



# On the Economic Scene



A weekly economic development briefing from the Volusia County Department of Economic Development

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ONLINE VERSION AT [FLORIDABUSINESS.ORG](http://FLORIDABUSINESS.ORG)

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## MARTIN LUTHER KING DAY – CELEBRATING DIVERSITY

**DAYTONA BEACH INTERNATIONAL AIRPORT TRAFFIC INCREASES 4 PERCENT IN DECEMBER** -- Passenger traffic at Daytona Beach International Airport increased 4 percent in December compared with December, 2013. During December, 47,461 passengers traveled through the county-operated airport compared with 45,535 last December. For the 12 months ending December 31, the airport recorded 629,843 passengers, a 4 percent increase over 2013, and the highest level of annual passenger traffic since 2007.

**WEBINAR FOCUSES ON LATIN AMERICA AUTOMOTIVE OPPORTUNITIES** -- The U.S. Department of Commerce's Global Automotive Team will present a webinar on the automotive opportunities in Peru, Colombia, and Panama. The webinar will cover how companies can be successful in these markets; financing programs; and products and services. For information go to: [emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=5Q2Y](http://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=5Q2Y).

**SURVEY: MILLENNIALS TECH SAVVY, BRAND AWARE** -- Millennials, those between 18 and 33, are tech-savvy shoppers who spend an estimated \$600 billion a year. Adroit Digital conducted a survey of how millennials view brand names. For the survey go to: [learn.adroitdigital.com/Millennials\\_LandingPageHomePage.html](http://learn.adroitdigital.com/Millennials_LandingPageHomePage.html).

**CEBIT 2015, THE SHOWCASE IN THE DIGITAL WORLD** -- Enterprise Florida will lead a delegation to CeBIT 2015, the world's top event in the digital world. The show, March 16-20 in Hannover, Germany, will showcase the latest trends for all sectors of the industry. More than 4,000 exhibitors from 70 countries participated at CeBIT 2014, with trade professionals accounting for 90 percent of the attendees. The outcome? Deals worth some 25 billion euros. For information call Leigh Shapleigh at Volusia County Economic Development at 386-248-8048 or email [lshapleigh@volusia.org](mailto:lshapleigh@volusia.org).

**SEMINAR TO COVER BUSINESS PLANS** -- The local SCORE chapter will present a free seminar on developing a business plan. The session will be January 29 from 6 - 8 p.m. at the UCF Business Incubator at Daytona Beach International Airport. For reservations go to: [score87.org](http://score87.org) or call 386-255-6889.

**NEED MORE TIME? EXTRA SECOND COMING JUNE 30** -- A leap second is defined in Wikipedia as a one-second adjustment that occasionally is applied to Coordinated Universal Time to keep its time of day close to the mean solar time. Without a correction, time reckoned by the earth's rotation drifts away from atomic time because of irregularities in the earth's rate of rotation. Leap seconds have been added 25 times since this system of correction was implemented in 1972. The next leap second is planned for June 30. For information go to: [timeanddate.com/time/leapseconds.html](http://timeanddate.com/time/leapseconds.html).

**APPLICATIONS BEING TAKEN FOR MISSION TO CHINA** -- The U.S. Commerce Department will lead a delegation to China of senior business executives from 20-25 U.S. firms representing smart cities and smart growth. The mission, April 12-17, will visit Beijing and Guangzhou. Businesses interested in participating should complete an online application at: [export.gov/ChinaMission2015](http://export.gov/ChinaMission2015). For information call 202-482-1360 or email [BusinessLiaison@doc.gov](mailto:BusinessLiaison@doc.gov). The deadline to apply is January 23.

**ENTERPRISE FLORIDA HIGHLIGHTS HIGH WAGE MANUFACTURING** -- [EnterpriseFlorida.com](http://EnterpriseFlorida.com) has listed the average wage levels of Florida's top 20 manufacturing industry segments. Topping the list is the communications equipment segment with an average wage of \$92,067. For the list go to: [enterpriseFlorida.com/industries/manufacturing/](http://enterpriseFlorida.com/industries/manufacturing/).

**DAYTONA STATE OFFERING CLASSES IN MICROSOFT EXCEL 2010** -- Daytona State College is offering classes in Excel 2010 Basic. Classes are January 29 and February 5 at the main campus. For information call 386-506-4224 or email [parkerj@daytonastate.edu](mailto:parkerj@daytonastate.edu).

**NEWS ITEMS WANTED!** -- Please send your business news items to Dave Byron, Volusia County Community Services Department Director, at [dbyron@volusia.org](mailto:dbyron@volusia.org). If you wish to be removed from this weekly broadcast, please let us know.