



August 20, 2018

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

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**INTERNATIONAL TRADE EXPORT OPPORTUNITIES IN INDIA** – According to the U.S. Commercial Service, India is the seventh largest economic market with 17.5 percent of the world's population. It is a growing market with expanding opportunities across multiple sectors. India's aviation market is reportedly the ninth largest in the world at \$16 billion, and the government of India is advancing \$110 billion in civil aviation expansion and modernization projects through 2020. In addition, the Indian health care industry is expected to reach \$280 billion by 2020 and imports to the country constitute 50 percent of the market for diagnostic kits, reagents, hand-held diagnostic equipment, and simulation for operating rooms. Hand-held/portable diagnostic equipment is a fast-growing segment since India has around 45 million diabetics, a number that is expected to swell to 70 million by 2025. To learn how the U.S. Commercial Service can help your firm capture some of this revenue through exporting, contact Virgil Kimball at [Vkimball@volusia.org](mailto:Vkimball@volusia.org) or 386-248-8048.

**ACADEMY OF PUBLIC SERVICE PROFESSIONS AND CAREERS** – The academy at Mainland High School focuses on preparing students for public service through various professional careers such as firefighting, law enforcement, education, fish and wildlife, and the military. The academy's Military Division features the Air Force JROTC program. Opportunities exist for dual enrollment and vocational certifications. For more information, contact Career Academy Facilitator Suzanne Gibson at [sgibson@volusia.k12.fl.us](mailto:sgibson@volusia.k12.fl.us).

**THE LATEST FROM FLORIDABUSINESS.ORG** – Volusia County has been experiencing significant improvement and growth across a wide range of economic measures. Employment in Volusia County has grown over 17 percent since 2010, an increase of more than 36,000 jobs, and our 2018 year-to-date average unemployment rate of 3.9 percent is the lowest since 2007. In addition, for the 12 months ending June 2018, new residential building permit issuances have averaged 186 permits a month, along with an average of \$41.5 million a month in issued "ground up," new commercial building permits. This and other countywide updated economic indicator data is always available on your PC or mobile device under the data tab at [www.floridabusiness.org](http://www.floridabusiness.org), the website of the Volusia County Division of Economic Development. If you have questions, contact Brad Harris at [rbharris@volusia.org](mailto:rbharris@volusia.org).

**CODE RED EMERGENCY NOTIFICATIONS** – Did you know you can be notified by your local emergency response team in the event of emergency situations or critical community alerts? Examples include evacuation notices, bioterrorism alerts, boil water notices and missing child reports. If you have a cellphone, unlisted landline, or voice-over-IP number, register at <https://tinyurl.com/yavf2p7h> and click on the Code Red Weather Warning logo. Call Volusia County Emergency Management at [386-258-4088](tel:386-258-4088) for more information.

**TOKYO AEROSPACE EXHIBITION** – Florida aviation and aerospace companies are invited by Enterprise Florida, the Consulate of Japan, and the Florida Delegation of the Southeast U.S./Japan Association to participate in the Japan International Aerospace Exhibition 2018 from Nov. 28-30, 2018 in Tokyo. Japan is Asia's largest aerospace industrial market. The exhibition is expected to attract approximately 20,000 participants representing a diverse range of aerospace-related businesses. Target Sector Trade Show Grants are available to help offset exhibition costs. Contact Virgil Kimball at [Vkimball@volusia.org](mailto:Vkimball@volusia.org).

**FREE WEBINAR ON THE FOREIGN CORRUPT PRACTICES ACT** – The Foreign Corrupt Practices Act of 1977 was enacted to make it unlawful for certain classes of persons and entities to make payments to foreign government officials to assist in obtaining or retaining business. With the enactment of certain amendments in 1998, the anti-bribery provisions of the FCPA also apply to foreign firms and persons who cause, directly or through agents, an act in furtherance of such a corrupt payment to take place within the United States. Local firms can learn how the FCPA affects doing business in the Caribbean by joining a U.S. Commercial Service webinar at 11 a.m. Wednesday, Aug. 22. For details, contact Commercial Specialist Javier Suarez at [809-368-7278](tel:809-368-7278).

**SBDC PRESENTS THE BASICS OF BRANDING** – Whether you realize it or not, your brand identity determines everything you do in your business. Having a clearly defined brand that you are committed to drives everything from your marketing and advertising efforts to your value proposition and marketplace positioning. The SBDC will offer a free branding workshop from 9 to 11 a.m. Thursday, Aug. 30, at Daytona State College to address exactly what branding is and why it is so important. Attendees will take part in exercises to help them understand what their brand currently is, what they want it to be, and how to get there. Call [386-506-4723](tel:386-506-4723) to register.

**STATE RELEASES ECONOMIC DEVELOPMENT STRATEGIC PLAN** – The Florida Department of Economic Opportunity (DEO) has released its five-year strategic plan for economic development. The plan is a product of months of collaborative work with local, regional and statewide economic and workforce development entities. The new plan highlights Florida's economic accomplishments that have yielded nation-leading economic success. The updated strategy is organized under the now familiar "six pillars" framework used in the Florida Chamber Foundation's 2030 Project, which supports our state's common economic vision for vibrant, globally competitive and prosperous communities. Read or download the DEO Strategic Plan at <https://tinyurl.com/y7klmf8e>.

**NEWS ITEMS WANTED!** – Please send your business news items to Joanne Magley, Volusia County Community Information director, at [jmagley@volusia.org](mailto:jmagley@volusia.org). If you wish to be removed from this weekly broadcast, please let us know.