

# VIRTUAL BUSINESS MATCHMAKING WEBINAR SERIES DESTINATION: MEXICO

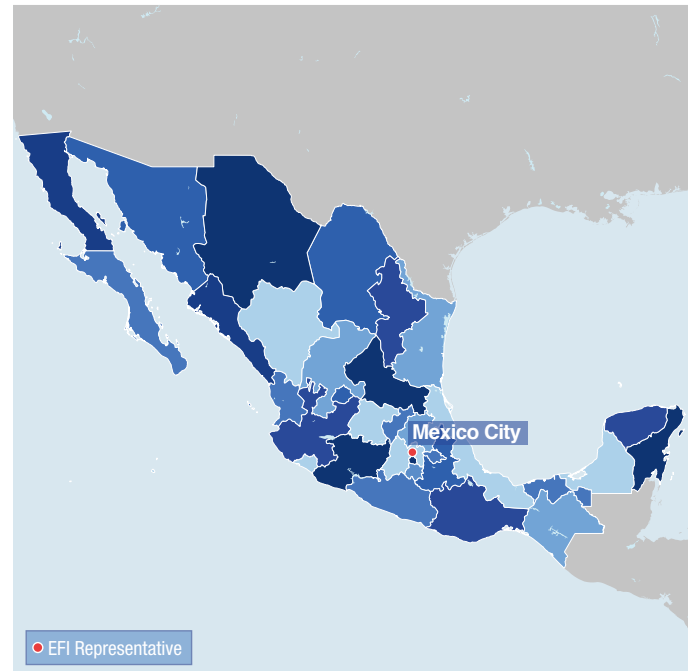
**THURSDAY, OCTOBER 29, 2020 | 10:00 AM EDT - 11:00 AM EDT**

Since 1996, Enterprise Florida Inc.'s (EFI) International Trade & Development Division has been a staunch supporter of businesses pursuing growth through market diversification. EFI helps Florida-based businesses enter and succeed in foreign markets. In the wake of unprecedented challenges, EFI has developed the new Virtual Business Matchmaking (VBM) service to support the export sales interests of Florida's business community.

Join us for the second installment in this series. Speakers include trade practitioners and specialists from Florida and Mexico.

## ATTENDEES WILL RECEIVE:

- Economic insights and a business climate assessment from Kenneth Smith Ramos who was Mexico's Chief Negotiator for the modernization of the North American Free Trade Agreement, which led to the signing of the United States Mexico-Canada Agreement. Mr. Smith Ramos is now with AGON, a trade and economic consulting company based in Mexico City.
- A business briefing on best trade opportunities from EFI's Mexico office
- An in-depth look at how the B2B VBM service matches Florida suppliers with suitable foreign partners, distributors and buyers
- A brief overview of Enterprise Florida's grant programs
- Details on the VBM grant program that reimburses qualified Florida companies for 100% of the matchmaking fee



**Secure your space by registering today!**

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Future webinars will cover Canada, South Africa/Kenya/Tanzania, Taiwan and Japan.  
Contact your local trade representative to sign up for our international newsletter.

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