

TAMPA BAY

International Business Guide



WELCOME TO TAMPA BAY

BY LAND, SEA OR AIR.

Strategically located on the west coast of Florida, we deliver a cost-competitive business environment, a high tech workforce and world-class infrastructure and amenities. We are the ideal North American destination to provide your business with access to Latin America and the growing markets of the Southeast United States, including the densely populated Central Florida region.



WELCOME



Downtown Tampa skyline

INTRODUCTION

COMMUNITY PROFILE

→ Tampa Bay generally refers to the Tampa Metropolitan Statistical Area (MSA), which includes the principal cities of Tampa, St. Petersburg and Clearwater and the counties of Hillsborough and Pinellas in which they are located. Pasco and Hernando counties are also in the MSA.

We are the 18th largest metro area in the United States, and the second largest in Florida, a rapidly growing state with the 18th largest economy in the world.

CORPORATE PRESENCE

Tampa Bay is powered by top companies with local roots and global impact. Some of the most recognized names in international business have a presence here, spanning a diverse assortment of industry sectors.

TAMPA-ST. PETERSBURG-CLEARWATER MSA



RECENT EXPANSIONS AND RELOCATIONS

Tampa Bay is one of the hottest markets in the country for corporate expansion and relocation. Since 2010, roughly **350** companies have invested in our community, creating over **29,000** new jobs and more than **\$1.8 billion** in capital investment.

- ➔ **2014: Bristol-Myers Squibb** opens North America Capability Center in Tampa
- ➔ **2014: iQor** relocates global headquarters to St. Petersburg
- ➔ **2015: Johnson & Johnson** chooses Tampa for North American shared services headquarters.

TOTAL MSA POPULATION:
2.9 MILLION



TOTAL MSA
LABOR FORCE:
1.4 MILLION



MEDIAN AGE:

35 36 **37** 38 39

COLLEGE
DEGREE
HOLDERS: **31%**



MAJOR EMPLOYERS IN TAMPA BAY

- Aegon/
Transamerica
- Amazon
- AMEC Foster
Wheeler
- Atkins
- Bausch + Lomb
- Baxter
- Bic
- Bristol-Myers
Squibb
- Citi
- Coca-Cola
Refreshments
- Cognizant
- Covidien
- Emera
- Ernst & Young
- GE Aviation
- Gerdau
- Honeywell
- HSN
- iQor
- Jabil
- JPMorgan
Chase
- Johnson &
Johnson
- Nielsen
- PwC
- Raymond James
Financial
- Raytheon
- Tech Data
- TransferWise
- Twinlab
- USAA
- Valpak
- Willis Towers
Watson

FAST FACT

THE TAMPA-ST. PETERSBURG-CLEARWATER MSA IS PROJECTED TO GROW NEARLY SEVEN PERCENT IN THE NEXT FIVE YEARS, AND MORE THAN 28 PERCENT BY 2040.

QUALITY LIFESTYLE

- Our lifestyle and affordability make it easy to attract and retain top talent.
- We offer three distinct downtown business districts and 35 miles of the best beaches in the world.
- The cost of living index in the Tampa metro area (92.6) is the lowest among all major markets in the Southeast U.S.
- The average home price is \$159,000.
- We're among the Top 5 locations in the country "Where People Are Moving Now."
- Tampa is ranked one of "America's 50 Best Cities" and scores in the Top 20 for "Most Livable Cities in America."
- St. Petersburg was ranked by the New York Times as one of the "52 Destinations in the World to See in 2014."



TESTIMONIAL ↔

iQor

"Moving iQor's corporate headquarters to St. Petersburg... is a natural fit for us. The region's large pool of highly-skilled talent, strong business climate, and outstanding infrastructure will support iQor's increasing scale and culture of innovation."

— Hartmut Liebel,
CEO of iQor

MAJOR INDUSTRY SECTORS

TAMPA BAY IS A DRIVING FORCE BEHIND FLORIDA'S POSITION AS THE NUMBER ONE STATE FOR INNOVATION.

➔ Leveraging our natural, intellectual and economic resources, we've developed competitive strengths across a diverse range of high tech, high-value industry sectors.

