

Save the Date!



This year's event will be held on

October 17 - 18, 2017

2017 FLORIDA INTERNATIONAL TRADE AND CULTURAL EXPO (FITCE)

[Greater Fort Lauderdale/Broward County Convention Center](#)

1950 Eisenhower Blvd., Fort Lauderdale, FL 33316 – Floridian Ballroom

This October, Broward County invites you to join us at our 3rd Annual **Florida International Trade and Cultural Expo (FITCE)**.

This year, FITCE will welcome local and international companies for a unique opportunity to engage high level government leaders, international trade experts and delegations from around the world to participate in dialogues relating to international trade, foreign direct investment and culture. FITCE 2017 expects to attract 200 international businesses, 400 local businesses, multi-cultural global trade representatives from over 35 countries and government leaders from around the globe to the Greater Fort Lauderdale/Broward County Convention Center in Fort Lauderdale, Florida.

FITCE 2017 WILL FEATURE:

- **Panel Discussions** and **Seminars** such as the ***11 Steps to Exporting – A Roadmap to your Exporting Success*** and ***How to Import***

- ***Doing Business with the World!*** – Business opportunities presented by foreign government officials, ambassadors, consuls general, trade commissioners and/or leaders of bi-national chambers of commerce representing over 35 countries
- **Speed Matchmaking with Country Representatives (NEW!)** – Meet one-on-one with governmental officials, ambassadors, consul generals, trade commissioners and/or leaders of bi-national chambers of commerce for over 35 countries
- **The World Expo** – visit & network with local and international exhibitors
- **B2B Matchmaking Services** – Service offered by the Global Trade Chamber to match your business with buyers and suppliers
- **Former Presidents Luncheon** and **Economic Engine Panel & International Trade Awards Luncheon** – organized by the Greater Fort Lauderdale Chamber of Commerce
- **Networking Cocktail Receptions / Cultural Experiences**, and much more...

WHY SHOULD I ATTEND FITCE?

- Sell your products and services to international businesses from over 35 countries worldwide!
- Meet & Greet international delegations, consulates, trade commissioners and bi-national chambers at ***Doing Business with the World!*** (World Expo).
- Learn about the ***11 Steps to Exporting, How to Import, How to Get Financing*** and more!

ABOUT FLORIDA INTERNATIONAL TRADE & CULTURAL EXPO (FITCE)

From October 17-18, Broward County and all of South Florida will welcome local and international companies for a unique opportunity to engage key leaders, experts and attendees from around the world to participate in dialogues relating to international trade, foreign direct investment, and culture. The goal of FITCE is to expand Broward County as the premier importing and exporting trading capital, while helping to establish new businesses and nurture existing businesses to spur continued growth.

Attendees will have the special opportunity to meet one-on-one with:

- Foreign & local high-level government officials

- International business delegations of buyers and sellers
- International consulates, trade commissions, bi-national chambers of commerce & foreign associations/chambers of commerce
- International experts in international trade
- Representatives from Broward County's three leading public economic engines -- Port Everglades, Fort Lauderdale-Hollywood International Airport and the Greater Fort Lauderdale Convention & Visitors Bureau -- as well as the Broward County Office of Economic and Small Business Development, the Broward County Cultural Division and the Greater Fort Lauderdale Alliance.
- Local economic development agencies, associations & chambers of commerce
- Business leaders, seasoned importers/exporters, and local businesses

It takes a global village to make an impact!

More than 35 countries will be represented at this Expo

Over the past two years, FITCE has welcomed dignitaries from around the world; including notable international guests such as:

- The Honorable Dr. Leonel Fernandez, Former President of Dominican Republic
- The Honorable Gérard LaTortue, Former President of Haiti
- The Honorable E.P. Chet Greene, Minister of Trade, Industry, Commerce and Consumer Affairs for Antigua
- The Honorable Jerry Naumoff, Minister of Foreign Direct Investment and Trade for Macedonia
- The Honorable Erwin Contreras, Minister of International and Petroleum for Belize
- The Honorable God'El Kinyoka Kabalumuma, Governor of the Province of Kwilu in the Democratic Republic of Congo
- Mr. Thomas Wong and Mr. Brett Hamsik from the U.S. Department of State, Office of Economic Policy and Summit Coordination
- The Honorable Mike Schmitz, Mayor of Dothan, Alabama

- And many more dignitaries such as ambassadors, consuls general and local elected officials

FITCE VISION:

To enhance the position of Greater Fort Lauderdale/Broward County, Florida as a center of international trade and cultural exchange, to welcome new businesses, expand global sales, collaborate and connect while providing tools and resources for those seeking to grow their business through global trade or through the strategic advantage of locating in South Florida.

THE GOALS OF FITCE ARE TO:

- Expand South Florida's position as a center for international trade
- Fuel economic growth
- Promote cultural exchange

WHAT FITCE OFFERS:

- Estimated Attendance 1500 people for the 2-day event
- Attendance Goal: 200 international and 400 local businesses seeking to establish or expand their business in South Florida and grow their business through global trade
- Access to international representatives showcasing economic opportunities in over 35 countries
- Featured cultural activities to showcase South Florida's diversity and promote cultural exchange

For more information on FITCE, please contact Paola Isaac Baraya, Economic Development Specialist-International Trade, at 954-357-7894 or via email: pisaac@broward.org.