

By the Committee on Commerce and Economic Opportunities and
Senators Harris and Klein

310-493-98

1 A bill to be entitled
2 An act relating to international economic
3 development; requiring Enterprise Florida,
4 Inc., to develop a master plan for integrating
5 international trade and reverse investment
6 resources; prescribing procedures, content, and
7 a submission deadline related to such plan;
8 requiring Enterprise Florida, Inc., in
9 conjunction with the Office of Tourism, Trade,
10 and Economic Development, to prepare a plan to
11 promote foreign direct investment in Florida;
12 prescribing procedures, content, and a
13 submission deadline related to such plan;
14 requiring Enterprise Florida, Inc., to develop
15 a strategic plan that will allow Florida to
16 capitalize on the economic opportunities
17 associated with a post-embargo Cuba; amending
18 s. 288.012, F.S., relating to State of Florida
19 foreign offices; directing each office to
20 report annually to the Office of Tourism,
21 Trade, and Economic Development on activities
22 and accomplishments; prescribing the contents
23 of such reports; providing an effective date.

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25 Be It Enacted by the Legislature of the State of Florida:

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27 Section 1. Enterprise Florida, Inc., shall develop a
28 master plan for integrating public-sector and private-sector
29 international-trade and reverse-investment resources, in order
30 that businesses may obtain comprehensive assistance and
31 information in the most productive and efficient manner. The

1 scope of this plan shall include, but need not be limited to,
2 resources related to the provision of trade information, such
3 as trade leads and reverse investment opportunities; trade
4 counseling; and trade financing services. In developing the
5 master plan, Enterprise Florida, Inc., shall solicit the
6 participation and input of organizations providing these
7 resources, the consumers of these resources, and others who
8 have expertise and experience in international trade and
9 reverse investment. The master plan may include
10 recommendations for legislative action designed to enhance the
11 delivery of international-trade and reverse-investment
12 assistance. The master plan, which Enterprise Florida, Inc.,
13 may include within the annual update or modification to the
14 strategic plan required under section 288.905, Florida
15 Statutes, must be submitted to the Legislature and the
16 Governor before January 1, 1999.

17 Section 2. Enterprise Florida, Inc., in conjunction
18 with the Office of Tourism, Trade, and Economic Development,
19 shall prepare a plan for promoting direct investment in
20 Florida by foreign businesses. This plan must assess and
21 inventory Florida's strengths as a location for foreign direct
22 investment and must include a detailed strategy for
23 capitalizing upon those strengths. In developing the plan,
24 Enterprise Florida, Inc., shall focus on businesses with
25 site-election criteria that are consistent with Florida's
26 business climate, businesses likely to facilitate the
27 transshipment of goods through Florida or to export
28 Florida-produced goods from the state, and businesses that
29 complement or correspond to those industries identified as
30 part of the sector-strategy approach to economic development
31 required under section 288.905, Florida Statutes. The plan

1 must also identify weaknesses in Florida's ability to attract
2 foreign direct investment and must include a detailed strategy
3 for addressing those weaknesses. The plan may include
4 recommendations for legislative action designed to enhance
5 Florida's ability to attract foreign direct investment. In
6 developing the plan, Enterprise Florida, Inc., shall solicit
7 the participation and input of entities that have expertise
8 and experience in foreign direct investment. The plan, which
9 Enterprise Florida, Inc., may include within the annual update
10 or modification to the strategic plan required under section
11 288.905, Florida Statutes, must be submitted to the
12 Legislature and the Governor before January 1, 1999.

13 Section 3. In anticipation of the day that the people
14 of Cuba are no longer denied the inalienable rights and
15 freedom that all men and women should be guaranteed,
16 Enterprise Florida, Inc., shall prepare a strategic plan
17 designed to allow Florida to capitalize on the economic
18 opportunities associated with a free Cuba. The plan should
19 recognize the historical and cultural ties between this state
20 and Cuba and should focus on building a long-term economic
21 relationship between these communities. The plan should also
22 recognize existing economic infrastructure in Florida that
23 could be applied toward trade and other business activities
24 with Cuba. The plan should identify specific preparatory steps
25 to be taken in advance of a lifting of the trade embargo with
26 Cuba. In developing this plan, Enterprise Florida, Inc., shall
27 solicit the participation and input of individuals who have
28 expertise on Cuba and its economy, including, but not limited
29 to, business leaders in Florida who have had previous business
30 experience in Cuba. The plan may include recommendations for
31 legislative action necessary to implement the strategic plan.

1 The plan must be submitted to the Governor and Legislature
2 before January 1, 1999.

3 Section 4. Present subsections (3), (4), and (5) of
4 section 288.012, Florida Statutes, are redesignated as
5 subsections (4), (5), and (6), respectively, and a new
6 subsection (3) is added to that section to read:

7 288.012 State of Florida foreign offices.--The
8 Legislature finds that the expansion of international trade
9 and tourism is vital to the overall health and growth of the
10 economy of this state. This expansion is hampered by the lack
11 of technical and business assistance, financial assistance,
12 and information services for businesses in this state. The
13 Legislature finds that these businesses could be assisted by
14 providing these services at State of Florida foreign offices.
15 The Legislature further finds that the accessibility and
16 provision of services at these offices can be enhanced through
17 cooperative agreements or strategic alliances between state
18 entities, local entities, foreign entities, and private
19 businesses.

20 (3) By October 1 of each year, each foreign office
21 shall submit to the Office of Tourism, Trade, and Economic
22 Development a complete and detailed report on its activities
23 and accomplishments during the preceding fiscal year. In a
24 format provided by Enterprise Florida, Inc., the report must
25 set forth information on:

26 (a) The number of Florida companies assisted.

27 (b) The number of inquiries received about investment
28 opportunities in this state.

29 (c) The number of trade leads generated.

30 (d) The number of investment projects announced.

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- 1 (e) The estimated U.S. dollar value of sales
2 confirmations.
3 (f) The number of representation agreements.
4 (g) The number of company consultations.
5 (h) Barriers or other issues affecting the effective
6 operation of the office.
7 (i) Changes in office operations which are planned for
8 the current fiscal year.
9 (j) Marketing activities conducted.
10 (k) Strategic alliances formed with organizations in
11 the country in which the office is located.
12 (l) Activities conducted with other Florida foreign
13 offices.
14 (m) Any other information that the office believes
15 would contribute to an understanding of its activities.

16 Section 5. This act shall take effect upon becoming a
17 law.

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20 SENATE SUMMARY

21 Requires Enterprise Florida, Inc., to develop a master
22 plan for integrating international-trade and
23 reverse-investment resources. Prescribes procedures,
24 content, and a submission deadline related to the plan.
25 Requires Enterprise Florida, Inc., in conjunction with
26 the Office of Tourism, Trade, and Economic Development,
27 to prepare a plan to promote foreign direct investment in
28 Florida. Prescribes procedures, content, and a submission
29 deadline related to the plan. Requires Enterprise
30 Florida, Inc., to develop a strategic plan that will
31 allow Florida to capitalize on the economic opportunities
associated with a post-embargo Cuba. Directs each State
of Florida foreign office to report annually to the
Office of Tourism, Trade, and Economic Development on the
foreign office's activities and accomplishments.
Prescribes the contents of such reports.