

2024

A comprehensive report on international trade data for the six-county region of Central Florida.

This edition is dedicated to Central Florida's resilient entrepreneurs whose determination and success inspires other small business owners to take the leap to the global stage.

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EXECUTIVE SUMMARY

The Central Florida International Trade Office is proud to produce this annual trade report, which details the impact international commerce has on our Central Florida community.

Note to reader: This report will give an account on 2023 trade county data, which didn't become available until November 2024, by the World Institute for Strategic Economic Research (WiserTrade). In order to keep uniformity on the reported information, the state and national trade data will also reflect figures for 2023.

Although we were hopeful for stronger results, global trade unfortunately had a lackluster performance in 2023. Results from some of our leading global institutions have reported either modest declines or slight incremental growth in world trade. The consensus, however, is that world trade slowed down in 2023. According to the World Trade Organization, on a balance by payments basis, world trade contracted by 2% to \$30.5 trillion.¹⁷ The World Bank provided a slightly more optimistic assessment reporting trade in goods and services having grown by a small margin of 0.2%.¹⁸

At home, the United States was pretty much on par with global trends on trade. According to the U.S. Census Bureau, the United States' global exports on merchandise goods declined by 2.34% to \$2.02 trillion in 2023. There were double-digit percentage drops in exports to many of the traditional trading partners, most notably with markets in Asia, Latin America, the Caribbean, and Western Europe. In contrast, export trade grew in 2023 by double-digit percentage growth to key markets in Eastern Europe, the Nordic region, and Southeast Asia. In 2023, U.S. imports totaled \$3.26 trillion, which produced a trade deficit of \$773.4 billion. It's important to mention that the U.S. trade deficit decreased in 2023, which had a reported trade deficit of \$951.2 billion in 2022.

In contrast to national figures, the State of Florida grew its exports by 1.73% to \$68.9 billion in 2023. This growth in exports bucked both global and national trends in trade, which is a testament to the resilience of our Florida economy. Amongst its peers, Florida ranked 6th amongst all 50 states representing 3.4% of total U.S. exports. Florida's top trading partners in both exports and imports continue being Canada and Mexico. Other notable top markets for Florida exports include Brazil, the United Kingdom, and the Dominican Republic.

In 2023, the value of exports from our Central Florida region (Orange, Seminole, Osceola, Lake, Brevard, and Volusia) experienced a decline of 2.1% to just under \$10.3 billion in 2023. That figure is a slight drop from 2022, which had slightly over \$10.4 billion in export values. Central Florida imports totaled \$27.6 billion, which produced a trade deficit of just under \$17.4 billion. Unlike declines at the national level, the 2023 trade deficit on products for Central Florida grew by \$145.6 million.

Central Florida's top trading partners are similar to those at the State level with Mexico, Canada, and Germany being in the top five in both exports and imports with Mexico becoming Central Florida's top export market. One notable market, which first emerged in the top five back in 2022 and has since moved up to fourth place in 2023 is the country of Chile. Central Florida exports to Chile have been dominated by the aerospace and industrial machinery sectors, which account for over 70% of all exports to that country.

Although the global trade forecast continues to be overcast due to geopolitical tensions, protectionism, and global conflicts, there's a sense of optimism in Central Florida for trade opportunities. The promise of exports supporting job growth, business expansion, and wealth are just some of the facts that trade is having on our community. The NEC's Central Florida International Trade Office is here to support our region's businesses, and we welcome inquiries to provide technical assistance to help companies go global!



Our generous investors help us provide valuable resources, such as the Central Florida International Trade Office, that are vital to building a thriving business community.



































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ORLANDO HEALTH

If you'd like to become an investor of the National Entrepreneur Center, please contact us at 407.420.4848.

Central Florida International Trade Office

Eleven years ago, Orange County Government and JP Morgan Chase initiated funding for an international trade office that would help Central Florida businesses expand internationally. The mission of the Central Florida International Trade Office (CFITO) is to facilitate global expansion by providing tailored resources and support, including educational programs, research, trade missions, and community partnerships.

ACCELERATING Global Trade

We are your trusted point of contact for navigating international trade resources available in Central Florida.

SHARING Knowledge

Your gateway to Central Florida trade, CFITO offers workshops on international trade, a comprehensive database and key logistics, shipping, and compliance contacts.

EXPANDING Your Reach

CFITO's efforts connect Central Florida companies with foreign delegates through engaging seminars, meetings, and tours, sparking global business opportunities.

With an unwavering dedication to excellence and innovation, CFITO supports businesses of all sizes and stages to thrive in the international arena.

Whether your business is a seasoned exporter or new to global opportunities, CFITO is committed to helping your business succeed. Let us know we can help your local business grow globally!

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Regional Export Promotion Partner (REPP)

FINANCIALLY SUPPORTED BY THE FOLLOWING GOVERNMENTS:





CFITO serves as your launchpad into the global market.



0

COLLABORATION

Success often comes when you break out of your own bubble and see things from diverse perspectives.

0

FREE RESOURCES

Take your business to the next level with experts that can help you acheive global success.

0

IMPACT

International trade can have a profound impact on the success of your business. Leverage it strategically.



TARGETED APPROACH

By identifying the right audience, you can tailor your products, services, and marketing efforts to meet their needs effectively.



OPPORTUNITY

Discover the right opportunities and unlock new possibilities that will give you a competitive edge











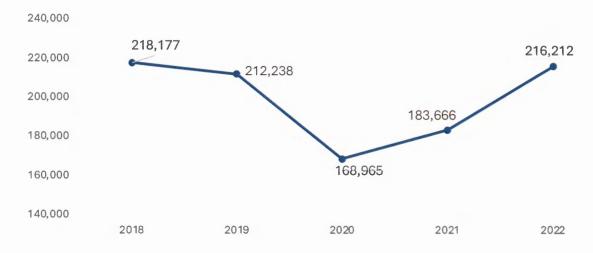
Exports Support Jobs

As an economic development driver, exports are known to create and sustain jobs. According to a recent World Bank report, a modest increase in exports of 10% is associated with a 3.1% increase in employment.¹

The understanding is quite comprehensible: the more a business sells overseas, the more it grows its cash flow, employment levels, diversifies its consumer base, and becomes more resilient to the downturns in an economy.

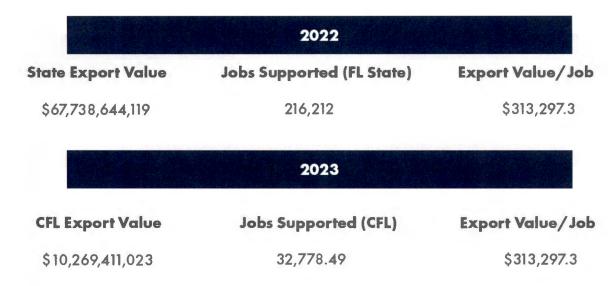
Exports impact on generating higher employment levels is very evident when examining state and regional figures. According to the International Trade Administration, it is estimated that exports supported 216,212 Florida jobs in 2022.² In 2023, based on the total export value and jobs supported by exports at the state level, a total of 32,778 jobs were supported by exports in Central Florida.

Florida Jobs Supported by Exports



Source: Office of Trade and Policy Analysis, International Trade Administration; WiserTrade

Export Jobs (FL v. CFL)





Exports Increase Competitiveness

Key Facts:

- Businesses that export record higher revenues, create more jobs, and pay higher wages than those that don't.3
- Businesses that export are less likely to go out of business.3
- Women-owned businesses that export goods and services average \$14.5 million in receipts compared to just \$117K that do not export.⁴
- Every \$1B in exports supports 4,100 jobs!5
- Every \$1B in agricultural exports create 7,550 jobs⁶
- Every \$1B in goods shipped through ports create 15,000 jobs!7

"Central Florida is a dynamic, globally competitive economic region that exports manufactured products such as aerospace parts, health care technology, and electronic components. Adding to that is the array of services exports such as tourism, education and many others. Small and medium-sized businesses are the backbone of our regional economy, and our offices - together with our partners - stands ready to help these businesses grow their export sales."

 Ryan Kanne, Director of the U.S. Commercial Service for Greater Florida with offices in Jacksonville, Orlando, and Clearwater

UNITED STATES TRADE

The result from inflationary pressures on trade resulted in a contraction of US exports. A strong US Dollar increased inflationary pressures on other countries making U.S. goods more expensive for foreign buyers. Shortages in supply chain, a robust domestic economy, and the impacts from a trade war with China were also contributing factors to the rise in the Dollar's strength.

U.S. EXPORTS

Top 5 Export Markets		
Countries	\$ Billions	
Canada	\$354.36	
Mexico	\$322.74	
China	\$147.78	
Netherlands	\$81.31	
Germany	\$76.70	

Top 5 Export Con	\$ Billions
Commodities	\$ DILLIONS
Mineral Fuels and Oil	\$324.54
Industrial Machinery	\$233.40
Electronics	\$201.02
Automotive & Parts	\$153.73
Aerospace	\$125.35

Source: U.S. Census Bureau, Foreign Trade Division via WiserTrade.org

In 2023, the United States exported goods valued at \$2.018 trillion to 235 countries despite a \$48.39 billion decrease from 2022. Canada remained the top importer receiving \$354.36 billion, which is a testament to a strong bilateral trade relationship with that country. Even smaller markets like Niue (South Pacific Ocean) with imports of \$10,397 demonstrate the wide reach of U.S. exports. The export portfolio showcased diverse industrial and agricultural capabilities with key sectors including fuel at \$324.54 billion and industrial machinery at \$233.40 billion. Specialty markets also contributed with exports like cork valued at \$26.86 million and silk at \$6.63 million.

"2023 was an incredible year for international trade in Orange County! With \$3.9 billion in exports, we ranked as the #3 exporting county in Florida for the second year in a row. These exports provided local small businesses – including those that are womenand minority-owned – with an opportunity to grow their sales internationally and create well-paying jobs here at home. Not only does our sunny weather and fantastic attractions bring the world to Central Florida, but our manufacturers are also thriving by bringing their products to the world!"

Jerry Demings, Mayor of Orange County, Florida

◀◀ U.S. IMPORTS

Top 5 Import Markets		
Countries	\$ Billions	
Mexico	\$475.21	
China	\$426.88	
Canada	\$418.61	
Germany	\$159.27	
Japan	\$147.23	

Commodities	\$ Billions
Electronics	\$455.15
ndustrial Machinery	\$449.37
Automotive & Parts	\$375.26
Mineral Fuel and Oil	\$251.91
Pharmaceuticals	\$176.68

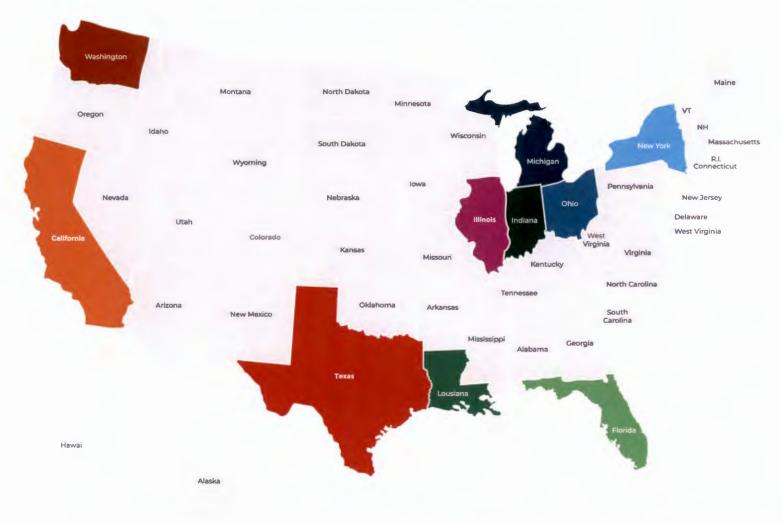
Source: U.S. Census Bureau, Foreign Trade Division via WiserTrade.org

The United States has benefitted from imported products valued at \$3.08 trillion from 234 countries, marking a nearly \$120 billion decrease since 2022. This decline indicates a significant drop in demand for foreign goods alongside a strong increase in domestic production. For over a decade, China was the principal import market for the U.S.; however, in 2023, Mexico surpassed China to become the top exporter, with exports totaling \$475.22 billion. This shift highlights the importance of trade relations with Mexico. Additionally, smaller export markets such as Pitcairn Island contribute modestly with exports valued at just \$15,366, further demonstrating the extensive reach of the U.S. market. U.S. imports are diverse, with electronics as the highest category at \$455.16 billion.