AVIATION AND AEROSPACE

Tampa Bay is the birthplace of commercial aviation and the headquarters of the National Aviation Academy, with an influential cluster of major aircraft and aircraft components manufacturers.

◆ **TOP COMPANIES:** Aeronic, CAE, GE Aviation, L-3, Lockheed Martin.

DEFENSE AND SECURITY

As the site of MacDill Air Force Base and U.S. Special Operations Command, Tampa Bay is a leader in the growing convergence of defense and technology, a top location for defense contractors, and home to one of the largest veteran labor forces in the United States.

◆ **TOP COMPANIES:** General Dynamics, Harris Corporation, Honeywell, Northrop Grumman, Raytheon.

FINANCIAL AND PROFESSIONAL SERVICES

Tampa Bay is a strategic center of growth for the financial and shared services operations of major companies around the world. Nearly one in four business and information services firms in Florida are located within our region, including some of the biggest names in banking, finance, and insurance.

◆ **TOP COMPANIES:** Aegon/Transamerica, Citi, DTCC, Franklin Templeton Investments, JPMorgan Chase, Raymond James Financial, TransferWise, Willis Towers Watson.





FAST FACT

TAMPA BAY IS ALSO AN EMERGING POWERHOUSE IN FILM AND DIGITAL MEDIA PRODUCTION, WITH A LONG LIST OF CREDITS THAT INCLUDE HOLLYWOOD BLOCKBUSTERS LIKE *DOLPHIN TALE* AND THE BRYAN CRANSTON CRIME DRAMA, *THE INFILTRATOR*. IN 2014, WE ATTRACTED INTERNATIONAL ATTENTION AS THE FIRST LOCATION IN THE U.S. TO HOST THE IIFA BOLLYWOOD OSCARS.

INFORMATION TECHNOLOGY

The Florida High Tech Corridor, anchored by the Tampa Bay region, is one of the top tech job hot spots in the United States. We account for 20 percent of the information technology positions in Florida, and local growth within the IT industry is projected to increase significantly over the next five years.

◆ **TOP COMPANIES:** Cognizant, IBM, Syniverse, Tech Data, Tribridge.

LIFE SCIENCES AND MEDICAL DEVICES

Tampa Bay is a major market for Florida's fast-growing life sciences industry, which includes more than 5,400 companies and supports close to 80,000 jobs. Nearly 15 percent of Florida's biotech companies and 22 percent of the pharmaceutical and medical manufacturing workforce can be found in Tampa Bay.

◆ **TOP COMPANIES:** Baxter, Bausch + Lomb, Bristol-Myers Squibb, ConMed Linvatec, Covidien, Johnson & Johnson.

MANUFACTURING

Tampa Bay has the second largest base of manufacturing employment in Florida, including more than 2,000 manufacturing firms employing over 60,000 people. From precise military specifications to the creation and development of medical devices and manufacturing in highly regulated industries, our businesses are advancing modern manufacturing technology and making an impact across the globe.

◆ **TOP COMPANIES:** GE Energy Management, Gerdau, Jabil, James Hardie, Masonite, Transitions Optical.

SUCCESS STORY

THUNDERDOME

In 2015, military and civilian leaders launched Thunderdome, a unique innovation accelerator driven by **United States Special Operations Command (USSOCOM)**, that positions Tampa Bay as the epicenter of development for new industrial, military, and consumer technologies.

A multidisciplinary partnership between academia, business and government, Thunderdome will align the technology transfer capabilities of our regional universities with the technology transfer offices of all service branches of the United States Department of Defense to create the largest pool of patents in the world.



CONNECTIVITY

WITH A MULTI-MODAL TRANSPORTATION SYSTEM THAT SUPPORTS NEARLY 20 MILLION RESIDENTS AND 100 MILLION VISITORS EACH YEAR, FLORIDA'S INFRASTRUCTURE IS RANKED #2 IN THE NATION, AND THE TAMPA BAY REGION IS ITS CENTRAL HUB.

