

By the Committee on Commerce and Economic Opportunities; and  
Senator Hargrett

310-2029-00

1                                   A bill to be entitled  
2           An act relating to international trade;  
3           providing for the establishment of the  
4           Florida-Africa Market Expansion Program by  
5           Enterprise Florida, Inc., contingent upon a  
6           specific appropriation; providing the purpose  
7           of the program; describing program components;  
8           providing responsibilities for Enterprise  
9           Florida, Inc.; providing for the establishment  
10          of the Florida-Caribbean Basin Trade Initiative  
11          by the Seaport Employment Training Grant  
12          Program contingent upon a specific  
13          appropriation; providing purpose of the  
14          initiative; providing responsibilities of the  
15          Seaport Employment Training Grant Program;  
16          providing for a performance-based contract with  
17          the Office of Tourism, Trade, and Economic  
18          Development; providing an effective date.

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

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22           Section 1. Florida-Africa Market Expansion Program.--  
23           (1) Contingent upon a specific appropriation, there is  
24           created within Enterprise Florida, Inc., the Florida-Africa  
25           Market Expansion Program to enhance the Florida economy by  
26           increasing international trade between Florida and the nations  
27           of Africa. This initiative shall be a multi-level market  
28           expansion program designed to expand trade and business  
29           opportunities between Florida and Africa, containing, but not  
30           limited to, the following components:

1           (a) The establishment and maintenance of a strategic  
2 alliance between Enterprise Florida, Inc., and the United  
3 States Agency for International Development which will focus  
4 on identifying and qualifying business opportunities in  
5 sub-Saharan Africa through the United States Agency for  
6 International Development's 12 African offices, and matching  
7 those leads with Florida companies.

8           (b) A team Florida mission, which the Governor of  
9 Florida will be invited to lead, to South Africa in the winter  
10 of Fiscal Year 2000-2001.

11           (c) The establishment of a certified trade events  
12 program to provide financial and technical support for  
13 business development initiatives targeting Africa, organized  
14 by qualified economic development organizations in Florida.  
15 Priority shall be given to qualified not-for-profit minority  
16 organizations.

17           (d) Support for local business-development programs  
18 that provide business information on Africa and promote  
19 bilateral business opportunities.

20           (e) Provision of export counseling services for  
21 Florida businesses through Enterprise Florida's seven state  
22 field offices and staff located in Miami.

23           (f) Establishment of Florida international  
24 representation in South Africa for the purpose of dramatically  
25 expanding business and cultural and infrastructure ties  
26 between Florida and Africa, as well as promoting Florida's  
27 advantages in Africa.

28           (2) Enterprise Florida, Inc., shall coordinate with  
29 appropriate organizations and educational institutions in  
30 executing this market-expansion program to maximize the  
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1 resources and information services for the expansion of trade  
2 between Florida and the nations of Africa.

3 (3)(a) As part of the annual report required under  
4 section 288.906, Florida Statutes, Enterprise Florida, Inc.,  
5 shall provide detailed information concerning activities and  
6 accomplishments under this program, including, but not limited  
7 to, information concerning:

8 1. The number of businesses, categorized by size,  
9 participating in the program;

10 2. The number of minority-owned businesses  
11 participating in the program;

12 3. The increase in the value of Florida exports to  
13 African nations attributable to the program; and

14 4. The increase in foreign direct investment in  
15 Florida by African businesses attributable to the program.

16 (b) The report shall include recommendations  
17 concerning continuation of the program and any changes for  
18 enhancing the program.

19 Section 2. Florida-Caribbean Basin Trade Initiative.--

20 (1) Contingent upon a specific appropriation, the  
21 Seaport Employment Training Grant Program (STEP) shall  
22 establish and administer the Florida-Caribbean Basin Trade  
23 Initiative for the purpose of assisting small and medium-sized  
24 businesses to become involved in international activities and  
25 helping them to identify markets with product demand, identify  
26 strategic alliances in those markets, and obtain the financing  
27 to effectuate trade opportunities in the Caribbean Basin. The  
28 initiative must focus assistance to businesses located in  
29 urban communities. The initiative shall offer export  
30 readiness, assistance and referral services, internships,  
31 seminars, workshops, conferences, and e-commerce plus

1 mentoring and matchmaking services, but shall coordinate with  
2 and not duplicate those services provided by Enterprise  
3 Florida, Inc.

4 (2) To enhance initiative effectiveness and leverage  
5 resources, STEP shall coordinate initiative activities with  
6 Enterprise Florida, Inc., U.S. Export Assistance Centers,  
7 Florida Export Finance Corporation, Florida Trade Data Center,  
8 Small Business Development Centers, and any other  
9 organizations STEP deems appropriate. The coordination may  
10 encompass export assistance and referral services, export  
11 financing, job-training programs, educational programs, market  
12 research and development, market promotion, trade missions,  
13 e-commerce, and mentoring and matchmaking services relative to  
14 the expansion of trade between Florida and the Caribbean  
15 Basin. The initiative shall also form alliances with  
16 multilateral, international, and domestic funding programs  
17 from Florida, the United States, and the Caribbean Basin to  
18 coordinate systems and programs for fundamental assistance in  
19 facilitating trade and investment.

20 (3) STEP shall administer the Florida-Caribbean Basin  
21 Trade Initiative pursuant to a performance-based contract with  
22 the Office of Tourism, Trade, and Economic Development. The  
23 Office of Tourism, Trade, and Economic Development shall  
24 develop performance measures, standards, and sanctions for the  
25 initiative. Performance measures must include, but are not  
26 limited to, the number of businesses assisted; the number of  
27 urban businesses assisted; and the increase in value of  
28 exports to the Caribbean which is attributable to the  
29 initiative.

30 Section 3. This act shall take effect upon becoming  
31 law.

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STATEMENT OF SUBSTANTIAL CHANGES CONTAINED IN  
COMMITTEE SUBSTITUTE FOR  
SB 2064

This committee substitute requires Enterprise Florida, Inc., to establish the Florida-Africa Market Expansion Program. The purpose of this program is to expand trade opportunities between Florida and Africa, through the use of a strategic alliance, Team Florida Mission, a Certified Trade Events Program, support of local business development programs, export counseling, and representation in South Africa.

The committee substitute creates the Florida-Caribbean Basin Trade Initiative under the Seaport Employment Training Grant Program, rather than Enterprise Florida, Inc., the Florida Export Finance Corporation, and the Florida Seaport Transportation and Economic Development Council, to assist small and medium-sized businesses to become involved in international trade activities in the Caribbean Basin. The program must coordinate with, and not duplicate, services offered by Enterprise Florida, Inc.

The establishment of the program and initiative is contingent upon the legislative appropriation of funds.