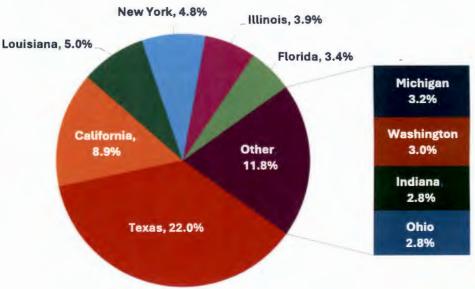
"Seminole County remains a prime destination for business growth and global trade as part of the Orlando Metropolitan Statistical Area. With one of the lowest tax rates in the region and one of the largest foreign trade zones in the country—spanning 2,458 acres, including the Orlando Sanford International Airport—our strategic location offers unparalleled access to key transportation networks, including rail connections to major seaports. Ranked among the top counties in Florida for families, quality of life, and workforce talent, Seminole County continues to provide a business-friendly environment that fosters innovation and economic opportunity. With a workforce of approximately 275,000 and a thriving economy, we are committed to ensuring that businesses have the resources they need to succeed in an increasingly interconnected world."

— Chairman Jay Zembower, Seminole County Board of County Commissioners

TOP 10 EXPORTING STATES ▶▶▶



- In 2023, Florida accounted for 3.4% of all US exports. Whereas all 10 states account for 60% of all US exports!
- Florida ranked 6th in the Top 10 exporting US states



Source: U.S. Census Bureau, Foreign Trade Division via WiserTrade.org

TOP EXPORT MARKETS & PRODUCTS ▶▶▶

TOP EXPORT MARKETS (millions)		
Canada	\$	5,225.7
Brazil	\$	5,148.9
Mexico	\$	4,253.8
United Kingdom	\$	3,245.2
Dominican Republic	\$	2,368.4

Source: U.S. Cens	sus Bureau, Foreign	Trade Division	via wisertrade.org
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TOP EXPORT PRODUCTS (millions)		
Electronics	\$	12,265.1
Industrial Machinery	\$	10,651.6
Aerospace	\$	9,864.9
MedTech	\$	4,075.7
Vehicles & Parts	\$	3,167.5

Source: U.S. Census Bureau, Foreign Trade Division via wisertrade.org





◀◀**◀** TOP IMPORT MARKETS & PRODUCTS

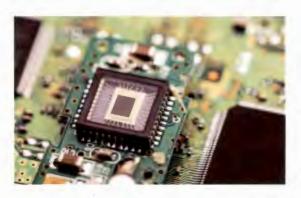
TOP IMPORT MARKETS (millions)			
China	\$	4,535.6	
Mexico	\$	4,474.7	
Canada	\$	2,646.6	
Japan	\$	1,488.7	
Germany	\$	1,388.7	

Source: U.S. Census Bureau, Foreign Trade Division via wisertrade.org

TOP IMPORT PRODUCTS (millions)			
Electronics	\$	5,007.6	
Industrial Machinery	\$	4,182.1	
Vehicles & Parts	\$	4,174.4	
PharmaTech	\$	1,530.4	
MedTech	\$	1,360.1	

Source: U.S. Census Bureau, Foreign Trade Division via wisertrade.org





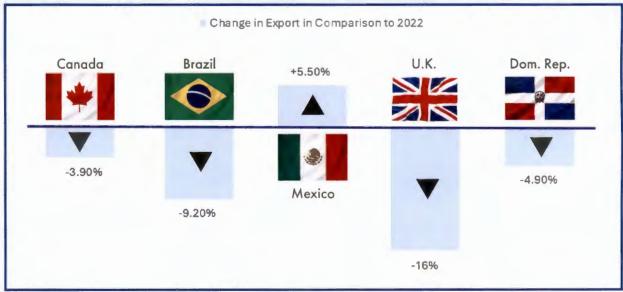
FLORIDA TRADE

In 2023, Florida played a vital role in the U.S. export economy with total exports reaching approximately \$68.9 billion. This figure highlights Florida as a leading state for exports encompassing diverse sectors like transportation equipment, electronics, machinery, and agricultural products. Notably, Florida is a key exporter of aerospace components and technology-driven goods, which all benefit from our key strengths in innovation, substantial investments, and a skilled workforce. Its strategic geographic location further enhances its export capabilities, serving as a crucial gateway to Latin America and the Caribbean.

The state's top trading partners in 2023 included Canada, Brazil, Mexico, the United Kingdom, and the Dominican Republic. The dynamics of Florida's trade with its top five trading partners reveal a complex interplay of factors influencing its export performance.

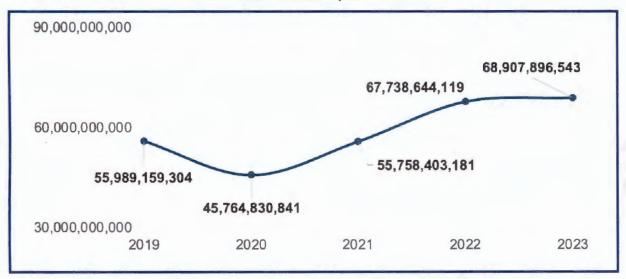
Changes in trade performance can be ascribed to several interconnected causes: free trade agreements, geopolitical implications from shifting trade policies, and economic conditions impacting purchasing power. Canada took the lead with over \$5.2 billion; however, this represented just over a 3% decrease from the previous year. Brazil, another of Florida's key export partner, fell to just over \$5.1 billion. In contrast, exports to Mexico grew by 5.4% exceeding \$4.2 billion in export value. The United Kingdom experienced the sharpest decline with a substantial drop of 16% in Florida exports. Meanwhile, the Dominican Republic remained a vital partner with Florida exports amounting to approximately \$2.37 billion, which is a slight decrease of almost 5%.

Top 5 Florida Export Markets



Source: U.S. Census Bureau, Foreign Trade Division via WiserTrade.org

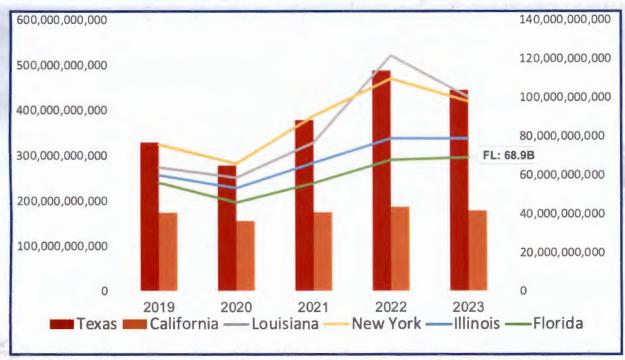
Florida 5-Year Export Trend



Source: U.S. Census Bureau, Foreign Trade Division via WiserTrade.org (Date: 10/02/2024)

- Compared to 2019, in 2023, Florida exports have grown by 19%.
- In 2022, Florida as a state experienced a recovery in exports to its pre-pandemic levels.
- ▶ 2023 year-over-year growth was a nominal 2%.

Florida Ranking in Top 6 Exporting States: 5-Year Trend



Source: U.S. Census Bureau, Foreign Trade Division via WiserTrade.org

- Both Texas and California are provided their own axis on the left.
- The rest of the 4 states are ranked under the right axis.
- All six states illustrate growth from their 2019 pre-pandemic levels.

CENTRAL FLORIDA TRADE

Where is Central Florida Exporting?

The Central Florida six-county region exports to almost every corner of the World. A notable region of the Globe that consumes a large share of Central Florida exports is Europe. In 2023, Europe imported over \$2 billion from our region, which represents over 20% of Central Florida's exports. Another notable area include North America, Australia and Oceania, which reported year-over-year double-digit growth in CFL exports.

The Western Hemisphere, which consists of North, South, Central America and the Caribbean, accounted for 57% of all Central Florida exports. North America alone, which includes the markets of Canada and Mexico, grew to over \$1 billion or 7% year-over-year. In comparison, the Americas represent just over 60% of Florida's total exports. These figures mirror much of the State's overall performance and serve as a testament to the region's contribution to Florida's renowned status as the Gateway to the Americas.

Exports By Region

Region	20	2023 Export Value	
North America	\$	1,060,457,784	10.3%
Central America	\$	726,860,066	7.1%
South America			
	\$	3,022,000,170	29.4%
Caribbean	\$	1,003,437,469	9.8%
Americas Subtotal:	\$	5,812,755,489	56.6%
Europe	\$	2,084,406,949	20.3%
Asia	\$	1,489,978,378	14.5%
Australia & Oceania	\$	178,517,787	1.7%
Africa	\$	147,373,893	1.4%
Middle East	\$	563,714,023	5.5%

Source: WiserTrade

"With such a diverse local population, it is in Orlando's nature to think globally. And our businesses are definitely doing their part to diversify their markets, looking not just to our great neighbors in Mexico and Canada, but also selling throughout Central and South America and the Caribbean. These foreign sales underscore the diversity and innovation of our local economy, with key sectors such as advanced manufacturing, aerospace, medical technology and optics and photonics leading the way. Our exports are definitely unbelievably real!"

Buddy Dyer, Mayor of the City of Orlando, FL





Strategic Advantages

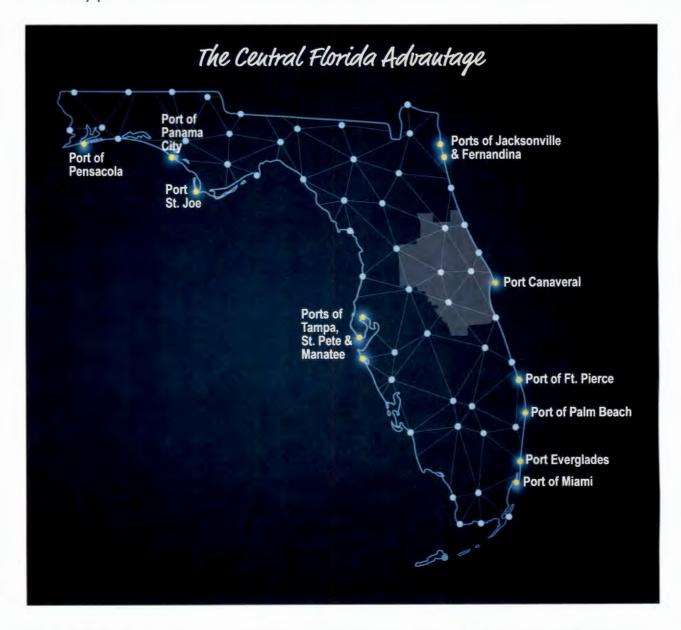
There are several factors that make Central Florida such an amazing place for business. These factors all contribute to the region's competitive and strategic advantages in international business, which some are a bit more exclusive to our region. Some of these factors include, but are not limited to, its people, diversity, and geo-strategic advantages and infrastructure.

We start off by highlighting the amazing people in Central Florida. The region is home to some of the most talented workforce in the country, which includes scientists, engineers, doctors, innovators, entrepreneurs, among some of its other business leaders. The region is also well diverse with people from many different corners of the World. One notable segment of our population, the Latin American diaspora, represents a growing community in Central Florida that resembles national growth trends in both population and economic impact.¹⁶ Given their knowledge and expertise of certain overseas markets, this community has a tendency of importing from and exporting to their native countries of origin.

Gateways to the World

Ports, Airports, Roads, & Rail

The Central Florida six-county region has a geo-strategic advantage over many geographical areas in the United States. It has the single most access to multiple seaports within a 4-hour radius. This gives businesses in the region a competitive advantage where they can access multiple ship lanes to almost any part of the world.



These multiple sea access points, and its geo-proximity to the Americas, make Central Florida a highly attractive destination for international business.

In addition to the seaports, Central Florida has access to multiple other gateways that include air and rail. Below are just a few of the many gateways that are available to our region:



Port Canaveral is a world-class gateway for cruises, cargo, recreation and logistics, as well as a portal to new frontiers. Port Canaveral has a significant role and responsibility in building and sustaining a strong economy on Florida's Space Coast and the Central Florida area generally. With a diversified cargo portfolio and growing needs of the region's commercial space operations, the port is investing in increasing capacity with harbor and landside infrastructure improvements, such as building

and refurbishing multipurpose deepwater berths to keep pace with demands and promote economic prosperity for the region. The Port's Foreign-Trade Zone No.136 provides a unique quadrimodal transportation hub, linking sea, land, air and space with benefits that include easy highway access, unrestricted air draft, 43-foot deepwater sea access and uncongested multipurpose berthing.