→ **TAMPA INTERNATIONAL AIRPORT (TPA)**, located just 15 minutes from Tampa's downtown business district, is one of the most convenient and efficient airports in the country for business travel. Recognized as the #2 airport in the U.S. by *Condé Nast Traveller* and *Travel & Leisure* magazines, TPA provides global access to 18 million passengers each year. The airport is currently investing in a \$1 billion expansion and renovation program, which will add a new off-site rental car facility, as well as a monorail, hotel and office buildings.

TPA offers nonstop access to major cities worldwide, with 257 daily departures to 80 domestic and international destinations, as well as world-class corporate aviation services with separate customs and border protection facilities.

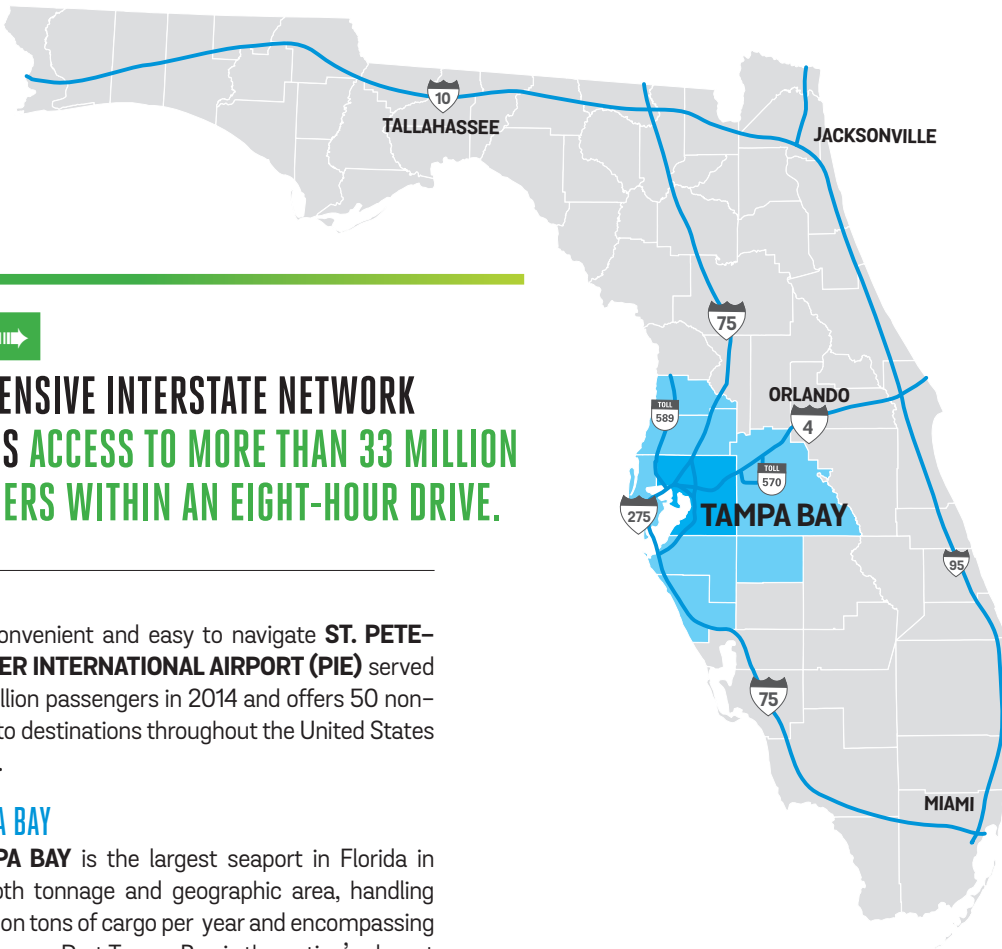
International direct flights include service to major business destinations such as Frankfurt, London, Montreal, Ottawa, Panama City, Toronto, and Zurich. Tampa International Airport also provides direct service to three cities in Cuba and the Bahamas. >>

KEY DIRECT ROUTES FROM TAMPA INTERNATIONAL AIRPORT (TPA)*



FAST FACT

THE MAXIMUM TIME DIFFERENCE BETWEEN TAMPA BAY AND ANY LOCATION IN NORTH AMERICA, SOUTH AMERICA OR EUROPE IS ONLY SIX HOURS. OUR CONVENIENT GEOGRAPHIC LOCATION WITHIN THE EASTERN TIME ZONE WILL ALLOW YOU TO EASILY CONNECT WITH BOTH YOUR HOME OFFICE AND YOUR TARGET CUSTOMERS DURING STANDARD BUSINESS HOURS.



