



## **Governor Ron DeSantis International Trade & Business Development Mission 2023**

**Japan, South Korea, Israel, and the United Kingdom**

**April 22-29**

### **END OF EVENT SUMMARY REPORT**

From April 22 to April 29, 2023, Enterprise Florida, in collaboration with the Florida Department of State, organized an International Trade & Business Development Mission led by Governor Ron DeSantis to Japan, South Korea, Israel, and the United Kingdom. The mission aimed at strengthening commercial and cultural ties between Florida and the four countries. Governor DeSantis was joined by First Lady Casey DeSantis, Florida Secretary of State Cord Byrd, Florida Secretary of Commerce Laura DiBella, and Florida business leaders. During the mission, Governor DeSantis and the mission delegates had a robust agenda of meetings with several foreign government leaders, business executives, and international trade & development organizations to discuss tangible ways Florida can expand its international economic partnerships and benefit its economy. Additionally, Enterprise Florida organized commercial activation events in each market to attract Foreign Direct Investment to the State by promoting Florida's International Advantages to foreign companies interested in internationalizing their operations in the USA.

#### **JAPAN**

Governor DeSantis, Florida leaders, and mission delegates met with Japanese leaders and business executives, building on discussions that took place during the last edition of SEUS Japan, held in Orlando, Florida, from November 16th to 19th of 2022. The Japan portion of the mission took place on April 24-25 and strengthened the economic, political, and cultural ties between Florida and Japan. The following meetings and events took place in Japan:

- Meeting with Japanese Prime Minister Fumio Kishida to advocate for Florida business interests and promote a greater trade relationship between Florida and Japan.

- Meeting with Japanese Foreign Minister Yoshimasa Hayashi to grow business relationships between Japan and Florida.
- Meeting with the Japan External Trade Organization (JETRO) Chairman and CEO, Norihiko Ishiguro, and other JETRO executives to establish and expand partnership opportunities.
- Florida Commercial Activation Event organized by Enterprise Florida - Roundtable discussion and meetings with nearly 100 business executives from Keidanren, the Japan Business Federation, to build and expand business relationships.
- Luncheon Meeting with Japan's Top 10 Business Leaders - MHI (Mitsubishi Heavy Industries), Hitachi, Sumitomo Corp, Mitsubishi Corp, Mitsui & Co, Marubeni Corp. Bridgestone, Toyota Motor, Suzuki Motor, and Hisamitsu Pharmaceutical were invited. Top Executives of all companies expressed keen interest in Florida and outlined the potential FDIs. Suzuki relocated their Marine Business Unit to Tampa from CA in 2021 and recently completed a technical center in Panama City, the opening ceremony of which is to be held in May, to the presence of the Executive Office of the (FL) Governor. Mitsubishi Corp expressed their intentions to invest in the space sector and to collaborate with Space Florida. The Florida Business Delegation was also in attendance and took the opportunity to network and announce that Bridgestone will be the secretary of SEUS 2023, in October.
- Meeting with Japan Airlines (JAL) Chairman, Yoshiharu Ueki and other JAL executives to establish new direct flight opportunities between Japan and Miami.
- Meeting with All Nippon Airways (ANA) President and CEO, Mr. Inoue, and other ANA executives to establish new direct flight opportunities between Japan and Orlando.
- Meeting with the Japan Aerospace Exploration Agency (JAXA) President, Mr. Hiroshi Yamakawa, and other JAXA executives to build a cooperative partnership between Japan's and Florida's space and aerospace industries and enhance Florida's place in the global space economy. Additionally, there were discussions about a joint space symposium between JAXA and Space Florida to coincide with the October 2023 SEUS-Japan Conference in Japan.
- Meeting with LDP Secretary General, Toshimitsu Motegi to discuss future collaboration opportunities.
- Partnership established by Governor DeSantis and NTT Data, an information technology and consulting company located in Tokyo, to provide Florida university students with a one-week internship. NTT Data will host the students at their headquarters in Tokyo, and as part of the internship, students will have the opportunity to interact with business executives and learn about a multi-faceted global business.

## **SOUTH KOREA**

The second segment of the mission happened on April 25-26, when South Korea was commemorating the 70th anniversary of the end of the Korean War and 70 years of partnership between South Korea and the United States. The presence of Governor DeSantis, Florida leaders, and mission delegates in the country took place at a very opportune moment to intensify the commercial and cultural bilateral ties. The following meetings and events took place in South Korea:

- Meeting with South Korean Prime Minister Han Duck-soo to advocate growing the economic relationship between Florida and South Korea.
- Florida Commercial Activation Event organized by Enterprise Florida – Breakfast Briefing in partnership with Gyeonggi Province to promote Florida’s International Advantages to South Korean companies and business leaders. Nearly 100 business executives attended the event.
- MoU signed by Governor DeSantis and the South Korea-based LowCarbon Hydrogen Corporation to create a research hub for clean hydrogen energy technology in Polk County, Florida and is set to break ground in June 2023. The company is also collaborating with Space Florida to support the development of clean hydrogen and related technologies for aerospace and space industry launch applications. The collaboration between Space Florida and LowCarbon Hydrogen Corporation and Ocean Green Hydrogen is a significant step towards promoting Florida as not only the launch capital of the world but also the place for companies across the aerospace supply chain to grow.
- Meeting with Gyeonggi Province Governor Kim Dong-yeon to reaffirm a sister-state agreement between Florida and the Gyeonggi Province.
- Meeting with Karl Kim, President of Hyundai Motor Group, and Ho-sung Song, President and CEO of Kia Corporation, to explore opportunities for expanding their footprint in and commerce with Florida, including possibilities for electric vertical takeoff and landing aircraft production (eVTOL).

