



On the Economic Scene



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

June 28, 2016

ONLINE VERSION AT FLORIDABUSINESS.ORG

MEDICAL FAIR ASIA 2016 -- Enterprise Florida has secured space at the 2016 Medical Fair Asia Aug. 31 to Sept. 2. In addition, individual booths are available for Florida companies to exhibit within the USA Pavilion. Space is limited and will be sold on a first-come, first-served basis. Target Sector Trade Grants are available for qualifying Florida companies. For more information, visit <http://enterprisefla.wpengine.com/tradegrants> or contact Michael Schiffhauer at 407-956-5634 or mschiffhauer@enterpriseflorida.com.

HOW TO USE VIDEO MARKETING TO ATTRACT NEW CUSTOMERS -- SCORE will present workshop from 6 to 8 p.m. Thursday, June 30, at Daytona State College. The workshop is for anyone thinking about starting a business or who is already in business and wants to improve their marketing opportunities through video marketing. Reservations are required and can be made at www.score87.org or by calling 386-255-6889.

MAF AWARDS -- Nominations are open for Manufacturer Association of Florida's Business of the Year awards. Any person or entity can nominate a company in Florida for these awards, and self-nominations are welcomed. Deadline for nominations is July 29; Aug. 5 is the deadline for nominated companies to return their questionnaire. The awards dinner will be Wednesday, Nov. 16, in Gainesville. To learn more and to nominate a local manufacturing company, visit <http://www.mafmfg.com/manufacturer-of-the-year>.

HOW TO START YOUR OWN BUSINESS IN FLORIDA -- SCORE will present a workshop from 6 to 8 p.m. Thursday, July 7, at Daytona State College to help kick-start businesses. Topics include an overview of legal structures, financial viability, marketing, pricing and business plans. Reservations are required and can be made at www.score87.org or by calling 386-255-6889.

EXPORTS -- Enterprise Florida has released Florida's 2014 Metropolitan Statistical Areas (MSAs) Exports to the World report. The report states that exports from United States MSAs reached \$1.4 trillion, a 3 percent increase over 2013. Of those U.S. MSAs, 161 metropolitan areas, including seven Florida MSAs, exported more than \$1 billion in merchandise to the world. In 2014, 22 Florida MSAs accounted for \$57.8 billion in exports, or 4 percent of all U.S. MSA exports. Exports from the Deltona-Daytona Beach-Ormond Beach MSA in 2014 totaled \$407,168,230, ranking 10th in the state-- a 7 percent increase over 2013. To review the report, visit www.floridabusiness.org and click on "data and key reports."

COLLEGE GRADS -- Students graduating from college this spring are entering the healthiest job market since the recession, according to the National Association of Colleges and Employers, an organization that tracks college hiring. U.S. employers expect to hire 5.2 percent more recent graduates this year than in 2015. This year's graduates will leave campus with an average of \$28,950 of student debt, according to the latest figures from the Institute for College Access and Success, an independent nonprofit research organization. The institute found that from 2004 to 2014 the average debt at graduation rose at more than twice the rate of inflation.

MEXICO INTERNATIONAL SALES -- As a neighboring country and member of the North American Free Trade Agreement (NAFTA), Mexico is a natural market for U.S. exporters. It is literally right next door and has well-developed supply chains. Even better, NAFTA has eliminated most tariffs. Other advantages include reduced paperwork for exporting to Mexico and increased demand for U.S. goods and services. Mexico's size and diversity are often under-appreciated by U.S. exporters, and that is where the U.S. Commercial Service can play an important role. Trade specialists will work one-on-one with businesses to promote products to qualified buyers, connect them with the best distributors, and target the best areas of the country. For more market research on Mexico, visit <http://apps.export.gov/article?id=Mexico-Market-Opportunities>.

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