

Florida & the Caribbean American Chamber Outreach

PRESENTED BY

GUENET GITTENS-ROBERTS

PRESIDENT CARIBBEAN AMERICAN CHAMBER OF
COMMERCE OF FLORIDA INC.

ROBERTS AND ROBERTS MANAGEMENT SERVICES

GGR MARKETING & PR

CARIBBEAN AMERICAN PASSPORT NEWSMAGAZINE

The Caribbean American Chamber Of Commerce of Florida

- ▶ We are a volunteer-based organization focused on connecting the Caribbean American community around us. Through the work of our Business Community, Non-Profits and volunteers they help to create exciting community-building events, and in-depth training sessions for our business owners.
- ▶ The need for the Caribbean American Chamber's existence came about from a rapidly growing Caribbean community in the Central Florida area in the 1980's. A large percentage of this community were self employed businesses needing to organize, build and network effectively in order to establish a strong and stable business sector. The unique needs of a widely scattered group of islands and countries, united by a common history and culture led to the recognition and eventual establishment of the Chamber in January 1990.

Multicultural Engagement

- ▶ The Caribbean diaspora by simple magnitude represents a unique and multicultural segment of the population and therefore our approach to engagement was created based on that diversity. The Chamber presents, partners with, promotes and sponsor most of the large festivals and events that showcase our diversity –
- ▶ Orlando Carnival Downtown
- ▶ Caribbean American Heritage Month Festival
- ▶ Holi/Phagwah Celebrations
- ▶ Jerk Festival of Orlando
- ▶ Rum & Reggae Fest
- ▶ Caribbean American Business Expo
- ▶ Diwali Mala
- ▶ Fusion Fest
- ▶ Christmas on Steel drums
- ▶ Chambers United

Current Platforms

- ▶ CACCF Lunch and Learn Series
 - ▶ Our monthly Lunch and Learn events offer you the opportunity to learn new skills and tips that can help you to take your business to the next level. These events are presented by local experts in their specific field who present, inform and educate attendees about the services they provide and opportunities to improve specific skill sets as needed for a particular industry.



**You are invited to Lunch & Learn
with our members**

Date:
Time:

CACCF



BUSINESS

After Hours

- ▶ CACCF Business After Hours Series
- ▶ Our monthly Business After Hours Series are free to members and \$10.00 for non-members. These events, while hosted by the Chamber, are hosted by individual businesses that take advantage of the opportunity to showcase their business to attendees and provide networking opportunities.

Heads of Caribbean Organizations

- ▶ Under the umbrella of the Chamber a sub-committee was established called the Heads of Caribbean Organizations. This committee serves as a coordinating body to engage and support of the National non-profit organizations across Florida. This body has served as a 'One Stop' point of contact to rally support for our brother and sister organizations and countries during times of disaster and emergency. We have supported almost every catastrophic disaster to impact our Caribbean Countries with aid in the form of water, food, supplies and cash donations when possible.



Caribbean & Hispanic Community

- ▶ As of the 2020 US Census, Caribbean and Hispanics of any race were approximately 34.2% of the state's population. Caribbean and Hispanics in Florida accounted for 6.8 million (9 to 10 percent) of the US Caribbean and Latino population.

That means we have lots of multicultural events for our members to participate in to reach our communities. Our membership base and direction helps us to curate our annual calendar of events.

Caribbean 2020 Events Calendar -

- January 2020
- Martin Luther King Parade - City of Orlando
- Zora Neal Festival - Town of Eatonville
- February 2020
- Guyana 50th Anniversary as a Republic Celebrations
- Granada Independence Celebrations
- Reggae Soca 5K and Wellness Fest
- Black History Month Art Expo and Showcase (Movie showcase)
- March 2020
- Holi Festival of Phagwah
- Orlando Carnival Downtown Kick-Off
- April 2020
- Unified Mas Band Launch OCD
- Caribbean Fusion 2020
- May 2020
- Haitian Flag Day
- Orlando Carnival Downtown 'Sponsors Reception'
- OCD Panarama 2020
- OCD J'ouvert 2020
- Orlando Carnival Downtown
- June 2020
- Caribbean American Heritage Month (CAHM)- 'Ribbon Cutting'
- CAHM Business Expo and Fashion Showcase
- July 2020
- CAHM 'Heritage Awards' Gala
- Curry Fest
- August 2020
- Jamaica Independence Celebrations
- Rum & Reggae Downtown
- Trinidad & Tobago Independence Celebrations
- September 2020
- Curry Duck Curry
- CMWP Multicultural Health Fair
- October 2020
- Orlando Caribbean Jerk Fest
- Viva Orlando
- Breast Cancer 5K & Walk
- November 2020
- Antigua & Barbuda Independence Celebrations
- Barbados Independence Celebrations
- December 2020
- CACCFL 'Toast to the Holidays'
- Parang & Christmas on Steeldrums

