

CenfluenceSM

Central Florida Cluster Initiative

WEBINAR SERIES

Understanding International Business Opportunities

March 22, 2022




the
florida
high tech
corridor

Intros



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Upcoming Events for Cenfluence Members

Webinar Series 2022:

- **April 26:** Leveraging The Corridor's Matching Grants Research Program
- 4th Tuesday of every month – Topics TBD

Become a Cenfluence Cluster Member to attend webinars, working groups and other services

Cluster-Focused Working Groups 2022:

-  Pilot Projects - What Utilities Look For and How They Engage With Small Business
-  Navigating Research + Development Opportunities
-  Connecting with Local Hospital and Health Systems
-  Regional Manufacturing Support for Life Sciences Companies
-  Regional Opportunities For Game Companies
-  Subcontracting Pathways

Agenda



➤ ***European Union***

- ✓ **RDI:** Opportunity, Challenge, Approach
- ✓ **Market:** Opportunity, Challenge, Approach

40 Minutes

➤ ***Peoples Republic of China***

- ✓ **RDI:** Opportunity, Challenge, Approach
- ✓ **Market:** Opportunity, Challenge, Approach

20 Minutes

European Union - Overview

- ✓ 446 million people
- ✓ 27 countries
- ✓ 24 official languages
- ✓ Governing Body:
 - ✓ Parliament – Voice of the people
 - ✓ Council – Voice of the Member States
 - ✓ Commission – promoting common interest
- ✓ 4 freedoms of movement: Goods | Services | People | Capital
- ✓ Common Foreign Policy – trade agreements



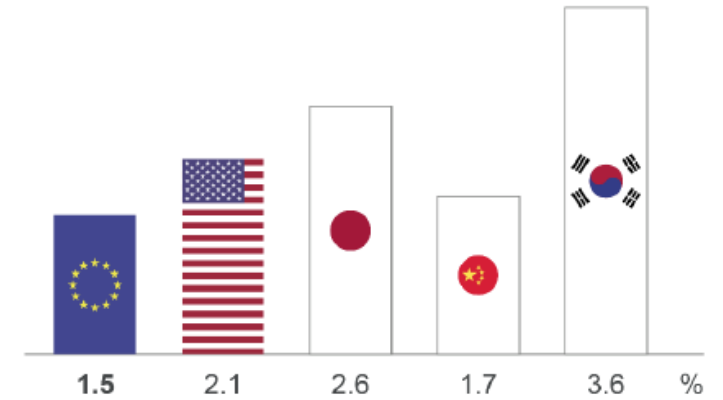
European Union – RDI: Opportunity



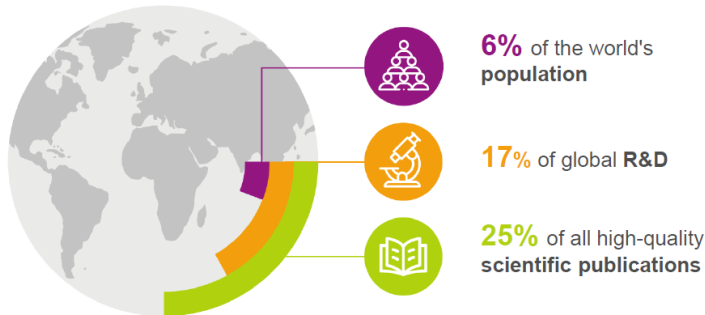
Region / Country (2017)	GERD (PPP \$millions)	GERD to GDP ration (%)
USA	548,984.0	2.81
China	495,980.9	2.15
European Union	430,121.0	1.97
- German	132,004.4	3.04
- France	64,672.1	2.19
- United Kingdom	49,345.3	1.66
- Italy	33,542.9	1.35

Significant opportunity to collaborate!

1.5% EU business R&D investment



EU figure is for 2019
 Figures for USA, Japan, China and South Korea are for 2018. Figures represent R&D as % of GDP



European Union – Market: Approach



Consumer Products

- ➔ **Determine Market Potential**
 - U.S. Commercial Services: [‘Initial Market Check’](#)
 - U.S. Embassy [Country Commercial Guides](#)
 - Consulting firm familiar with the Member State or EU region
- ➔ **Identify & Establish a Foreign Partner/Buyer**
 - U.S. Commercial Services: [‘International Partner Search’](#)
 - U.S. Commercial Services Matchmaking: [‘Golden Key Service’](#)
 - Through assistance from the EU Cluster Management Organization community
- ➔ **Complete Due Diligence to Successfully Ship Goods & Complete Transaction**
 - U.S. Commercial Services: [‘All Aspects of Exporting’](#)
 - U.S. Commercial Services: [‘Costing & Pricing’](#)

*Cenfluence
Guidance*

Great References:

- Wealth of Information: [Export U](#)
- [A Basic Guide to Exporting](#)

China – RDI: Opportunity



- Leading Chinese researchers have PhD's from the USA or Europe (e.g. 2006-16, 48,000 S&E US doctorate recipients)
- Higher number of Chinese researchers speak English
- Chinese researchers are encouraged to publish (both positive & negative aspects)
- Available research assets - a network of State Key Laboratories and National Laboratories with the aim to promote R&I in specific scientific disciplines and through interdisciplinary approaches
- A welcoming environment - In 2017, nearly 40% of the CAS collaborations were estimated to be with international partners, proving the importance of foreign research organizations as partners for the Academy

China – Market: Opportunity



Types of Economic Development Zones (EDZ):

- Specific economic activity
- Commercializing high-tech research
- Trade & Export
- Cross-boarder e-commerce business
- Attract investment for specific purposes
- Cooperation with specific countries

More than 2,000
Economic
Development Zones!

- ✓ Started in the 1970s at the national level, have evolved into national and municipal EDZs
- ✓ First 3 types attract the most Foreign Direct Investment
- ✓ Benefit – higher level of autonomy over operations; range of tax exemptions; land and building subsidies; preferential employment policies
- ✓ The right EDZ depends heavily on a company's specific business needs: location of resources, tax exemptions, etc.

Percy, J.; "Where to Invest in China: A Primer on its Economic Development Zones", China Briefing, April 2020

Thank you

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