## **ISRAEL**

The third section of the mission happened on April 26-27, when Israel was commemorating the 75th anniversary of its independence. Governor DeSantis delivered the keynote address to an audience of 400+, not only commemorating the 75th anniversary but reinforcing the friendship and partnership of Israel and Florida. While in Israel, Governor DeSantis and the

delegation met with Israeli government leaders and companies that have invested or are interested in investing in Florida. The following meetings and events took place in Israel:

- Meeting with Israeli President Isaac Herzog to foster the economic relationship and friendship between Israel and Florida.
- Meeting with Israeli Prime Minister Benjamin Netanyahu to express Florida's continued support for Israel and to discuss expanding cooperation and partnership.
- Announcement of the partnership with innovative healthcare company Insightec to expand the Florida Brain State initiative and bring state-of-the-art cancer treatment to Florida.
- Florida Commercial Activation Event organized by Enterprise Florida – Networking Dinner event at the Imperial Hotel on April 26 and lunch networking event at the Museum of Tolerance on April 27 to promote Florida's International Advantages to several business leaders in Israel.
- Joint declaration signed between the State of Florida, the Israel Innovation Authority, and the Israel-America Chamber of Commerce (AmCham Israel) to promote greater cooperation, strategic partnerships, and trade and investment between Israel and Florida, with an emphasis on the healthcare industry.
- Signing ceremony between Avenger Flight Group, LLC (AFG), a Fort Lauderdale-based company, and EL AL Israel Airlines to build a next-generation flight training center in Israel with state-of-the-art simulators provided by AFG. EL AL will train all of its 737 and 787 pilots in that training center, and Governor DeSantis also celebrated EL AL's soon-to-be two direct flights from South Florida to Israel.
- Governor Ron DeSantis signed House Bill 269 to provide law enforcement agencies with new enforcement mechanisms to punish perpetrators of antisemitic incidents and those who target religious communities.
- Governor DeSantis signed a proclamation to celebrate the 75th anniversary of Israel's independence.

## **UNITED KINGDOM**

The last part of the mission took place on April April 27-28 in London. Governor DeSantis and the delegates had several high-level meetings with UK political and business leaders. The following meetings and events took place in the United Kingdom:

- Meeting with a roundtable of defense company CEOs to emphasize the defense industry as a priority in Florida for both economic development and national security.
- Meeting with UK Foreign Minister James Cleverly to enhance Florida's business relationship with the United Kingdom and promote shared interests between the United Kingdom and Florida.
- Meeting with the Secretary of State for Business and Trade Kemi Badenoch to explore a joint MOU to foster increased economic cooperation, partnership, and trade between the UK and Florida. The MOU is expected to be finalized in May.
- Florida Commercial Activation Event organized by Enterprise Florida – Networking luncheon event in partnership with the British American Business and Lloyds of London. Governor DeSantis and Secretary DiBella spoke to a packed room of business leaders, encouraging companies to continue investing in Florida as a trade partner.
- Meeting with Citizens Property Insurance Corporation President Tim Cerio and reinsurance companies in the United Kingdom, where Governor DeSantis promoted the Florida insurance market to bring new carriers and expanded services to Florida homeowners.

The mission departed the United Kingdom on April 28<sup>th</sup> and arrived in Florida on April 29<sup>th</sup>. In all four countries, Governor DeSantis also had the opportunity to participate in some cultural activities. The final Agenda is attached/included in the Sales Force Campaign. In addition to the Governor's track, the mission included a separate Business Delegate Track with supplementary activities attended by the delegates and a third track with separate events for First Lady Casey DeSantis.

Finally, besides the numerous relevant meetings and events and MoU signings, Governor Ron DeSantis International Trade & Business Development Mission 2023 generated 70 consultations and several opportunities for Foreign Direct Investment in Florida.

\*Official press release:

<https://www.flgov.com/2023/05/03/governor-ron-desantis-and-first-lady-casey-desantis-trade-and-cultural-mission-trip-successfully-elevates-floridas-ties-with-japan-south-korea-israel-and-the-united-kingdom/>

## Financial Summary

Enterprise Florida did not expend any public funds for this trade mission. All expenses were funded by self-generated revenue accumulated over several years. The self-generated revenue was part of EFI's cash reserves, or fund balance. These private self-generated resources were set aside to fund one-time purchases and/or strategic initiatives, as well as to rapidly respond to opportunities designed to support Florida's economic momentum. The trade mission's objectives and results justified the use of these private self-generated funds.

Transportation was the largest expense category because it includes costs for charter and commercial flights. After conducting an extensive logistical analysis, including conducting a pre-trip via commercial airlines to assess feasibility, it was determined that charter transportation was the only practical option for those visiting all four countries on the trade mission. Charter transportation guaranteed these individuals could arrive and depart from countries within the time-frames required to achieve all mission objectives and attend meetings with stakeholders. As such, the expense associated with charter flights was deemed reasonable and necessary to meet the unique requirements of this trade mission.

Commercial transportation during the trade mission was utilized by Enterprise Florida employees not traveling to all four countries. EFI employees were assigned specific countries and were responsible for meeting the trade delegation in their assigned areas to provide in-country logistical support. Since these individuals did have a need to travel to all four countries, commercial transportation was the most reasonable option.

<b>Expense Category</b>	<b>Amount</b>
Transportation	\$ 1,495,330
Lodging	\$ 66,471
Programs and Mission Administration	\$ 20,024
Meals	\$ 9,792
<b>Total</b>	<b>\$ 1,591,616</b>
<i>Total Paid by Self-Generated Funds</i>	<i>\$ 1,591,616</i>
<i>Total Paid by EFI Public Funds</i>	<i>\$ -</i>