies that have expressed interest in expanding to the United States.

“Collectively, our economic development teams made an excellent case for the Tampa Bay region as the best landing place for these FDI projects,” said Craig Richard, president and CEO, Tampa Bay Economic Development Council. “We’ll continue to pursue these leads over the next few months as the

opportunities continue to develop.”

The Tampa Bay area has seen an uptick in FDI projects over the last couple of years, particularly from UK companies in the Financial and Professional Services and Information Technology sectors. Last year, sales and marketing firm Clarify established its U.S. operations in Tampa, and this year, Strive Sales, a talent hiring firm focused in the software sales industry, opened its first international office in Tampa, while Fusion5, a technology brand, originally from the United Kingdom, is expanding its reach by setting up an assembly line in Pasco County.

Global Tampa Bay also joined the British American Business (BAB) Organization in an effort to pave the way for future collaboration between Tampa Bay and UK partners and companies. The new partnership will serve to better promote both FDI into the Tampa Bay region and to encourage trade between British and Tampa Bay businesses.

#### **About Global Tampa Bay**

Global Tampa Bay is a regional collaboration between the Tampa Bay Economic Development Council, Pinellas County Economic Development, and the Pasco Economic Development Council to increase international business opportunities for companies within the region and to market the region globally as a top business destination. At Global Tampa Bay, we proudly work together with our regional economic partners such as the Tampa International Airport and Port Tampa Bay as well as various Federal, State and local entities to deliver an integrated international strategy. To learn more, visit [globaltampabay.com](http://globaltampabay.com).