Port Tampa Bay

In addition to being Florida's largest port for cargo tonnage, Port Tampa Bay has emerged as Florida's new supply chain solution for container cargo, expanding its role as the state's leading gateway for bulk & break bulk commodities. The addition of direct Asia container services & new connections to Mexico have significantly enhanced the Port's role in

serving the State's largest & fastest growing market— the Tampa Bay/Orlando I-4 Corridor, Florida's Distribution Hub. As the front door to the I-4, Port Tampa Bay is well situated to serve the continued growth of the region, fueling demand for retail, ecommerce, food & beverage, energy products, & construction & building materials.



Orlando International Airport

Oriando international Airport (MCO) is Florida's largest airport ranked by passenger traffic and provides Central Florida's connection to the world through air travel.

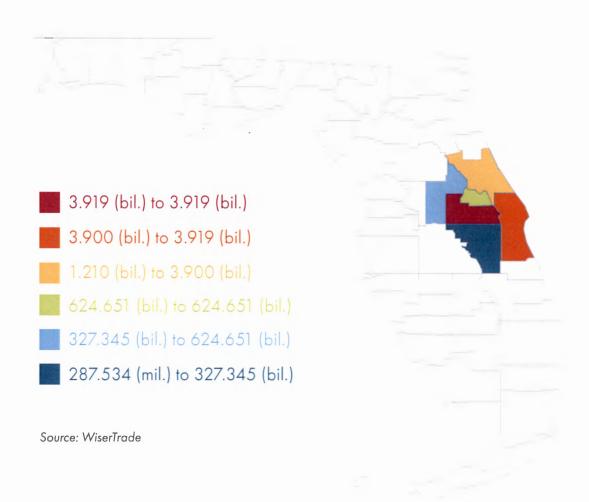
MCO offers business travelers and tourists nonstop flights to over 100 domestic destinations and over 40 international destinations in Canada,

Mexico, the Caribbean, Central and South America, Europe and the Middle East. These nonstop destinations include several global hubs through which business can reach any major city in the world with only a single connection. This easy access to any major city in the world solidifies our region as an important destination for both business and cargo.

Central Florida Exports ▶▶▶

As a combined region, Central Florida's value for exported goods was over \$10.2 billion in 2023. Leading the region in export trade was Orange County, followed by Brevard, Volusia, Seminole, Lake and Osceola Counties.

The following geographical map of Florida illustrates the export value for each of Central Florida's six-county region:



"Central Florida continues to lead in driving global commerce with an increasingly diversified economy supported by strategic location and world-class infrastructure. Orlando is now Florida's fastest-growing economy, with a GDP exceeding \$217 billion, making it one of only 26 U.S. regions to surpass this milestone. From advanced manufacturing to cutting-edge innovations in aerospace and medical technology, our exports showcase the breadth of talent and creativity in our region. The Central Florida Export Report highlights the critical role international trade plays in creating opportunities for businesses of all sizes. By leveraging these insights, we can continue to showcase Orlando as a hub for global business, innovation, and talent."

- Tim Giuliani, President & CEO, Orlando Economic Partnership

ORANGE COUNTY

In 2023, Orange County's exports were valued at \$3.9 billion, which is a drop from \$4.2 billion in 2022. Brazil continues to be the County's top export partner with exports valued at \$347.2 million. Mexico (\$213 million) came in second and Canada (178 million) came in third as the top three markets for Orange County exports.

SEMINOLE COUNTY

Seminole County exported goods valued over \$624 million in 2023. This figure represents a drop from the prior year when exports were valued over \$697 million (2022). In 2023, Seminole County's top export partner was Mexico with exports valued over \$47 million. Canada (\$44 million) and the Dominican Republic (\$33 million) rounded off the top three export markets for Seminole County.

OSCEOLA COUNTY

In 2023, businesses from Osceola County exported goods valued over \$287 million, which increased from \$254 million in 2022. Osceola County's top export trade partner was Chile with exports valued over \$26 million just to that market. Mexico (\$22 million) and Colombia (\$19 million) came in as the second and third largest export markets for goods exported from Osceola County businesses.

LAKE COUNTY

In 2023, Lake County exported goods valued over \$327 million. This figure represents a slight drop from the prior year when total exports were valued over \$337 million (2022). Lake County's top export market was Canada with exports valued over \$35 million. Mexico (\$21 million) and Chile (\$16 million) rounded off the top three markets for Lake County exports.

BREVARD COUNTY

Brevard County exported goods valued over \$3.9 billion in 2023. This figure represents an increase from the previous year when exports were valued over \$3.7 billion (2022). Brevard County's top export market was Brazil with exports valued over \$702 million. The markets of Germany (\$179 million) and Chile (\$165 million) join Brazil as Brevard County's top three export destinations.

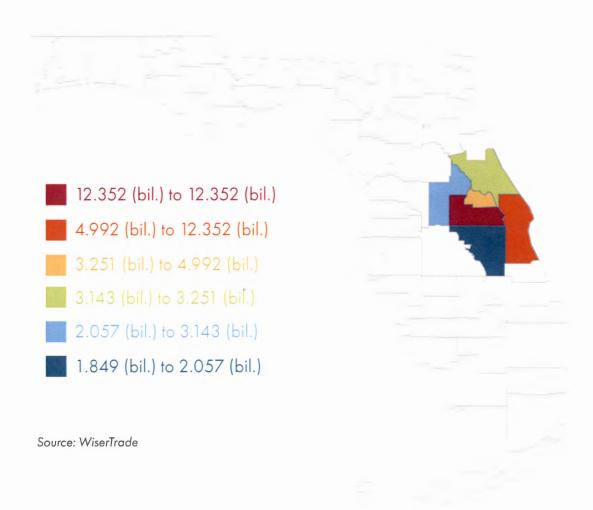
VOLUSIA COUNTY

In 2023, Volusia County businesses exported goods valued over \$1.2 billion. This figure also represents an increase in exports from the previous year, which were valued just under the \$1.2 billion dollar mark. In terms of its top trading partners, Canada (\$99 million), Mexico (\$86 million), and China (\$55 million) round off the top three export markets for Volusia.

◄◀ Central Florida Imports

In 2023, Central Florida's value for imported goods was over \$27.6 billion. The largest portion of this figure belonged to Orange County businesses, which represented almost 45% of all imports into our region.

The following geographical map of Florida illustrates the import value for each of Central Florida's six counties:



"Central Florida manufacturers are continuing to expand their reach in the global marketplace. Automation, advanced technologies, and a strong local support system continue to help us enhance our global competitiveness. Selling more of our products around the world is crucial to create jobs, expand or grow our small businesses, and maintaining the United States leadership in manufacturing globally."

Donnie Casey, Executive Director, Manufacturers Association of Central Florida

ORANGE COUNTY:

In 2023, Orange County's imports were valued over \$12.3 billion, which represents an increase from its prior year of just over \$99 million. Mexico has replaced China as the County's top import market with goods valued over \$2 billion. China (\$1.9 billion) and Canada (\$1.2 billion) came in as second and third as the three countries registered as the top source for Orange County imports.

SEMINOLE COUNTY:

Seminole County imports were valued over \$3.2 billion in 2023. This figure represents a drop from the prior year when imports were valued over \$3.3 billion (2022). In 2023, Seminole County's top import market was China with imports from that country valued over \$548 million. Mexico (\$528 million) and Canada (\$314 million) rounded off the top three import markets for Seminole County.

OSCEOLA COUNTY:

In 2023, businesses from Osceola County imported goods valued over \$1.8 billion. This figure also represents a decrease from 2022 of over \$25 million in import values. Osceola County's top import trade partners were China (\$323 million), followed by Mexico (\$304 million) and Canada (\$166 million). Combined, these three markets represent the top sources of imported goods for Osceola County businesses.

LAKE COUNTY:

In 2023, Lake County's value of imported goods was over \$2 billion. In comparison to the prior year, a slight drop in imports was recorded of almost \$39 million (2022). Lake County's top source for imports was Mexico with imports valued over \$346 million. China (\$338 million) and Canada (\$200 million) rounded off the top three import markets for Lake County.

BREVARD COUNTY:

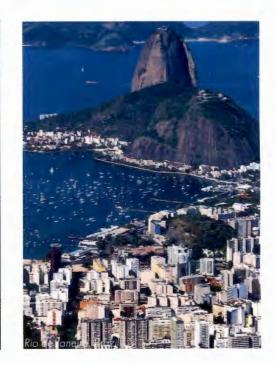
Brevard County imported goods valued at almost \$5 billion in 2023. This figure also represents a modest drop of less than one percent from the previous year when imports were valued at just over \$5 billion (2022). Brevard County's top import markets were China with imports valued over \$824 million, followed by Mexico (\$724 million) and Canada (\$425 million). These three markets represent Brevard County's top supplier of imports, which accounted for almost 40% of all its import values in 2023.

VOLUSIA COUNTY:

In 2023, Volusia County businesses imported goods valued at over \$3.1 billion. This figure also represents a one percent decrease in imports from the previous year, which were valued at just over \$3.1 billion. In terms of its top trading partners, China (\$521 million), Mexico (\$513 million), and Canada (\$292 million) round off the top three import markets for Volusia.

Central Florida's Top Export Markets

EXPORT MARKETS		
Brazil	\$1,144,238,549	11.1%
Mexico	\$549,484,747	5.4%
Canada	\$510,973,037	5.0%
Chile	\$432,321,881	4.2%
Germany	\$399,647,222	3.9%
United Kingdom	\$341,400,772	3.3%
Colombia	\$322,135,034	3.1%
China	\$293,542,289	2.9%
Argentina	\$273,228,052	2.7%
Peru	\$267,531,353	2.6%
Top 10 Total	\$4,534,502,938	44.2%



Source: WiserTrade

A first glance into the 2023 data for Central Florida's leading export markets, we find that the top 10 countries represent an export value of over \$4.5 billion or 44% of total exports. The top 5 countries represent over \$3 billion in exports where Brazil alone represented more than a third of that figure.

In a much more profound examination, the importance of the Americas to Central Florida is most evident with seven of the top ten markets coming from this region. Although there was a modest year-over-year decline of 3%, the Americas still represents the largest share of consumers for our exports. Combined, North, Central, South America, and the Caribbean represent over \$5.8 billion, which is over half of all Central Florida's exports (57%). These figures should not be surprising given Central Florida's geographic proximity to the region, free trade agreements, and its' growing Latin American & Caribbean diaspora.

The United States holds free trade agreements (FTA) with five of the seven top markets from the Americas. These markets include: Mexico (#2), Canada (#3), Chile (#4), Colombia (#7), and Peru (#10). From the top 10 countries, the markets under FTAs from the Americas are destinations for over \$2 billion of Central Florida's exports. The Full value from FTA markets in the Americas is over \$3 billion.

The other top three export markets, Germany, the United Kingdom, and China, represent just over \$1 billion in the export value of goods from Central Florida. Except for the United Kingdom, who's figures dropped by 28%, China purchase value for Central Florida exports increased by 19%, which is a notable change from the 12% drop in 2022.

What is Central Florida Exporting? ▶▶▶

There is no doubt or question about what Central Florida's top export is: international tourism. International tourism is indeed considered an export as earnings from foreign tourists are a capital injection into our regional economy. The export earnings from international visitors foment entrepreneurship, while supporting and/or creating new jobs.⁸

According to Visit Orlando, Central Florida received over 6 million international tourists in 2023, which represented an increase of 25%. Their visit to our Central Florida area included, but were not limited to, area attractions, shopping, dining, and lodging. Area spending by international tourists reached \$5.4 billion in 2023, which is an annual growth rate of 29%.