Why Florida & the Caribbean

- ▶ Florida is an economic super-state with the 4th largest economy in the U.S. In fact, if Florida were a country, its economy would be the 16th largest in the world. Consistently ranked among the most business-friendly states in the nation, Florida's pro-business government, low tax rates and streamlined regulations provide a stable economy from which your company can conduct business efficiently and cost-effectively.
- ▶ Trade Expertise - Florida is the strategic and economic center of the Americas due in part to its geographic location, economic stability and trade expertise. With a Florida location, your company can be more competitive at reaching Latin American markets.
- ▶ Florida's merchandise trade (exports plus imports) with Latin American & Caribbean markets totaled \$80 billion in 2016.
- ▶ Nearly one-third of all U.S. exports to Latin America & the Caribbean in 2016 were shipped from or through Florida.
- ▶ Of Florida's total exports to the world, 74% or \$50.1 billion in goods went to Latin America & the Caribbean.

Florida's Pro Business Climate

- ▶ No other site in the Western Hemisphere can match Florida's unique combination of strategic geographic location, state-of-the-art infrastructure, multilingual workforce, and concentration of corporate and financial resources.
- ▶ Florida's huge market and pro-business climate helps companies reach growth and expansion goals with ease.
- ▶ Florida consistently ranks among the best states for business, thanks to its pro-business state tax policies, competitive cost of doing business and streamlined regulatory environment. Government and economic development leaders work together to ensure that the state's business climate remains favorable to companies of all sizes, including some of the nation's leading corporations.
- ▶ Beyond that, Florida offers a cost-efficient alternative to high-tech states with more affordable land, labor and capital than its competitors. The state's regulatory agencies and local governments provide quicker, less costly and more predictable permitting processes for significant economic development projects without reducing environmental standards. Florida's zero percent personal income tax also makes it easier for you to build the business of your dreams. More money in your pocket today means more flexibility to spend on your business, your family and your future.

A Bright Economic Picture in the Sunshine State

- ▶ While several economists noted in mid-2019 there was a growing chance of Florida slipping into a recession, job numbers and new residents continue to climb. The Sunshine State remains home to some of the country's fastest-growing metro areas, and companies continue to expand and locate here. Boeing, Lockheed Martin, Kroger and Timber Resorts have all made investments in the state in the past year

Foreign Free Trade Zones

- ▶ Any company in any industry can apply to be a part of an FTZ. Companies importing to the U.S. on a regular basis and in high volume are the main participants. It is a way to reduce importing costs and save money by participating in special Customs procedures and simplifies processes to run more efficient inventory control systems.

Foreign Free Trade Zones

FLORIDA'S FOREIGN TRADE ZONES



Source: U.S. Department of Commerce, International Trade Administration

Rev. 11/2016

How we help our members:

Connecting you to experts:

- ▶ We operate in this market and usually you can find a member of the diaspora willing to help within any industry. We offer that ease of connection.

Connecting you through events:

- Maximize your marketing budget through our joint event support program. We split the cost between our members to participate in multiple events or high costing events. We get you to the table.

Statewide reach:

- ▶ We are a statewide chamber and so we know the Caribbean hubs within Florida that can help businesses looking to reach the diaspora.

Multicultural Market Understanding:

- ▶ We speak the language and know the culture of our community. We are able to provide you access to methods to communicate effectively with the Caribbean diaspora in a way that they are open to.

MEMBERSHIP IS EASY



Guenet Gittens-Roberts
President

Tel: 407-427-1800
caccforlando@gmail.com
www.caccfl.com

MAKING IT WORK, IS UP TO YOU!