



On the Economic Scene



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

January 12, 2015

ONLINE VERSION AT FLORIDABUSINESS.ORG

WEBINARS FOCUS ON EXPORT OPPORTUNITIES IN CENTRAL AMERICA -- A three-part webinar series on Central America industry begins January 14. The series will provide information to new and experienced U.S. exporters on business opportunities in Central America's growing industrial sectors of safety and security; food processing and packaging equipment; and automotive parts and equipment. The session will cover best prospects, market entry, free trade agreements, and marketing strategies. The series also will prepare participating U.S. companies for a successful experience during the upcoming trade mission to Central America in conjunction with the Trade Americas – Opportunities in Central America conference June 21-26. For information email Leigh Shapleigh at Volusia County Economic Development at lshapleigh@volusia.org.

TAXWATCH: FLORIDA ECONOMY TO OUTPACE NATION IN 2015 -- Florida TaxWatch, the state's nonpartisan, nonprofit public policy research institute and government watchdog, expects another year of economic growth and recovery, according to the 2015 Economic Preview. The independent analysis reports that Florida's economy will grow faster than the nation and employment again is expected to outpace the nation. For information, go online to: floridataxwatch.org.

EMBRY-RIDDLE SPEAKERS SERIES BEGINS WITH PULITZER PRIZE AUTHOR -- The spring Embry-Riddle President's Speakers Series begins January 20 at the Daytona Beach campus with a presentation by Pulitzer-prize winning author Dr. Charles Krauthammer who will review the recent elections and discuss the prospects for the 2016 presidential election. The series continues February 11 with Jennifer Granholm, former Michigan governor who worked to diversify that state's economy. Dr. Ben Carson will be on campus March 2 following a successful career at Johns Hopkins University Hospital. For information about the series and future scheduled speakers go to: embryriddle.edu.

THE INTERNET OF THINGS (IOT) -- From smart phones to smart homes to smart industries, the global economy is responding to intense demands for people and things to be connected anytime, anyplace, with anything. Internet-enabled devices such as personal computers, cell phones and other smart devices no longer are counted in millions but in billions. Twenty-first century machine-to-machine communication is a growing reality in the world of commerce as machines not only do things but also perceive and respond. As computers connect to objects, international researchers continue to work on the Internet of Things (IoT) addressing hardware, software, sensor networks, protocols and languages. For a glimpse of the international activity on global standards go to: itu.int/en/ITU-T/gsi/iot/Pages/default.aspx.

WORKSHOP ON HOW TO START A BUSINESS -- The local SCORE chapter and the Volusia County/UCF business incubator at Daytona Beach International Airport are offering a free workshop on starting a business. The workshop is for new entrepreneurs or those considering starting a small business. Topics to be covered include starting a business plan; marketing; checking financial viability; tracking income and expenses; picking a legal structure; and financing. The session will be January 22 from 6 - 8 p.m. at the UCF Business Incubator, Daytona Beach International Airport. To register go to: score87.org or call 386-255-6889.

POSTAL SERVICE SETS DELIVERY RECORD -- The U.S. Postal Service (USPS) set a record December 22 by delivering 28 million packages, the most it has delivered in a single day. That was in addition to about 463 million pieces of mail delivered the same day. Overall in December, the USPS delivered 524 million packages, 18 percent more than December 2013. The postal service expects heavy volume through January as consumers return holiday gifts to retailers.

DEMAND FOR GREEN BUILDING IS UP IN FLORIDA -- The demand for green building in residential and commercial markets is high right now. Competition is seen as increasing among groups that want to certify projects as officially 'green' using LEED certification, the Green Building Initiative or Green Globes.

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