International Origin Detail

Origin Market	2023	% change YoY
Europe	1,811,000	17%
Germany	122,800	22%
United Kingdom	877,000	8%
South America	1,574,000	19%
Argentina	151,000	30%
Brazil	696,000	21%
Colombia	302,000	5%
Asia	245,000	86%
Total Overseas	4,442,000	22%
Canada	1,256,000	46%
Mexico	432,000	10%
Total International	6,130,000	25%

Sources: Tourism Economics; National Travel & Tourism Office; Visit Orlando It's important to mention that tourism is not the only major industry in Central Florida. In fact, the Central Florida economy has a rather robust and dynamic technological base of high-tech industries that include, but are not limited to, aerospace, life sciences, defense, and advanced manufacturing. Collectively, these industries all contributed to the more than \$10 billion of exports in 2023.

Top 5 Exports

Top Five Exports				
Aerospace	\$3,376,834,483	32.9%		
Electronics	\$1,737,727,947	16.9%		
Industrial Machinery	\$1,287,195,682	12.5%		
Medical Technology	\$647,891,732	6.3%		
Vehicles & Veh. Parts	\$370,055,737	3.6%		
Top 5 Exports Total	\$7,497,467,108	72.3%		

Source: WiserTrade

Central Florida's top five sectors accounted for over 72% of our region's overall exports. A third of all those exports were from the aerospace sector, which included civilian aircraft, engines and parts, spacecraft, and space launch vehicles. The second leading sector was electronics with many of its exports being in electronic integrated circuits and voice, imaging, and data instruments. Industrial Machinery comes in third with exports that include automatic data processing machines, centrifuges, and parts for pulley tackle, hoists, spark ignitions, and rotary internal combustion piston engines. At number four, exports in medical technology were very much diversified ranging from medical and surgical supplies, to oscilloscopes, lasers, and optical instruments. Vehicles, and parts thereof, round off the fifth slot with exports that include motor vehicles, motor vehicle parts, tractors, trailers, and commercial trucks.

CFL Exports Per Harmonized System (HS) Code

	Aerospace	Medical Tech.*	Electronic Machinery	Industrial Machinery	Vehicles
Orange County	Х	Х	Х	Х	X
Brevard County	X	X	X	X	
Volusia County		X	X	X	
Seminole County	X	X	X	X	X
Lake County		X	X	X	X
Osceola County			X	X	X

Source: WiserTrade

In conducting a closer examination of the region's leading exports by HS chapter, we find that each of the six counties had several export sectors in common. For example, in 2023, both industrial and electronic machinery were two sectors that all six counties had as one of their top 5 exports. Medical technology is the next category where five of the six-county region have it as a top 5 export. However, if we were to combine Osceola County's 2023 exports in pharmaceutical products together with its MedTech products, which both fall under life sciences, the category would become the County's fifth largest export; thus, making life sciences the third sector that all six counties share as a top export.

[&]quot;Tourism is the heartbeat of Central Florida, driving economic prosperity not only for our region but for the entire state, from creating jobs to generating \$5.6 billion in local and state tax revenue that supports essential public services," said Casandra Matej, President and CEO of Visit Orlando. "International travelers are essential to our continued growth and success. Forecasts show Orlando is set to surpass the pre-pandemic record of 6.5 million international quests by the end of 2025."

[—] Casandra Motej, President and CEO, Visit Orlando

CFL Exports By NAICS

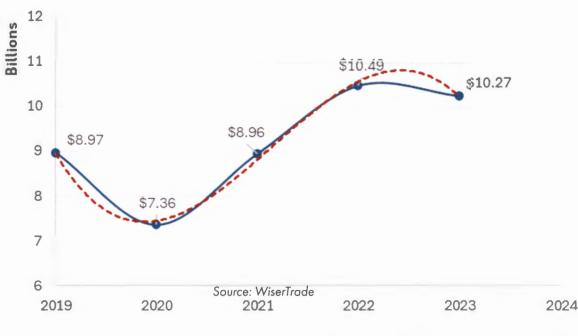
	Orange	Seminole	Brevard	Osceola	Lake	Volusia
Transportation Equipment Manuf.	X		X			X
Machinery Manufacturing	X	X	X	Х	X	X
Computer & Electronic Prod. Manufacturing	X	X	X	X	X	X
Chemical Manufacturing	X			X		X
Electrical Equipment Manufacturing	X	X				
Merchant Wholesalers		X		X		
Fabricated Metal Product Manuf.			X			
Food Manufacturing				X	Χ	
Beverage & Tobacco Prod. Manufacturing					X	
Miscellaneous Manufacturing		X	X		X	X

Source: WiserTrade

Now, it's important to mention that exports under an HS classification doesn't necessarily mean that the exported product was manufactured in Central Florida. To better understand what's being exported by our Central Florida manufacturers, we use the North American Industrial Classification System, or NAICS. By using a similar methodology as was conducted for HS classified exports, we find several industry clusters that are leading the charge in exports. All six counties have a strong industry cluster in machinery, computer, and electronic product manufacturing, where in 2023, were one of the top 5 NAICS export industries in our region. The Central Florida NAICS table illustrates the top 5 export industries for each of the six-county region.

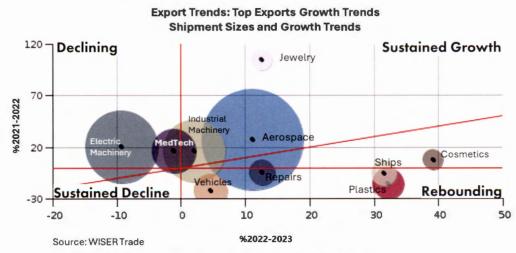
Central Florida's Export Trends ▶▶▶





---- Forecasted Trend ---- Actual Trend

Over the last five years, Central Florida exports have recovered from a downward trend that was pre-Covid-19; a once in a 100-year pandemic; and a robust rebound in export demand in its post pandemic years. Compared to 2019, in 2023, our region's exports grew by approximately 15 percent. Not taking 2019 into account, the median growth trend over the past 4 years is an impressive 15.83 percent. However, as stated in the earlier sections on national and state-level exports, in 2023, Central Florida was also not exempt from rising inflation, supply chain disruptions, and geopolitical turmoil where regional trade suffered a drop in export values of over \$220.5 million, which is roughly a 2% drop from its previous year.



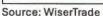
Note: The area of the bubbles represents the Total dollar value of 2023 exports.

◄◄ Central Florida's Top Import Markets

In terms of imports, Central Florida businesses purchased goods that were valued over \$27.6 billion in 2023. At the national level, in comparison to other States, if Central Florida were a state, this would mean that the 6-county region would rank between Oregon and Alabama as the 22nd largest importer into the US.

Central Florida's imports were sourced from all four corners of the world. These goods were imported from over 200 countries and territories worldwide – 233 to be exact! It is important to mention, however, that over \$19.4 billion (or 70.4%) of the region's imports are predominantly clustered amongst 10 foreign markets. The top five import markets represent 52.6% of all imports into our region.

Top 10 Import Markets	
China	\$4,535,566,686
Mexico	\$4,474,729,003
Canada	\$2,646,630,759
Japan	\$1,488,658,592
Germany	\$1,388,680,330
Vietnam	\$1,292,193,378
South Korea	\$1,141,379,299
Taiwan	\$937,011,857
India	\$847,777,210
Italy	\$705,205,569
Total:	\$19,457,832,684



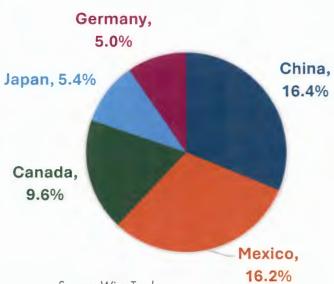


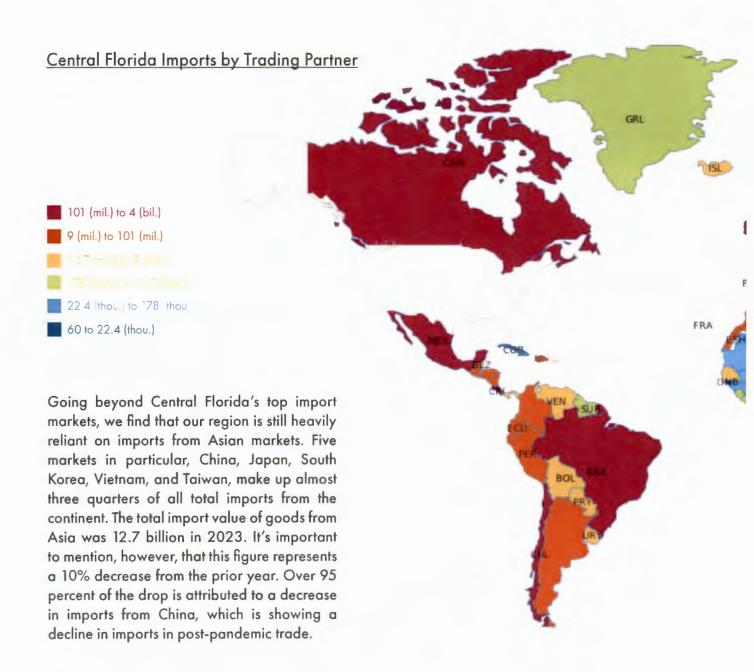






Top 5 Import Markets: % Share





"With 95% of the world's consumers outside of the U.S., exporting offers our small businesses an opportunity to grow revenues faster, improve profits, increase global competitiveness and be more resilient to economic downturns. The Florida SBDC is proud to be a part of the Central Florida international trade community, providing nationally recognized resources and tools to help our local businesses expand and succeed in international markets."

Eunice Choi, Regional Director, Florida SBDC at the University of Central Florida



There are several notable regions that saw an upward trend in trade most notably from our North American neighbors. Both Canada and Mexico increased their exports into Central Florida by more than \$300 million. The increase in Mexico's import figures were over \$381.9 million, while Canada's imports into our region were over \$327.8 million. South American imports grew by almost \$40 million in 2023, while Central American imports remained relatively flat.

◄◄ What is Central Florida Importing?

Central Florida businesses import overseas products for a variety of reasons that include inputs for local manufacturing, industrial or electrical equipment, or for outright sale into the US consumer market. A close examination of our region's imports under the HS Chapters, which are the first two numbers under the HS code, we find that the top ten sectors account for over 70% of our total imports. Similar to our exports, the top five sectors represent almost 60 percent of Central Florida's imports.

Imports by Region

Region	20	% Share	
North America	\$	7,121,359,762	25.8%
Central America	\$	276,314,620	1.0%
South America	\$	612,449,433	2.2%
Caribbean	\$	96,877,997	0.4%
Americas Subtotal:	\$	8,107,001,812	29.3%
Europe	\$	6,004,830,327	21.7%
Asia	\$	12,710,637,768	46.0%
Australia & Oceania	\$	181,968,414	0.7%
Africa	\$	233,500,860	0.8%
Middle East	\$	410,080,038	1.5%

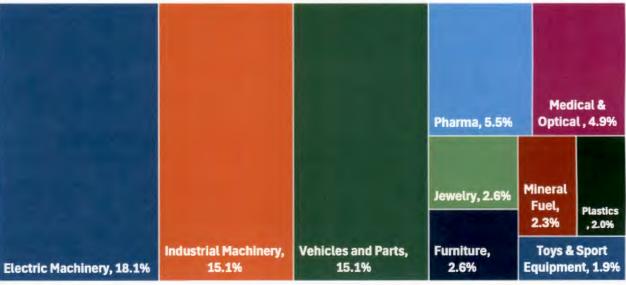
Top Imports

Electric Machinery	\$5,007,636,195
Industrial Machinery	\$4,182,143,722
Vehicles and Parts	\$4,174,443,081
Pharma	\$1,530,359,970
Medical & Optical	\$1,360,092,500
Jewelry	\$730,019,236
Furniture	\$713,896,137
Mineral Fuel	\$646,569,409
Plastics	\$549,780,601
Toys & Sport Equipment	\$529,487,638
Total	\$19,424,428,488

Source: WiserTrade

Source: WiserTrade

2023 Top Imports: % Share



Source: WiserTrade

If we expand upon the first 2-digits, or Chapters, under the HS code, although we get a clearer definition of the products being imported, we will still find these products cluster around a particular sector. For example, when examining the first two digits of the six-digit HS code, we find that 6 of the top 20 imports all start with the numbers 87, which is the chapter for vehicles and vehicle parts. Hence, just these six product descriptions represent an export value of over \$2.9 billion of the total sum figure of almost \$4.2 billion that was imported in vehicles and vehicles parts in 2023.