FAST FACT

OUR EXTENSIVE INTERSTATE NETWORK PROVIDES ACCESS TO MORE THAN 33 MILLION CONSUMERS WITHIN AN EIGHT-HOUR DRIVE.

>> The convenient and easy to navigate **ST. PETE-CLEARWATER INTERNATIONAL AIRPORT (PIE)** served over 1.24 million passengers in 2014 and offers 50 non-stop flights to destinations throughout the United States and Canada.

PORT TAMPA BAY

PORT TAMPA BAY is the largest seaport in Florida in terms of both tonnage and geographic area, handling over 36 million tons of cargo per year and encompassing over 5,000 acres. Port Tampa Bay is the nation's closest deepwater gateway to the Panama Canal and an unparalleled point of connection to Latin America. It is also one of the most diverse seaports in the country with multiple lines of business providing a solid financial footing and supporting an aggressive capital investment program for new development.

The gateway for Central Florida's energy products, construction/building materials and consumer goods, Port Tampa Bay is also one of the world's premier fertilizer export ports, one of the largest shipbuilding and repair centers in the Southeast U.S. and a major homeport for cruise vessels.

The new Tampa Gateway Rail Terminal extends Port Tampa Bay's reach to the Midwest, Northeast, and other U.S. destinations through the CSX Rail Network, and a

five-year plan is now in place to invest \$380 million in docks, terminals and navigational improvements. This effort includes a phased build-out that will quadruple the size of the container terminal to more than 160 acres and introduce new post-Panamax gantry cranes by 2016.

Large tracts of property with exceptional deep water, highway and rail access are also zoned and available for immediate manufacturing and industrial development.

Tampa Bay also features some of the most advanced data centers and communications networks in the country. With a high concentration of major financial services operations, our community is a frequent test market for the deployment of advanced technology, making local businesses among the first in the nation to access cutting edge infrastructure enhancements.

SUCCESS STORY

GE ENERGY MANAGEMENT COE

In 2014, GE Energy Management broke ground on a new 190,000 square foot manufacturing Center of Excellence (COE) in the City of Clearwater. The COE will encompass GE's existing manufacturing facility for instrument transformers, as well as new manufacturing operations for capacitors.

GE plans to create 250 new jobs as part of this investment.

The new COE aligns with GE Energy Management's continued commitment to advanced manufacturing, which focuses on building leading edge technology, using better and faster methods. It encompasses new digital fabrication technology, lean methods and rapid-prototyping, advanced materials sciences, supply chain efficiency and open innovation.



Rendering of Tampa International Airport's new expansion

INTERNATIONAL ADVANTAGES



FAST FACT

THE TAMPA BAY FOREIGN TRADE ZONE (FTZ) NETWORK MAKES INTERNATIONAL TRADE EASIER AND MORE COST EFFECTIVE FOR QUALIFYING BUSINESSES, BY STREAMLINING THE PROCESS AND MINIMIZING THE EXPENSES ASSOCIATED WITH IMPORTING, EXPORTING, MANUFACTURING AND DISTRIBUTION ACTIVITIES. OUR FTZ NETWORK ENCOMPASSES THE ENTIRE METRO AREA AND ALLOWS COMPANIES TO ESTABLISH OPERATIONS VIRTUALLY ANYWHERE WITHIN THE REGION.

HISTORY AND HERITAGE

➔ Tampa Bay has a rich history of cultural diversity and multinational heritage. Generations of residents from Cuba, Italy, Spain, Germany and Greece were attracted by the opportunity to grow and prosper here, building the foundation for our strong, thriving economy.

We now have 134 different international ancestries represented within our community, and more than 17 percent of the population is bilingual.

INTERNATIONAL INVESTMENT

The Tampa Bay area is home to a reported 480 foreign-owned companies from 41 nations, employing an estimated 41,500 workers. Our top investor nations include the United Kingdom, Canada, Germany, Japan and France.

