

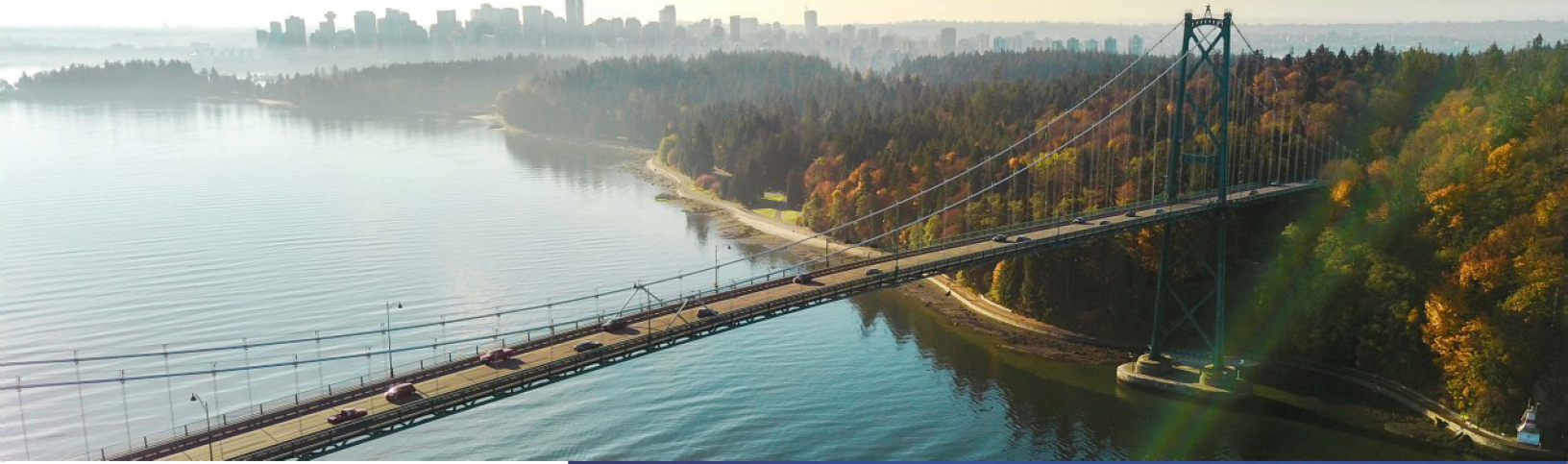
VANCOUVER, BC

EXPORT SALES MISSION
September 9-12, 2024

Western Canada



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 Vancouver, BC, Canada from September 9 to 12, 2024.

We look forward to strengthening Tampa Bay's ties to this strategic Western Canada market. Since the enactment of NAFTA in 1994, now renamed the USMCA, Canada and the United States have seen a boom in cross-border trade. With the two nations' economies becoming ever more closely integrated, a sizeable portion of this trade is conducted among affiliates of the same company on different sides of the international border.

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

Sincerely,

Craig J. Richard
President and CEO
Tampa Bay Economic
Development Council

Dr. Cynthia Johnson
Director
Pinellas County Economic
Development

Bill Cronin
President and CEO
Pasco Economic Development Council

**TOP 5 REASONS WHY TAMPA BAY
COMPANIES SHOULD CONSIDER
EXPORTING TO VANCOUVER:**

- Since the enactment of NAFTA in 1994, now renamed the USMCA, Canada and the United States have seen a boom in cross-border trade.
- Canadian imports from Florida were \$5.3 billion in 2022, making it Florida's 2nd largest export market.
- Canadian imports from Florida have grown by 46.9% over the past five years, and today Canada ranks second, only behind Brazil as the world's largest market for goods "made in Florida."
- Canada is the destination for 7.8% of all Florida-origin exports.
- Florida-headquartered companies in a variety of industry sectors have operations in Canada.





Leading Sectors for US Exports & Investments

- Aerospace and Defense
- Food and Beverage Products
- Automotive
- Defense Equipment
- Information and Communications Technology (ICT)
- Yachts & Other Vessels
- Life Sciences
- Medical Devices
- Energy

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

MISSION ITINERARY ²

Monday, September 9

- Afternoon arrival in Vancouver and transfer to hotel for check-in
- Welcome Reception

Tuesday, September 10

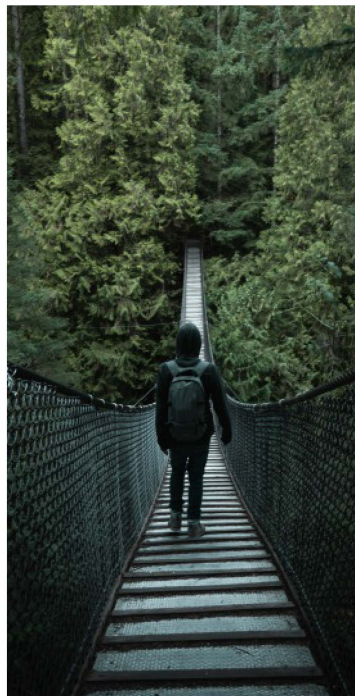
- Breakfast Country Commercial Briefing
- One on one Gold Key Meetings
- Delegate Track with World Trade Center Vancouver and Tourism Officials

Wednesday, September 11

- Remaining Gold Key meetings
- Delegate Track
- Business event with U.S. Embassy representatives and World Trade Center Vancouver

Thursday, September 12

- 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 from the U.S. Commercial Service understand your requirements.

STEP 3

Sector specialists 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

Travel to Vancouver to meet your potential buyers or distributors.

STEP 6

Complete the sales mission participant report and survey.

² Subject to change

MISSION COSTS AND REGISTRATION

TRADE/GOLD KEY PACKAGE

Primary Company Representative **\$1,450**
Additional Representatives **\$725** 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**
- Country briefing by U.S. Commercial Service and World Trade Center Vancouver
- 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 based on requirements or use ride share.

Gold Key Service*: The U.S. Commercial Service will schedule one-on-one appointments with pre-screened Vancouver 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.

FOR MORE INFORMATION OR TO REGISTER, PLEASE CONTACT:

GetStarted@GlobalTampaBay.com

*A limited number of spots are available.

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

REGISTRATION DEADLINES:

Trade/Gold Key Package: June 17, 2024

Delegate Package: June 17, 2024

DELEGATE PACKAGE

Each Delegate **\$950**

SPONSORSHIP OPPORTUNITIES AVAILABLE

PACKAGE INCLUDES:

- Country Briefing by U.S. Commercial Service & World Trade Center Vancouver
- 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

Hyatt Regency Vancouver
655 Burrard Street
Vancouver, BC, V6C2R7, CA

\$429 CAD per night

*Includes WiFi in guest rooms and meeting space; Complimentary Box handling – shipping, receiving and storage.

Mission Flight: Air Canada - TPA/DEN/YVR

- Departs Tampa 9/9 at 8:15 AM
- Arrives Vancouver 9/9 at 2:09 PM
- Departs Vancouver 9/12 at 8:35 AM
- Arriving Tampa 9/12 at 7:15 PM

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