Central Florida Top 20 Imports: HS Subchapter (6-Digit)

		\$USD
Code	Description	(m)
870323	Pass Veh Spk-Ig Int Com Rcpr P Eng > 1500 Nov 3m Cc	\$1,271.9
300490	Medicaments Nesoi, Measured Doses, Retail Pk Nesoi	\$807.0
851713	Smartphones	\$696.8
851762	Mach For Recp/Convr/Trans/Regn Of Voice/Image/Data	\$595.1
870324	Pass Veh Spk-Ig Int Com Rcpr P Eng > 3000 Cc	\$502.2
847130	Port Digtl Automatic Data Process Mach Not > 10 Kg	\$498.0
847330	Parts & Accessories for Adp Machines & Units	\$410.1
847150	Digital Processing Units, N.E.S.O.I.	\$401.8
300215	Immunological Products, In Measured Doese/Rtl Sale	\$345.0
870322	Pass Mtr Veh, Spark Ign Eng, >1000cc But =<1500cc	\$335.6
271019	Petrol Oil Bitum Mineral (Nt Crud) Etc Nt Biodiesl	\$329.8
870431	Mtr Veh Trans Gds Spk Ig In C P Eng, Gvw Nov 5 Mtn	\$311.0
271012	Lt Oils, Preps Gt=70% Petroleum/Bitum Nt Biodiesel	\$257.1
870380	Motor Vehicles With Only Electric Motor, Nesoi	\$251.4
854231	Processors And Controllers, Electronic Integ Circt	\$250.7
870340	Pass Veh W/Spk-Ig And Elec Motor, Not Chrgd By Plug	\$234.0
854143	Photovoltaic Cells in Modules Or Panels	\$229.8
901890	Instr & Appl F Medical Surgical Dental Vet, Nesoi	\$229.4
710239	Diamonds, Nonindustrial, Worked	\$226.5
850440	Static Converters; Adp Power Supplies	\$193.1

Source: WiserTrade

◀◀◀ Central Florida's Import Trends



15
2019 2019.5 2020 2020.5 2021 2021.5 2022 2022.5 2023 2023.5 2024

Source: WiserTrade

Similar to our exports, over the last five years, Central Florida imports have performed relatively well since the pandemic. In fact, imports spiked during the recovery by 38% to reach a peak of over \$27 billion. In terms of year-over-year performance, the import value for 2023 is essentially flat where the percentage drop from the previous year was less than 1 percent. This flatline is very much attributable to supply chain disruptions, inflation, and geopolitical shifts, which all have affected international trade.



ABOUT THE ORGANIZATION



Founded in 2014, the Central Florida International Trade Office (CFITO), is managed by the National Entrepreneur Center, and sustained through the generous support of Orange County Government, Seminole County Government, the City of Orlando, City of Winter Park, and the City of Kissimmee.

CFITO is designed to accelerate the access and activity for companies interested in trade in Central Florida including Brevard, Lake, Orange, Osceola, Seminole, and Volusia counties. dedicated to strengthening Central Florida's position as a world-class center of international trade, in a region that already hosts the largest number of visitors in the United States.

By accelerating access to Central Florida's existing resources, providing one-on-one export and import counseling, reaching out through inperson and virtual events to educate businesses on how to access global opportunities, making relevant connections, highlighting our region's superior infrastructure, and emphasizing our collaborative approach to business development, CFITO is well positioned to engage international trade opportunities for both the importers and exporters who wish to do business in Central Florida.

CONTACT

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Ready to get started in international trade? CFITO is a great place to begin your global trade venture!

- www.NationalEC.org/CFITO
- 407,420,4860
- @floridatrade



SCAN ME



ABOUT THE ORGANIZATION



www.trade.gov/florida-orlando

We offer the expertise you need to connect with lucrative opportunities and increase your bottom line.

407.275.5527

CONTACT

US

Part of the United States Department of Commerce / International Trade Administration / U.S. Commercial Service, the Orlando U.S. Export Assistance Center helps United States exporters to understand foreign markets and conditions; identify, screen and qualify foreign business partners; comply with foreign regulation and standards; participate in foreign competitive public tenders; and defend their commercial interests abroad.

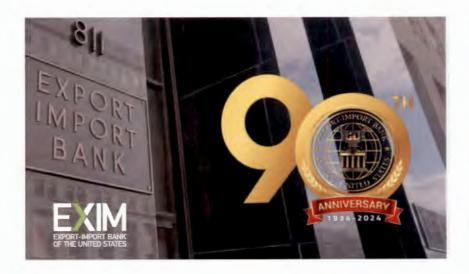
Export-ready Central Florida firms that are organized under the laws of the United States and exporting a commodity, service, technology or software that meets its U.S.-origin requirements will qualify for assistance from the Orlando U.S. Export Assistance Center.



SCAN ME



ABOUT THE ORGANIZATION



The Central Florida International Trade Office is a Regional Export Promotion Program (REPP) partner of the EXIM Bank.

EXIM Bank is open for business in over 180 countries and offers a line of products that meets the financing needs of companies seeking to increase their international sales and compete more effectively.

Working Capital: Lender Loan Guarantee provides guarantees to lenders of working capital loans to U.S. companies for fulfilling international sales orders and improving cash flow.

Export Credit Insurance: Covers the risk of buyer nonpayment, allowing U.S. exporters to extend "open account" credit terms to their foreign buyers. This product provides a marketing advantage to exporters transitioning from selling on cash-in advance or letters of credit.

Medium-Term Financing: This product supports competitive term financing to aid foreign buyers purchasing U.S. capital goods or services.

Express Insurance: Simplifies small business exporters' access to credit insurance, and makes it easier for them to obtain financing on those receivables. The product's streamlined application provides an insurance policy quotation and buyer credit decisions in an expedited time frame.

CONTACT

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The EXIM Bank is the official export credit agency of the United States.

- www.EXIM.gov
- 305.526.7463
- @eximbankus



SCAN ME



ABOUT THE ORGANIZATION



The Small Business Administration's (SBA) office for the support of small business international trade development, the Office of International Trade, works in cooperation with other federal agencies and public- and private-sector groups to encourage small business exports and to assist small businesses seeking to export. Through 21 U.S. Export Assistance Centers, SBA district offices and a variety of service-provider partners, we direct and coordinate SBA's ongoing export initiatives in an effort to encourage small businesses going global.

Export Finance Programs: Most U.S. banks view loans for exporters as risky. This makes it harder for you to get loans for things like day-to-day operations, advance orders with suppliers, and refinancing existing debts. That's why SBA created export finance programs to provide lenders with up to a 90% guaranty on export loans.

To learn more about SBA export finance programs, contact your local SBA export finance manager or SBA's Office of International Trade.

CONTACT

Filling in the gap for American businesses by equipping them with the financing tools needed to compete for global sales.

- www.SBA.gov
- (727) 365-6939
- @SBAgov



SCAN ME



ABOUT THE ORGANIZATION



The International Trade & Development (IT&D) Division of SelectFlorida – previously known as Enterprise Florida, Inc. – provides Florida eligible companies information, tools, resources and grants to help them export their products and services worldwide. In addition, it offers Florida manufacturers and industry-specific service-providers five international trade grants, which are designed to help them increase their exports around the globe.

IT&D has professional Trade Managers strategically located throughout the state who can provide access to the grants and partners who offer other export assistance. Furthermore, IT&D has 18 offices around the world responsible for attracting Foreign Direct Investment (FDI) to the state, and they help develop trade opportunities for Florida companies through the Virtual Business Matchmaking program.

CONTACT

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Propel your company's growth and break through in today's global market.

- _
- https://selectflorida.org
- 407-956-5602
- @selectflorida







Florida SBDC at the University of Central Florida

Helping Businesses Grow & Succeed

ABOUT THE ORGANIZATION



The Florida SBDC at UCF's International Trade Services help prepare businesses for globalization. Their nationally recognized International Trade Services are designed to connect export-ready, new-to-market and new-to-export businesses with International Trade Specialists who can personally deliver the tools, strategies, and expertise needed to help grow and succeed abroad.

Their no-cost one-on-one consulting services help businesses understand the basics of international trade, determine which licenses are required, compile market research, and understand country requirements for products. In addition, their Export Marketing Plan Service assists qualified new-to-export manufacturers and service providers with overseas growth strategies through the development of customized Export Marketing Plans. Provided in partnership with Enterprise Florida and the U.S. Commercial Service, the Export Marketing Plan includes a thorough readiness assessment, industry and market analyses with target market recommendations, overseas trade opportunities, a review of international competition and an action plan designed to put businesses on the road to global success.

CONTACT US

Guiding businesses through the complexities of developing and executing an aggressive international growth strategy.

- www.sbdcorlando.com
- 407.420.4850
- @sbdcorlando

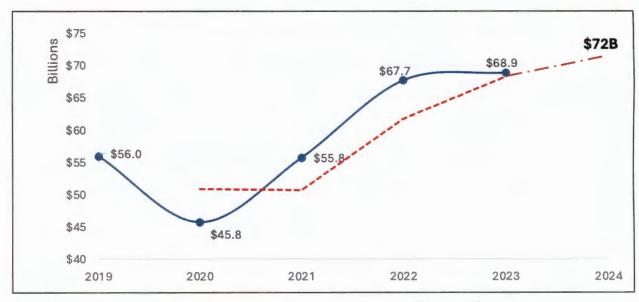




OUTLOOK

By the time this report was produced, three quarters of the 2024 fiscal year had come to an end. The export trade figures up to October of 2024 report the State of Florida with an export value of over \$59 billion, which is almost a \$3.3 billion increase versus the same time period in 2023. This means that year to date, Florida exports are up by more than five percent. Similarly, the export value of US goods for 2024 shows a modest increase from \$1.6 trillion in 2023 to \$1.7 trillion in 2024, which is an increase of 2.3 percent. Assuming the fourth quarter maintains the current year-to-date performance, Florida should surpass the national trend where the State's export figures should finish strong with 5 percent growth for 2024.

Florida Outlook: 2024 Forecast



Source: U.S. Census Bureau, Foreign Trade Division via WiserTrade.org

A forward look into 2025 gives us an overcast outlook. The somber outlook stems from current market conditions, global conflicts, geopolitical quagmires, and the threat of new trade tariffs. Any of these conditions could prove detrimental to global trade. For example, a sudden spike in global inflation would reduce global consumption. Conflicts and geopolitical quagmires in the Middle East, Ukraine, the Red Sea, Africa, Taiwan, and the South China Sea could also dampen our State and region's positive export trade momentum.

The possible realization of recent US threats on new and multiple trade tariffs could become pernicious for our region's growth in export trade. Some of Central Florida's top export partners have been placed on notice for the possibility of new tariffs in 2025. If some of these tariffs were to materialize, two things may occur: reciprocating tariffs could be placed on our US goods, which could likely evolve into a trade war; and/or the strengthening of the US dollar, which could result in less consumption for our export goods and services by our foreign trading partners. From an optimistic standpoint, the possibility for a silver lining in a more targeted approach to tariffs could bring some necessary corrections to unfair trade practices that have undermined the competitiveness of US exporters in some key overseas markets.

Despite all this, there are several bullish glimmers of optimism that portray a more positive outlook for 2025. One notable example, the signing of the Memorandum of Understanding to promote trade between the United Kingdom and the State of Florida presents several export growth opportunities

for our Central Florida region.¹⁰ We also have an increase in trade that's been trending over the past two to three years with key export markets, such as Mexico, Canada, and Chile, which present promising opportunities for the export of advanced technologies, aerospace, medical devices, among other key exports from Central Florida.



Other positive developments for our Central Florida community include the opportunities that will present themselves within the aerospace sector in 2025. Australia and the United States recently



signed the US – Australia Technology Safeguards Agreement (TSA), which has the potential for new commercial opportunities in trade development of advanced technologies that are related to space.^{11,12} This development was also complimented with actions taken by our US Government where they recently revised key elements within its export rules and regulations to improve international partnerships amongst key Artemis member states and members with TSAs.¹³ In 2024, the Artemis Lunar Exploration project expanded its key

group of participating countries to 52, which includes Canada, the UK, and now Australia – where some hold TSAs that can further facilitate and expand international trade in our region.^{14,15}

Each one of Central Florida's top export sectors have opportunities, which present a positive outlook for 2025 and beyond. To learn more about any of these opportunities, please reach out to your Central Florida International Trade Office at the National Entrepreneur Center in Orlando, Florida.