Foreign companies interested in expanding or relocating to Tampa Bay will benefit from the hands-on assistance of our local economic development partners. These market experts can coordinate a variety of services on your behalf, including customized site searches for available buildings, information on projected taxes and operating expenses, as well as review your qualification for available incentives.

INTERNATIONAL TRADE

Tampa Bay is a top export location within the United States, and the second largest exporter in Florida, with merchandise shipments totaling \$6.7 billion in 2013, according to the U.S. Department of Commerce International Trade Administration.

More than one-third of exported goods went to Mexico, while other major export markets included Canada, Brazil, China, and the United Kingdom. Just over 38 percent of exports from our region included >>

SUCCESS STORY

AMALIE OIL COMPANY

A tenant of Port Tampa Bay, Amalie Oil Company is North America's largest privately held producer of motor oils and industrial lubricants. Products include automotive oils, transmission fluids, brake fluids, coolants, etc. and are shipped to over 100 countries around the world and all U.S. states.



FLORIDA'S FASTEST GROWING CONSUMER MARKET AND GATEWAY TO LATIN AMERICA

The Tampa Bay/ Orlando I-4 Corridor super region is home to over 8 million people and welcomes over 60 million tourist visitors per year, making it a huge consumer market. The area has the largest concentration of distribution centers in Florida and is the fastest growing part of the state. Tampa Bay's close proximity to Latin America (and Asia via the expanded Panama Canal) makes it a perfectly situated platform to serve export markets throughout the hemisphere.

TESTIMONIAL

BRISTOL-MYERS SQUIBB

Bristol-Myers Squibb evaluated 50 U.S. metro areas before and ultimately choosing Tampa for its North America Capability Center. The Center houses scientists, IT experts, business and accounting managers, and human resource professionals in an experimental mix to help the global corporation become more efficient in delivering quality drugs to the marketplace.

"We saw this as an opportunity for us to gain experience in an area where we could be a life science employer of choice."

— Lee Evans, Head of Bristol-Myers Squibb's North America Capability Center & Global Capability Center Operations

>> computer and electronic products, with other export categories including chemicals, transportation equipment, non-electrical machinery, and food products.

Once your business establishes a presence in Tampa Bay, we'll connect you with valuable community resources to help facilitate your access to Latin America and other growing trade markets.

TAMPA BAY EXPORT ALLIANCE

The Tampa Bay Export Alliance (TBEA) is a cooperative effort of the Tampa Hillsborough Economic Development Corporation and Pinellas County Economic Development. We work together to help Tampa Bay companies grow their business internationally.

The TBEA works closely with our federal, state and local entities to offer a seamless network of support, focusing on the particular needs of the companies and international stakeholders within our region. Cited by industry experts as a best-practice example of international partnership, the TBEA is a successful, sustainable and results-driven model for regional collaboration.

From informational sessions on doing business internationally, to trade missions and Gold Key matchmaking events, to market intelligence and export counseling, the TBEA offers the tools and resources to help you open new business channels via export and trade. Learn more at tampabayexportalliance.com

MAJOR FOREIGN-OWNED COMPANIES IN TAMPA BAY



BRAZIL

- Gerdau



CANADA

- CAE USA, Inc.
- Cott Beverages, Inc.
- Emera
- Stantec
- TD Bank
- Valeant Pharmaceuticals



SWITZERLAND

- Ameropa North America
- Davidoff
- Nestlé S.A.
- Ruag Ammotec USA Inc.
- UBS Financial Services, Inc.



GERMANY

- Bauer Foundation Corp.
- Brenntag Mid-South, Inc.
- IFCO Systems US
- Korber AG
- Kusser Granitwerke
- Linde
- Melitta
- Schauenberg
- Seitz, Inc.
- Siemens Industry Inc.
- TÜV SÜD America, Inc.
- Zeppelin Systems USA



AUSTRALIA

- Cardno



MEXICO

- Cemex



FRANCE

- Bic
- Essilor
- L'Oreal



UK / IRELAND

- AMEC Foster Wheeler
- APAC Southeast
- Atkins
- James Hardie
- TransferWise
- Willis Towers Watson



NETHERLANDS

- Aegon
- Nielsen

WORKFORCE

AN EXCEPTIONAL WORKFORCE IS THE CORNERSTONE OF OUR COMMUNITY, AND THE DEPTH AND BREADTH OF TALENT IN TAMPA BAY ENSURES YOU'LL FIND AN ABUNDANCE OF QUALIFIED CANDIDATES TO FULFILL YOUR EMPLOYMENT NEEDS.

