

Innovation – not Euros, Yen, or Dollars – is the currency of today’s global economy. Innovation fuels productivity, attracts investment, and stimulates economic recovery. Where innovation thrives, so will the successful enterprises of the 21st century.

Nowhere else is the spirit of innovation more evident than in the State of Florida – a location quickly getting a reputation as the “Innovation Hub of the Americas.” The region’s pro-business, pro-technology climate, combined with easy trade access to key growth regions of the Americas, provide a fertile environment for establishing and growing businesses.

Learn why businesses are awakening to a side of Florida that’s much more diverse than orange juice, theme parks and beaches ...

#1: Florida’s Technology Leadership

- Florida has a robust base of technology-driven business, with 24,500 high-tech companies employing 292,300 high-tech/high-skill workers (*TechAmerica 2010 Cyberstates*).
- Among U.S. states, Florida ranks as the ...
 - **4th** largest “**cyber-state**” for high-tech employment
 - **3rd** largest state for **high-tech companies**
 - **3rd** largest **exporter of high-tech goods and services**
- Florida has a significant and growing presence in “new economy” sectors, such as: Life Sciences, Information Technology; Aviation/Aerospace, Homeland Security/Defense; Financial/Professional Services.

#2: Florida’s Global Gateway

- Florida is the strategic and economic center of the Americas. Geographic location, combined with economic and political stability, put Florida at the center of trade and finance throughout the hemisphere.
- South Florida, in particular, boasts a multi-cultural and multi-lingual work force that’s skilled in facilitating international trade throughout the region. In fact, the **Miami** area has often been called the **business center of Latin America**.



#3: Florida’s Entrepreneurial Environment

Florida provides businesses an environment conducive to the entrepreneurial spirit.

- The state hosts a variety of tech incubators, accelerators and university-based research hubs.
- Florida ranks high on the “Small Business Survival Index”, which rates the policy environment for entrepreneurship across the nation.

#4: Florida’s Global Connectivity

Florida’s connections to the world run deep, both literally and figuratively ...

- Florida has one of the world’s most extensive multi-modal transportation systems, featuring international airports, deep-water shipping ports, and an extensive highway and rail network.
- Florida is “**wired for success**.” The state has multiple hubs that allow for high-speed data transmission from around the U.S. to Europe, Latin America and Africa.



#5: Florida's Business Climate

Recognizing the need for global competitiveness, Florida's invitation for investment includes:

- **Incentives** for job creation, investment and training.
- Additional incentives for rural, urban core, enterprise zone and brownfield investment.
- Expedited permitting.
- **Capital availability and assistance**, such as: Enterprise Bonds, micro-loans, and venture capital.

#6: Florida's Workforce Talent

- As the 4th most populous U.S. state, Florida offers a **diverse and available workforce**.
- Florida's universities and colleges produce high quality graduates eager to make a difference.
- Florida's "A+ Program for Education" dramatically boosts the state's investment in education.
- **State-sponsored workforce training programs** give new and incumbent workers access to skills training for the demands of "new economy" jobs.

#7: Florida's Business-Friendly Government

- State and local governments have **automated access** to many of government's most vital business-oriented functions (www.myflorida.com).
- Florida has a **pro-business, pro-technology agenda** for policy-making and business climate improvement.
- **Business sector associations advise legislators** on the issues impacting global competitiveness. Some key players in "new economy" stewardship are: Florida Aviation Aerospace Alliance, BioFlorida, Florida Defense Alliance, IT Florida, and Space Florida.

#8: Florida's World Renowned Quality of Life

- Florida has **NO PERSONAL INCOME TAX**.
- Already one of the world's top travel destinations, many visitors recognize the "**play here, stay here**" philosophy and choose Florida as their permanent home.
- Florida has earned top rankings in Harris Poll's "most desirable places to live" since the survey's inception.

#9: Florida's Economic Development Partnerships

- More than any other state, Florida's economic development goals and initiatives have been developed and embraced as a **statewide vision**. Economic development organizations regularly combine forces to help existing and prospective businesses find the right location(s) to match their needs.

#10: Florida's Growth Economy

While many regions struggle just to maintain the status quo, Florida's economic engine continues to surge forward. To put Florida's size and momentum into focus, consider the following:

- If Florida were a country, it would have the **20th largest economy in the world**.
- Florida has the **8th largest economy in the Western Hemisphere**.
- Beyond the State's own output, it also serves as a platform for **trade and investment throughout the Americas**.