"The Central Florida community is a shining beacon within Florida, serving as the home to a myriad of industries. From Aerospace, hospitality to advanced manufacturing, the NEC is here to help empower aspiring entrepreneurs, as well as scale up existing companies, with technical business support so they may flourish. This includes specialized international trade assistance. As Central Florida's most trusted "one-stop-shop" for all small business needs, we invite you to visit the NEC . . . and bring a friend!"

Belinda O. Kirkegard, President, National Entrepreneur Center

AEROSPACE

EXPORT FACTS

In 2023, Exports Made a Significant Economic Contribution

- CFL exports totaled almost \$10.3 billion in 2023.
- Every billion dollars of exports supports 5,755 jobs.
- 222 countries and territories received exports from Central Florida.
- 10 countries were the destination of over \$4.5 billion in exports from Central Florida.
- 1/3 of the 97 commodity groups recorded exports of almost \$9.5 billion, which the top 7 exceeded an export value of \$7.9 billion.

Top Markets for Central Florida Exports in 2023

To	p 5 Markets	SMillion	X total
E	Brazil	1,144.2	11.1%
23	Mexico	549.5	5.4%
3	Canada	511.0	5.0%
	Chile	432.3	4.2%
5	Germany	399.6	3.9%
	Total all countries	\$10,269.4	100.0%

Aerospace Exports per County in 2023

Ce	ntral Florida	SMillion	X total
1	Brevard County	1,788.4	53.0%
2	Orange County	1,535,2	45.5%
3	Volusia County	30.4	0.9%
	Seminole County	19.8	0.6%
	Lake County	1.8	0.1%
6	Osceola County	1.3	0.0%
	Total all counties	\$3,376.8	100.0%

Total Central Florida (CFL) Aerospace Exports in 2023

- Aerospace exports exceeded over \$3.3 billion.
- Five out of six counties grew exports in this sector.
- The largest growth occurred in Brevard with a 22.7% increase versus prior year.
- Brazil is the #1 market for these exports.
- Exports to Chile have tripled over the last year.
- China and Mexico each grew their purchases in Aerospace by more than \$40 million.

Top CFL Aerospace Exports in 2023

Top 5 Products	5Million	% total
Civilian Aircraft, Engines, Parts	3,185.8	94.3%
Parts of Planes or Helicopters	102.4	3.0%
Aircraft, Spacecraft & Launch Vehicles	47.3	1.4%
Parachutes	26.5	0.8%
Aircraft Launch Gear	14.7	0.4%
Total all exports	\$3,376.8	100.0%

Top CFL Aerospace Export Markets in 2023

Top 5 Markets	SMillian	% total
Brazil	535.9	15.9%
2 Chile	227.0	6.7%
Germany	203.6	6.0%
Mexico	160.2	4.7%
United Kingdom	159.9	4.7%
Total all imports	\$3,376.8	100.0%



MEDICAL TECHNOLOGY

EXPORT FACTS

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4	Chile	432.3	4.2%
5	Germany	399.6	3.9%
	Total all countries	\$10,269.4	100.0%

Med Tech Exports per County in 2023

itral Florida	\$Million	% total
Orange County	239.8	37.0%
Brevard County	185.2	28.6%
Volusia County	104.2	16.1%
Seminole County	95.0	14.7%
Lake County	21.3	3.3%
Osceola County	2.3	0.4%
Total all counties	\$647.9	100.0%
	Brevard County Volusia County Seminole County Lake County Osceola County	Orange County 239.8 Brevard County 185.2 Volusia County 104.2 Seminole County 95.0 Lake County 21.3 Osceola County 2.3

2023 Central Florida Medical Technology Exports

- Med tech exports reached almost \$648 million.
- The sector contracted versus prior year exports by less than 2 percent.
- Medical technology continues being the #4 export sector for Central Florida.
- Canada was the #1 market for these exports in 2023.
- Except for China, the rest of the four top export markets grew their purchases versus prior year.

Top CFL Med Tech Exports in 2023

Top 5 Exports	SMillion	% total
Direction Finding Compasses	138.1	21.3%
Medical, Surgical, Dental Instr.	77.0	11.9%
Orthopedic, Artif Body Pts, Hearing Aids, Pts	68.5	10.6%
Oscilloscopes, Spectrum Equ.	61.4	9.5%
Lasers, Optic Appl.	54.1	8.4%
Total all exports	\$647.9	100.0%

Top CFL Med Tech Export Markets in 2023

Top 5 Markets	\$Million	% total
Canada	81.7	12.6%
Netherlands	41.3	6.4%
Germany	38.0	5.9%
China	32.7	5.0%
S Brazil	31.5	4.9%
Total all exports	\$647.9	100.0%



ELECTRIC MACHINERY

EXPORT FACTS

In 2023, Exports Made a Significant Economic Contribution

- CFL exports totaled almost \$10.3 billion in 2023.
- Every billion dollars of exports supports 5,755 jobs.
- 222 countries and territories received exports from Central Florida.
- 10 countries were the destination of over \$4.5 billion in exports from Central Florida.
- 1/3 of the 97 commodity groups recorded exports of almost \$9.5 billion, which the top 7 exceeded an export value of \$7.9 billion.

Top Markets for Central Florida Exports in 2023

31	g 5 Markets	\$Million	S little
83	Brazil	1,144.2	11.1%
7.	Mexico	549.5	5.4%
1	Canada	511.0	5.0%
	Chile	432.3	4.2%
	Germany	399.6	3.9%
	Total all countries	\$10,269.4	100.0%

Electric Machinery Exports per County in 2023

6	ntral Firefula	\$Million	% total
=	Brevard County	1,014.3	58.0%
Ð	Orange County	396.4	22.8%
3	Volusia County	147.3	8.5%
	Seminole County	144.7	8.3%
	Lake County	20.9	1.2%
	Osceola County	14.3	0.8%
	Total all counties	\$1,737.7	100.0%

2023 Central Florida Electric Machinery Exports

- Electric machinery exports exceeded \$1.7 billion.
- The sector contracted versus prior year exports by almost 10 percent.
- 5 out of 6 counties grew their exports in this sector.
- Electric machinery continues being the #2 export sector for Central Florida.
- Bazil was the #1 market for these exports in 2023.
- Brazil and Mexico were the two of the top five markets that grew their purchases in this sector.

Top CFL Electric Machinery Exports in 2023

Tep 5 Exports	\$Million L	% med
Electronic Integrated Circuits	579.1	33.3%
Phone Sets	338.1	19.5%
Radar Apparatus, Radio Nav.	106.9	6.2%
Electrical Apparatus	69.3	4.0%
Semiconductor Dev., Photosensors	60.5	3.5%
Total all exports	\$1,737.7	100.0%

Top CFL Electric Machinery Exports in 2023

Top 5 Markets	Station	N Yout
Brazil	422.5	24.3%
Paraguay	110.7	6.4%
Canada	81.9	4.7%
Germany	71.0	4.1%
Mexico	67.9	3.9%
Total all imports	\$1,737.7	100.0%



INDUSTRIAL MACHINERY

EXPORT FACTS

In 2023, Exports Made a Significant Economic Contribution 2023 Central Florida Industrial Machinery Exports

- CFL exports totaled almost \$10.3 billion in 2023.
- Every billion dollars of exports supports 5,755 jobs.
- · 222 countries and territories received exports from
- 10 countries were the destination of over \$4.5 billion in exports from Central Florida.
- 1/3 of the 97 commodity groups recorded exports of almost \$9.5 billion, which the top 7 exceeded an export value of \$7.9 billion.

Top Markets for Central Florida Exports in 2023

To	p 5 Markets	\$Million	% total
1	Brazil	1,144.2	11.1%
2	Mexico	549.5	5.4%
3	Canada	511.0	5.0%
	Chile	432.3	4.2%
5	Germany	399.6	3.9%
	Total all countries	\$10,269.4	100.0%

2023 Industrial Machinery Exports per County

Ce	ntral Florida	\$Million	% total
	Orange County	414.4	53.0%
2	Brevard County	338.1	45.5%
3	Volusia County	192.0	0.9%
4	Osceola County	175.1	0.6%
5	Seminole County	111.5	0.1%
6	Lake County	56.1	0.0%
	Total all counties	\$1,287.2	100.0%

- Industrial machinery exports exceeded \$1.2 billion.
- Industrial machinery is the #3 export sector for Central Florida.
- Chile was the #1 market for these exports.
- Exports to Colombia contracted by more than \$12 million in 2023.
- · Except for Colombia, the rest of the four top export markets grew their purchases versus prior year.

2023 Top 5 Industrial Machinery Products Exports

\$Million	% total
173.1	13.4%
135.2	10.5%
104.8	8.1%
79.2	6.2%
67.2	5.2%
\$1,287.2	100.0%
	173.1 135.2 104.8 79.2 67.2

Chile 92.1 7.2%

Colombia 82.6 6.4% 5.7% Mexico 72.8 Canada 72.6 5.6% 5.3% Peru 68.5 \$1,287.2 100.0%

Export Data Source: World Institute for Strategic Economic Research (WISERTrade Date: 12/2024) Central Florida area (CFL): Lake, Orange, Osceola, Seminole, Brevard, & Volusia Counties International Trade Administration, Jobs Supported by Exports 2016: An Update

Total all imports



VEHICLEEXPORT FACTS

In 2023, Exports Made a Significant Economic Contribution

- CFL exports totaled almost \$10.3 billion in 2023.
- Every billion dollars of exports supports 5,755 jobs.
- 222 countries and territories received exports from Central Florida.
- 10 countries were the destination of over \$4.5 billion in exports from Central Florida.
- 1/3 of the 97 commodity groups recorded exports of almost \$9.5 billion, which the top 7 exceeded an export value of \$7.9 billion.

Top Markets for Central Florida Exports in 2023

To	p 5 Markets	5Million	% total
В	Brazil	1,144.2	11.1%
2	Mexico	549.5	5.4%
E	Canada	511.0	5.0%
	Chile	432.3	4.2%
5	Germany	399.6	3.9%
	Total all countries	\$10,269.4	100.0%

Vehicle & Parts Exports per County in 2023

	entral Florida	SMillion	N. andreil
	Orange County	239.8	37.0%
3	Brevard County	185.2	28.6%
3	Volusia County	104.2	16.1%
4	Seminole County	95.0	14.7%
3	Lake County	21.3	3.3%
5	Osceola County	2.3	0.4%
	Total all counties	\$647.9	100.0%

2023 Central Florida Vehicle and Parts Exports

- Vehicle & parts exports reached over \$370 million.
- The sector grew versus prior year exports by more than 4.5 percent.
- Vehicles continues being the #5 export sector for Central Florida.
- The Dominican Republic was the #1 market for these exports in 2023.
- Canada and Venezuela were the two of the top five markets that grew their purchases in this sector.

Top CFL Vehicle & Parts Exports in 2023

Top 5 Exports	\$Million	% total
Motor Cars & Vehicles	158.2	21.3%
Parts & Accessories for Veh.	138	11.9%
Motor Vehicles for Transport of Goods	68.5	10.6%
Parts & Access for Cycles	61.4	9.5%
Trailers, Other Vehicles	54.1	8.4%
Total all exports	\$370.1	100.0%

Top CFL Vehicle & Parts Export Markets in 2023

E	gr 5 Markets	\$Million	% total
E	Dominican Republic	41.6	11.2%
В	Chile	30.6	8.3%
E	Canada	19.2	5.2%
D	Venezuela	18.8	5.1%
В	Oman	16.1	4.3%
	Total all exports	\$370.1	100.0%



CENTRAL FLORIDA - BRAZIL

TRADE FACTS

In 2023, Exports Made a Significant Economic Contribution

- CFL exports totaled almost \$10.3 billion in 2023.
- Every billion dollars of exports supports 5,755 jobs.
- 222 countries and territories received exports from Central Florida.
- 10 countries were the destination of over \$4.5 billion in exports from Central Florida.
- 1/3 of the 97 commodity groups recorded exports of almost \$9.5 billion, which the top 7 exceeded an export value of \$7.9 billion.