→ Tampa Bay has the second largest labor base in Florida. We're one of the fastest growing metro areas in the country, and recognized as one of the best communities for millennials, a population segment that is growing 13 percent faster in Tampa Bay than the nation as a whole.

Our median age is 37 and over half of the population is between the ages of 18 and 54. Thirty-one percent of our residents have earned a bachelors degree or higher, and our local colleges and universities produced over 35,000 new graduates in 2014.

HIGHER EDUCATION

Tampa Bay is home to nearly 80 colleges, universities and technical schools, training the students of today for the jobs of tomorrow.

The **University of South Florida** is one of the largest universities in the nation, with 48,000 students and more than 2,000 faculty members, researchers and teachers. It's also one of the most globally diverse, with more than 2,600 international students and 200 research scholars from 138 different countries.

Named one of "America's Best Colleges" by *Forbes*, nearly a quarter of the **University of Tampa's** graduate students come from nations outside the United States, encouraging opportunities for diverse cultural and educational exchange.

Saint Leo University is a Top 10 provider of higher education to the military. Its Tampa Education Center



offers learning opportunities to working adults, and serves as a support center for online students throughout the world.

U.S. News & World Report ranked **Eckerd College** #124 of private liberal arts colleges in the United States.

Hillsborough Community College is a leading two-year institution in associate degrees awarded, and assists businesses with a comprehensive corporate training and continuing education division.

St. Petersburg College is ranked #7 in the nation in associate degrees awarded in liberal arts and sciences, general studies and humanities.

Ringling College of Art and Design is among the world's top-ranked schools for computer animation and the #1 "Most Wired Campus" according to *U.S. News & World Report*.

RECRUITMENT AND TRAINING

Our workforce recruitment and training assistance will allow you to establish local operations in less time, at a lower cost. Working with CareerSource Tampa >>

TESTIMONIAL

CITI

Citi has been in Tampa Bay for more than 30 years. The Tampa campus, which employs over 5,000, is the global hub of Citi's anti-money laundering operations. Over 1,200 technologists work on everything from the company's technology infrastructure to application development.

"It's been easy to recruit nationally for people to move to Tampa...[and] local universities are a huge generator of talent."

— Gregg Morton,
President of Citi's Tampa campus

FAST FACT

USF IS THE FASTEST GROWING RESEARCH UNIVERSITY IN THE UNITED STATES, AND HAS BEEN RANKED AMONG THE TOP 15 U.S. PATENT-GENERATING UNIVERSITIES IN THE WORLD FOR FIVE CONSECUTIVE YEARS.

FAST FACT →

NEARLY 2 OUT OF 3 FLORIDA PUBLIC UNIVERSITY GRADUATES STAY AND WORK IN THE STATE.

>> Bay and CareerSource Pinellas, we offer programs that help you recruit and train new employees, and maintain and expand the skills of your existing workforce.

