



On the Economic \$cene



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

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ONLINE VERSION AT FLORIDABUSINESS.ORG

MEDICAL FAIR ASIA -- Medical Fair Asia is Southeast Asia's definitive event for the medical and healthcare industry. This August trade show in Singapore is well positioned to be the No.1 procurement stage for industry professionals to experience new and innovative technologies, solutions, products and services. Participation of 1,000 exhibitors from 45 countries and 20 national pavilion and country groups is anticipated with an expected attendance of 15,000 qualified trade buyers and decision makers from across Asia. Enterprise Florida Inc. has secured space and individual exhibit booths that are being offered for Florida companies within the USA Pavilion. Trade grants are available to help offset exhibition costs at the show. To learn more call Leigh Shapleigh or Virgil Kimball with Volusia County's Economic Development Division at 386-248-8048.

ACADEMY OF FINANCE -- This academy at Spruce Creek High School prepares students with the analytical, mathematical and verbal skills needed for careers in finance. In this National Career Academy and Jumpstart Coalition program, students are trained for careers in banking, financial planning, accounting and money management through a rigorous curriculum and internships in the local financial community. Students also have the opportunity to work at the student-run school branch of Launch Federal Credit Union. Students in the academy are required to dress in business casual or professional attire once a week and participate in two annual fundraisers. For more information contact Academy Director Leesa Holloway at lfhollow@volusia.k12.fl.us.

EXPORT FINANCE ASSISTANCE -- Financial assistance is the primary service offered by the Florida Export Finance Corp. (FEFC). This form of trade financing program is designed to assist the state's smaller exporters by giving them improved access to affordable working capital. FEFC is also a member of the city/state program for EXIM Bank and SBA, providing access to export assistance programs and services including export working capital guarantees and other loan, insurance and guarantee programs. For more information contact Tony Lasi at 786-845-0400 or tony.fefc@gate.net.

FLORIDA JOBS -- Florida's private employers added 17,900 jobs in January — an increase of 3,900 jobs compared to the same month a year ago, according to ADP's regional employment report. Visit <http://www.sun-sentinel.com/business/careers/fl-adp-january-jobs-2016-20160210-story.html> for more information.

TAX SEASON IS HERE -- Not all tax return preparers have the same level of skills, education and expertise. Before choosing a tax professional, check their credentials and qualifications with the IRS. The IRS research tool is quick and free and can be accessed at <http://irs.treasury.gov/rpo/rpo.jsf>.

COLLEGE GRADS INFORMATION -- Job market metrics are available online using a new resource tool from the New York Federal Reserve. The tool provides interactive charts on job market metrics including trends in unemployment rates, underemployment rates and wages. It also has a table of labor market outcomes by college major. For more information visit www.newyorkfed.org/research/college-labor-market/index.

TOP BRANDS -- Brand Finance--which ranks brand strength based on familiarity, promotion, loyalty and marketing investment--has ranked Disney as the world's most powerful brand. Lego fell to the No. 2 spot, followed by L'Oreal, PwC, McKinsey & Co, Nike, Johnson and Johnson, Coca-Cola, NBC and Google. Brand Finance also ranks the world's most valuable brands; Apple, Google and Samsung top that list for 2016. See the entire list at www.brandfinance.com/images/upload/brand_finance_global_500_2016_for_website.pdf.

NEWS ITEMS WANTED! -- Please send your business news items to Joanne Magley, Volusia County Information Director, at jmagley@volusia.org. If you wish to be removed from this weekly broadcast, please let us know.