Top Markets for Central Florida Exports in 2023

Te	p 5 Markets	\$Million	% total
E	Brazil	1,144.2	11.1%
В	Mexico	549.5	5.4%
E	Canada	511.0	5.0%
	Chile	432.3	4.2%
5	Germany	399.6	3.9%
	Total all countries	\$10,269.4	100.0%

County by County Exports to Brazil in 2023

Ce	ntral Florida	\$Million	% tomai
ы	Brevard County	702.5	61.4%
	Orange County	347.2	30.3%
E	Volusia County	41.7	3.6%
4	Seminole County	28.0	2.4%
8	Osceola County	13.3	1.2%
6	Lake County	11.5	1.0%
	Total all counties	\$1,144.2	100.0%

Trade between Central Florida and Brazil in 2023

- Exports to Brazil exceeded \$1,144 billion.
- Aerospace continues to perform strong as the #1 export to Brazil for Central Florida.
- Each of Central Florida's top 4 export sectors experienced year over year growth.
- The top 2 exports experienced double digit growth.
- Brazil is Central Florida's #1 export Market.
- Brazil ranks #20 in imports to Central Florida.

Top 5 Central Florida Exports to Brazil in 2023

Top 5 Products	SMIllion	% total
Aerospace	535.9	46.8%
Electronic Machinery	422.5	36.9%
Industrial Machinery	50.5	4.4%
Medical Technology	31.5	2.8%
Repaired Imports	19.6	1.7%
Total all exports	\$1,144.2	100.0%

Top 5 Central Florida Imports from Brazil in 2023

Top 5 Markets	\$Million	% total
Aerospace	26.4	10.6%
Industrial Machinery	22.3	8.9%
Mineral Fuel	20.8	8.3%
Iron & Steel	20.5	8.2%
Wood & Articles of Wood	16.8	6.7%
Total all imports	\$249.5	100.0%

EXPORT RISK ASSESSMENT

Political Risk (Short Term)	Political Risk (Med & Long Term)	OECD Classification	Business Environment Risk
2	4	4	E



CENTRAL FLORIDA - CANADA

TRADE FACTS

In 2023, Exports Made a Significant Economic Contribution

- CFL exports totaled almost \$10.3 billion in 2023.
- Every billion dollars of exports supports 5,755 jobs.
- 222 countries and territories received exports from Central Florida.
- 10 countries were the destination of over \$4.5 billion in exports from Central Florida.
- 1/3 of the 97 commodity groups recorded exports of almost \$9.5 billion, which the top 7 exceeded an export value of \$7.9 billion.

Top Markets for Central Florida Exports in 2023

H	p 5 Markets	\$Million	% total
В	Brazil	1,144.2	11.1%
2	Mexico	549.5	5.4%
3	Canada	511.0	5.0%
0	Chile	432.3	4.2%
5	Germany	399.6	3.9%
	Total all countries	\$10,269.4	100.0%

County by County Exports to Canada in 2023

Ca	ntral Florida	SMillion	% total
	Orange County	177.8	34.8%
1	Brevard County	140.9	27.5%
E	Volusia County	99.1	19.4%
	Seminole County	44.3	8.7%
5	Lake County	35.1	6.9%
Б	Osceola County	13.8	2.7%
	Total all counties	\$511.0	100.0%

Trade between Central Florida and Canada in 2023

- Exports to Canada exceeded \$510 million.
- Central Florida exports to Canada year-over-year declined by almost USD \$23 million.
- Three out of five top exports to Canada experienced modest growth.
- Two out of Five top exports to Canada declined YOY.
- · Canada is Central Florida's #3 export Market.
- Canada also ranked #3 in imports to Central Florida.

Top 5 Central Florida Exports to Canada in 2023

Top 5 Products	5Million	% total
Electronic Machinery	81.9	16.0%
Medical Technology	81.7	16.0%
Industrial Machinery	72.6	14.2%
Ships, Boats & Floating Str.	36.0	7.0%
Aerospace	27.2	5.3%
Total all exports	\$511.0	100.0%

Top 5 Central Florida Imports from Canada in 2023

Top 5 Markets	SMillion	% Voter
Vehicles	640.6	24.2%
Industrial Machinery	213.1	8.1%
Mineral Fuel	163.7	6.2%
Aerospace	131.2	5.0%
Wood & Articles of Wood	101.8	3.8%
Total all imports	\$2,646.6	100.0%

EXPORT RISK ASSESSMENT

Political Risk (Short Term)	Political Risk (Med & Long Term)	OECD Classification	Business Environment Risk
1	1	0	D



CENTRAL FLORIDA - CHILE

TRADE FACTS

In 2023, Exports Made a Significant Economic Contribution

- CFL exports totaled almost \$10.3 billion in 2023.
- Every billion dollars of exports supports 5,755 jobs.
- 222 countries and territories received exports from Central Florida.
- 10 countries were the destination of over \$4.5 billion in exports from Central Florida.
- 1/3 of the 97 commodity groups recorded exports of almost \$9.5 billion, which the top 7 exceeded an export value of \$7.9 billion.

Top Markets for Central Florida Exports in 2023

Te	p 5 Markets	SMillion	% total
1	Brazil	1,144.2	11.1%
2	Mexico	549.5	5.4%
E	Canada	511.0	5.0%
4	Chile	432.3	4.2%
5	Germany	399.6	3.9%
	Total all countries	\$10,269.4	100.0%

County by County Exports to Chile in 2023

Central Florida	SMillion	% total
Orange County	166.1	38.4%
Brevard County	165.3	38.2%
Volusia County	35.6	8.2%
Osceola County	26.5	6.1%
Seminole County	22.8	5.3%
Lake County	16.0	3.7%
Total all counties	\$432.3	100.0%

Trade between Central Florida and Chile in 2023

- Exports to Chile exceeded \$432 million.
- Central Florida exports to Chile year-over-year grew by more than USD \$24 million.
- Three out of five top exports to Chile experienced significant growth.
- Three of the 5 top exports have a 3-yr growth trend.
- Chile is Central Florida's #4 export Market.
- Chile ranks #31 in imports to Central Florida.

Top 5 Central Florida Exports to Chile in 2023

Top 5 Products	SMIIIIon	% total
Aerospace	227.0	52.5%
Industrial Machinery	92.0	21.3%
Vehicles	30.6	7.1%
Electronic Machinery	25.9	6.0%
Medical Technology	10.7	2.5%
Total all exports	\$432.3	100.0%

Top 5 Central Florida Imports from Chile in 2023

Tog 5 Markets	SMillion	% total
Seafood	32.3	28.6%
Copper & Articles Thereof	20.1	17.7%
Edible Fruits & Nuts	16.3	14.4%
Wood & Articles of Wood	11.6	10.2%
Mineral Fuel	4.7	4.1%
Total all imports	\$113.1	100.0%

EXPORT RISK ASSESSMENT

Political Risk (Short Term)	Political Risk (Med & Long Term)	OECD Classification	Business Environment Risk
2	3	0	С



CENTRAL FLORIDA - MEXICO

TRADE FACTS

In 2023, Exports Made a Significant Economic Contribution

- CFL exports totaled almost \$10.3 billion in 2023.
- Every billion dollars of exports supports 5,755 jobs.
- 222 countries and territories received exports from Central Florida.
- 10 countries were the destination of over \$4.5 billion in exports from Central Florida.
- 1/3 of the 97 commodity groups recorded exports of almost \$9.5 billion, which the top 7 exceeded an export value of \$7.9 billion.

Top Markets for Central Florida Exports in 2023

10	p 5 Markets	\$Million	% total
E	Brazil	1,144.2	11.1%
В	Mexico	549.5	5.4%
	Canada	511.0	5.0%
О	Chile	432.3	4.2%
5	Germany	399.6	3.9%
	Total all countries	\$10,269.4	100.0%

County by County Exports to Mexico in 2023

C:	ntral Florida	\$Million	% total
	Orange County	212.9	38.7%
Е	Brevard County	159.4	29.0%
3	Volusia County	86.2	15.7%
В	Seminole County	47.0	8.6%
5	Osceola County	22.7	4.1%
a	Lake County	21.3	3.9%
	Total all counties	\$549.5	100.0%

Trade between Central Florida and Mexico in 2023

- · Exports to Mexico exceeded \$549 million.
- Central Florida exports to Mexico grew by almost USD \$100 million.
- Four out of five top exports to Mexico experienced double digit growth.
- Aerospace and Boats both grew by over 40%.
- Mexico is Central Florida's #2 export Market.
- Mexico ranks #2 in imports to Central Florida.

Top 5 Central Florida Exports to Mexico in 2023

Top 5 Products	SMUltion	% total
Aerospace	160.2	29.2%
Industrial Machinery	72.8	13.3%
Electronic Machinery	67.9	12.4%
Toys, Games & Sport Equip.	31.5	5.7%
Ships, Boats & Floating Str.	31.4	5.7%
Total all exports	\$549.5	100.0%

Top 5 Central Florida Imports from Mexico in 2023

Top 5 Markets	\$Million	% total
Vehicles	1,378.0	30.8%
Electronics	867.6	19.4%
Industrial Machinery	776.1	17.3%
Medical Technology	253.0	5.7%
Beverages, Spirits & Vinegar	163.5	3.7%
Total all imports	\$4,474.7	100.0%

EXPORT RISK ASSESSMENT

Political Risk (Short Term)	Political Risk (Med & Long Term)	OECD Classification	Business Environment Risk
1	3	3	D



CENTRAL FLORIDA - GERMANY

TRADE FACTS

In 2023, Exports Made a Significant Economic Contribution

- CFL exports totaled almost \$10.3 billion in 2023.
- Every billion dollars of exports supports 5,755 jobs.
- 222 countries and territories received exports from Central Florida.
- 10 countries were the destination of over \$4.5 billion in exports from Central Florida.
- 1/3 of the 97 commodity groups recorded exports of almost \$9.5 billion, which the top 7 exceeded an export value of \$7.9 billion.

Top Markets for Central Florida Exports in 2023

To	p 5 Markets	\$Million	% total
1	Brazil	1,144.2	11.1%
2	Mexico	549.5	5.4%
3	Canada	511.0	5.0%
Д	Chile	432.3	4.2%
5	Germany	399.6	3.9%
	Total all countries	\$10,269.4	100.0%

County by County Exports to Germany in 2023

Гe	ntral Florida	\$MIllion	N total
	Brevard County	179.6	44.9%
2	Orange County	148.0	37.0%
3	Volusia County	35.5	8.9%
4	Seminole County	25.0	6.3%
5	Lake County	6.2	1.5%
6	Osceola County	5.4	1.4%
	Total all counties	\$399.6	100.0%

Trade between Central Florida and Germany in 2023

- · Exports to Germany exceeded \$399 million.
- Central Florida exports to Germany year-over-year grew by more than USD \$30 million.
- Three out of the five top exports to Germany experienced growth.
- Two of the five top exports grew by double-digits.
- · Germany is Central Florida's #5 export Market.
- Germany ranks #5 in imports to Central Florida.

Top 5 Central Florida Exports to Germany in 2023

Top 5 Products	\$Million	% total
Aerospace	203.6	51.0%
Electronic Machinery	71.0	17.8%
Medical Technology	38.0	9.5%
Industrial Machinery	34.0	8.5%
Repaired Imports	11.3	2.8%
Total all exports	\$399.6	100.0%

Top 5 Central Florida Imports from Germany in 2023

Top 5 Markets	SMillion	% total
Vehicles	391.7	28.2%
Industrial Machinery	255.2	18.4%
Medical Technology	147.2	10.6%
Pharmaceuticals	143.9	10.4%
Electronics	124.8	9.0%
Total all imports	\$1,388.7	100.0%

EXPORT RISK ASSESSMENT

Politi	cal Risk (Short Term)	Political Risk (Med & Long Term)	OECD Classification	Business Environment Risk
	1	1	0	D



ORANGE COUNTY

TRADE FACTS

Exports Make a Significant Economic Contribution

- CFL exports totaled almost \$10.3 billion in 2023.
- Every billion dollars of exports supports 5,755 jobs.
- 222 countries and territories received exports from Central Florida.
- 10 countries were the destination of over \$4.5 billion in exports from Central Florida.
- 1/3 of the 97 commodity groups recorded exports of almost \$9.5 billion, which the top 7 exceeded an export value of \$7.9 billion.

Top Export Sectors for Central Florida in 2023

Top 5 Products	\$Million	% total
Aerospace	3,376.8	32.9%
Electronic Machinery	1,737.7	16.9%
Industrial Machinery	1,287.2	12.5%
Medical Technology	647.9	6.3%
Vehicles, Parts of	370.1	3.6%
Total all exports	\$10.269.4	100.0%

Top Markets for Central Florida Exports in 2023

10	p 5 Markets	\$Million	% total
91	Brazil	1,144.2	11.1%
2	Mexico	549.5	5.4%
3	Canada	511.0	5.0%
13	Chile	432.3	4.2%
5	Germany	399.6	3.9%
	Total all countries	\$10,269.4	100.0%

Key Facts About Orange County Exports in 2023

- The value of Orange County exports exceeded \$3.9 billion.
- Aerospace (\$1.5+ billion) continues to perform strong as the #1 export sector for Orange County.
- Brazil (\$347+ million) is the biggest export market for Orange County.
- Mexico and Germany were the two of the top five markets that grew their purchases from the County.

Top Products Exported from Orange County in 2023

Top 5 Products	\$Million	% total
Aerospace	1,535,2	39.2%
Industrial Machinery	414.4	10.6%
Electronic Machinery	396.4	10.1%
Medical Technology	239.8	6.1%
Vehicles & Parts of	182.5	4.7%
Total all exports	\$3,919.2	100.0%

Top 5 Orange County Export Markets in 2023

Top 5 Markets	\$Million	% total
Brazil	347.2	8.9%
Mexico	212.9	5.4%
S Canada	177.8	4.5%
Chile	166.1	4.2%
5 Germany	148.0	3.8%
Total all markets	\$3,919.2	100.0%



SEMINOLE COUNTY

TRADE FACTS

Exports Make a Significant Economic Contribution

- CFL exports totaled almost \$10.3 billion in 2023.
- Every billion dollars of exports supports 5,755 jobs.
- 222 countries and territories received exports from Central Florida.
- 10 countries were the destination of over \$4.5 billion in exports from Central Florida.
- 1/3 of the 97 commodity groups recorded exports of almost \$9.5 billion, which the top 7 exceeded an export value of \$7.9 billion.

Top Export Sectors for Central Florida in 2023

Top 5 Products	\$Million	% total
Aerospace	3,376.8	32.9%
Electronic Machinery	1,737.7	16.9%
Industrial Machinery	1,287.2	12.5%
Medical Technology	647.9	6.3%
Vehicles, Parts of	370.1	3.6%
Total all exports	\$10.269.4	100.0%

Top Markets for Central Florida Exports in 2023

0.0	p 5 Markets	\$Million	% total
1	Brazil	1,144.2	11.1%
2	Mexico	549.5	5.4%
3	Canada	511.0	5.0%
4	Chile	432.3	4.2%
5	Germany	399.6	3.9%
	Total all countries	\$10,269.4	100.0%

Key Facts About Seminole County Exports in 2023

- The value of Seminole County exports exceeded \$624 million.
- Electronic Machinery is the #1 export sector for Seminole County.
- · Mexico is the biggest export market for Seminole.
- Mexico and Colombia were the only two top five markets that grew their purchases from the County.

Top Products Exported from Seminole County in 2023

Top 5 Products	SMillion	% total
Electronic Machinery	144.7	23.2%
Industrial Machinery	111.5	17.8%
Medical Technology	95.0	15.2%
Exports of Repaired Imports	23.5	3.8%
Clocks & Watches, & Parts	20.8	3.3%
Total all exports	\$624.7	100.0%

Top 5 Seminole County Export Markets in 2023

Top 5 Markets	\$Million	% total
Mexico	47.0	7.5%
Canada	44.3	7.1%
Dominican Republic	33.5	5.4%
Brazil	28.0	4.5%
Colombia	25.7	4.1%
Total all markets	\$624.7	100.0%



OSCEOLA COUNTY

TRADE FACTS

Exports Make a Significant Economic Contribution

- CFL exports totaled almost \$10.3 billion in 2023.
- Every billion dollars of exports supports 5,755 jobs.
- 222 countries and territories received exports from Central Florida.
- 10 countries were the destination of over \$4.5 billion in exports from Central Florida.
- 1/3 of the 97 commodity groups recorded exports of almost \$9.5 billion, which the top 7 exceeded an export value of \$7.9 billion.

Key Facts About Osceola County Exports in 2023

- The value of Osceola County exports exceeded \$287 million.
- Industrial Machinery is the #1 export sector for Osceola County.
- Chile is the biggest export market for Seminole.
- Except for Canada, the rest of the top five markets grew their purchases from the County.

Top Export Sectors for Central Florida in 2023

Top 5 Products	5Million	3 142
Aerospace	3,376.8	32.9%
Electronic Machinery	1,737.7	16.9%
Industrial Machinery	1,287.2	12.5%
Medical Technology	647.9	6.3%
Vehicles, Parts of	370.1	3.6%
Total all exports	\$10.269.4	100.0%

Top Products Exported from Osceola County in 2023

Top 5 Products	5Million	% total
Industrial Machinery	175.1	60.9%
Electronic Machinery	14.3	5.0%
Mineral Fuel, Bitumen	14.2	4.9%
Vehicles & Parts Of	10.3	3.6%
Wood & Articles of Wood	10.3	2.4%
Total all exports	\$287.5	100.0%

Top Markets for Central Florida Exports in 2023

56	y 5 Markets	SMillion	% total
Ω	Brazil	1,144.2	11.1%
	Mexico	549.5	5.4%
3	Canada	511.0	5.0%
	Chile	432.3	4.2%
	Germany	399.6	3.9%
	Total all countries	\$10,269.4	100.0%

Top 5 Osceola County Export Markets in 2023

ď	ip 5 Markets	ŚMillian	N total
В	Chile	26.5	9.2%
P	Mexico	22.7	7.9%
E	Colombia	19.3	6.7%
O	Canada	13.8	4.8%
45	Brazil	13.3	4.6%
	Total all markets	\$287.5	100.0%



LAKE COUNTY

TRADE FACTS

Exports Make a Significant Economic Contribution

- CFL exports totaled almost \$10.3 billion in 2023.
- Every billion dollars of exports supports 5,755 jobs.
- 222 countries and territories received exports from Central Florida.
- 10 countries were the destination of over \$4.5 billion in exports from Central Florida.
- 1/3 of the 97 commodity groups recorded exports of almost \$9.5 billion, which the top 7 exceeded an export value of \$7.9 billion.

Top Export Sectors for Central Florida in 2023

Top 5 Products	5 Million	% solut
Aerospace	3,376.8	32.9%
Electronic Machinery	1,737.7	16.9%
Industrial Machinery	1,287.2	12.5%
Medical Technology	647.9	6.3%
Vehicles, Parts of	370.1	3.6%
Total all exports	\$10.269.4	100.0%

Top Markets for Central Florida Exports in 2023

To	p 5 Markets	SMillion	% total
E	Brazil	1,144.2	11.1%
2	Mexico	549.5	5.4%
3	Canada	511.0	5.0%
4.	Chile	432.3	4.2%
5	Germany	399.6	3.9%
	Total all countries	\$10,269.4	100.0%

Key Facts About Lake County Exports in 2023

- The value of Lake County exports exceeded \$327 million.
- Industrial Machinery is the #1 export sector for Lake County.
- · Canada is the biggest export market for Lake County.
- Mexico was the only country of the top five markets that grew their purchases from Lake County.

Top Products Exported from Lake County in 2023

Tag 5 Products	5Willion	% total
Industrial Machinery	56.1	17.2%
Vehicles & Parts Of	41.5	12.7%
Prep Vegetables, Fruit, Etc	27.0	8.3%
Medical Technology	21.3	6.5%
Electronic Machinery	20.9	6.4%
Total all exports	\$327.3	100.0%

Top 5 Lake County Export Markets in 2023

Top 5 Markets	\$Million	% total
Canada	35.1	10.7%
Mexico	21.3	6.5%
Chile	16.0	4.9%
Dominican Republic	15.6	4.8%
5 Bahamas	12.6	3.9%
Total all markets	\$327.3	100.0%



VOLUSIA COUNTY

TRADE FACTS

Exports Make a Significant Economic Contribution

- CFL exports totaled almost \$10.3 billion in 2023.
- Every billion dollars of exports supports 5,755 jobs.
- 222 countries and territories received exports from Central Florida.
- 10 countries were the destination of over \$4.5 billion in exports from Central Florida.
- 1/3 of the 97 commodity groups recorded exports of almost \$9.5 billion, which the top 7 exceeded an export value of \$7.9 billion.

Key Facts About Volusia County Exports in 2023

- The value of Volusia County exports exceeded \$1.2 billion.
- Industrial machinery continues to perform strong as the #1 export sector for Volusia County.
- Canada is the biggest export market for the County.
- Except for Canada and Brazil, the rest of the top five markets grew their purchases from the County.

Top Export Sectors for Central Florida in 2023

Top 5 Products	\$Million	% total
Aerospace	3,376.8	32.9%
Electronic Machinery	1,737.7	16.9%
Industrial Machinery	1,287.2	12.5%
Medical Technology	647.9	6.3%
Vehicles, Parts of	370.1	3.6%
Total all exports	\$10.269.4	100.0%

Top Products Exported from Volusia County in 2023

Top 5 Products	\$Million	N total
Industrial Machinery	192.0	15.9%
Plastics	169.0	14.0%
Electronic Machinery	147.3	12.2%
Ships, Boats, & Floating Str.	108.8	9.0%
Medical Technology	104.2	8.6%
Total all exports	\$1,210.4	100.0%

Top Markets for Central Florida Exports in 2023

10	p 5 Markets	\$Million	% total
13	Brazil	1,144.2	11.1%
2	Mexico	549.5	5.4%
1	Canada	511.0	5.0%
	Chile	432.3	4.2%
5	Germany	399.6	3.9%
	Total all countries	\$10,269.4	100.0%

Top 5 Volusia County Export Markets in 2023

Top 5 Markets	\$Millian	% total
Canada	99.1	8.2%
Mexico	86.2	7.1%
China	55.0	4.5%
Brazil	41.7	3.4%
Netherlands	41.1	3.4%
Total all markets	\$1,210.4	100.0%



BREVARD COUNTY

TRADE FACTS

Exports Make a Significant Economic Contribution

- CFL exports totaled almost \$10.3 billion in 2023.
- Every billion dollars of exports supports 5,755 jobs.
- 222 countries and territories received exports from Central Florida.
- 10 countries were the destination of over \$4.5 billion in exports from Central Florida.
- 1/3 of the 97 commodity groups recorded exports of almost \$9.5 billion, which the top 7 exceeded an export value of \$7.9 billion.

Key Facts About Brevard County Exports in 2023

- The value of Brevard County exports exceeded \$3.9 billion.
- Aerospace continues to perform strong as the #1 export sector for Brevard County.
- · Brazil is the biggest export market for Brevard.
- All of Brevard's top 5 export markets grew their purchases from the prior year.

Top Export Sectors for Central Florida in 2023

T	op 5 Products	\$Million	% total
1	Aerospace	3,376.8	32.9%
2	Electronic Machinery	1,737.7	16.9%
3	Industrial Machinery	1,287.2	12.5%
4	Medical Technology	647.9	6.3%
5	Vehicles, Parts of	370.1	3.6%
	Total all exports	\$10.269.4	100.0%

Top Products Exported from Brevard County in 2023

Top 5 Products	\$Million	% total
Aerospace	1,788.4	45.9%
Electronic Machinery	1,014.3	26.0%
Industrial Machinery	338.1	8.7%
Medical Technology	185.2	4.7%
Arms & Ammunition, Parts	94.3	2.4%
Total all exports	\$3,900.3	100.0%

Top Markets for Central Florida Exports in 2023

To	p 5 Markets	\$Million	% total
1	Brazil	1,144.2	11.1%
2	Mexico	549.5	5.4%
3	Canada	511.0	5.0%
4	Chile	432.3	4.2%
5	Germany	399.6	3.9%
	Total all countries	\$10,269.4	100.0%

Top 5 Brevard County Export Markets in 2023

Top 5 Markets	\$Million	% total
1 Brazil	702.5	18.0%
Germany	179.6	4.6%
Chile	165.3	4.2%
Mexico	159.4	4.1%
5 Canada	140.9	3.6%
Total all markets	\$3,900.3	100.0%



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