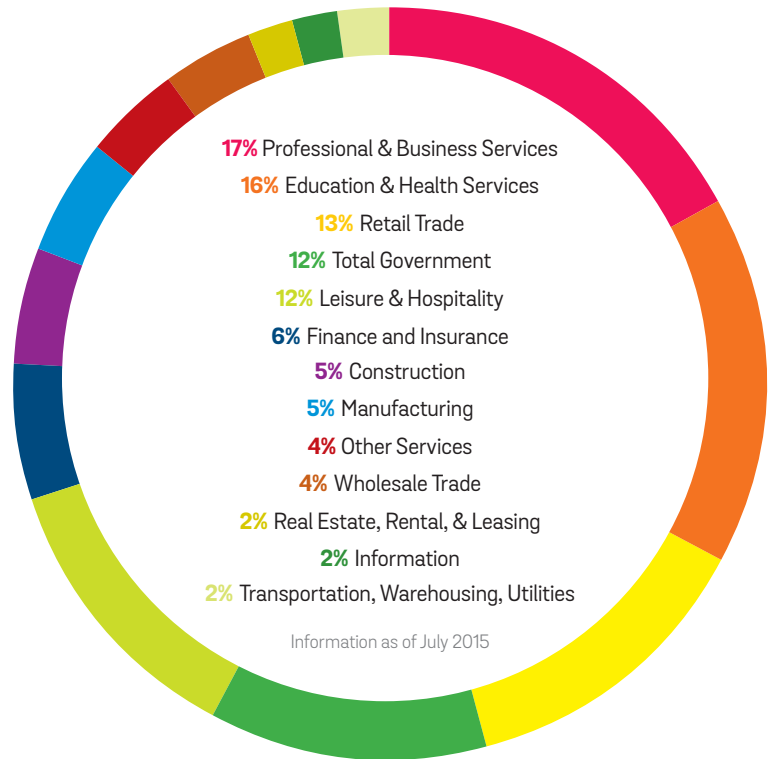
Enhancing the competitiveness of our regional workforce is a top priority in Tampa Bay. In recent years, our leading business and economic development organizations joined together to identify current and future employer needs in key high-growth industries, including information technology and manufacturing. Through this effort, we've created new workforce development opportunities, including apprenticeships, on-the-job training, and fellowships, as well as programs for continuing professional education and partnerships with local colleges and national universities.

HILLSBOROUGH COUNTY MANUFACTURING ACADEMY

Created to ensure a steady pipeline of manufacturing workforce talent, the Hillsborough County Manufacturing Academy trains local high school students to pursue careers in high-demand trades such as welding, machining and industrial maintenance and repair.

The program uses a hands-on approach to leverage the expertise, network and resources of several workforce partner agencies including Hillsborough County Schools, Hillsborough Community College, the University of South Florida, CareerSource Tampa Bay, private sector manufacturers, Upper Tampa Bay Manufacturers Association, Bay Area Manufacturers Association, Florida Medical Manufacturers Consortium and the National Tool and Machining Association.

TAMPA-ST. PETERSBURG-CLEARWATER MSA MAJOR INDUSTRY EMPLOYMENT



AMERICAN MANUFACTURING SKILLS INITIATIVE (AMSKILLS)

The American Manufacturing Skills Initiative (AMskills) delivers a world-class, high tech and company-sponsored apprenticeship program in Pinellas, Pasco, and Hernando counties to train our future manufacturing technicians, engineers and CEOs.

The first of its kind in the United States, AMskills works with the German Embassy's Skills Initiative, delivering an American take on the proven training scheme underlying the success of the German manufacturing model.

Tampa Bay students train under the guidance of quality product and precision engineering companies, learning technical skills that propel them into advanced manufacturing careers. Thanks to a cutting-edge, industry-led training program, AMskills graduates are exceptionally positioned to meet current business needs, and are highly sought after by regional, national and international employers.



BUSINESS CLIMATE





WE MAKE IT EASIER TO DO BUSINESS IN TAMPA BAY, WHERE YOU'LL FIND AN EFFICIENT, AFFORDABLE, AND COMPETITIVE OPERATING ENVIRONMENT WITH THE RESOURCES AND SUPPORT YOU NEED TO ACHIEVE YOUR GOALS.

PRO-BUSINESS GOVERNMENT

→ Florida is a Right-to-Work state and consistently ranked one of the best for business due to its stable leadership and favorable corporate tax policies. Locally, collaboration between government and industry has resulted in effective development practices, expedited permitting, and a streamlined regulatory process.

AFFORDABILITY

Tampa Bay is one of the most cost competitive places to do business in the nation. Companies here enjoy low labor costs and a low tax operating environment, with a local sales tax of seven percent, a state corporate income tax of only 5.5 percent and no personal income tax.

INCENTIVES

Targeted, performance-based financial incentives for qualifying projects can lower the barriers to market entry and mitigate the cost of relocation and expansion. We'll work with you to access these resources, as well as workforce training grants, tax exemption programs and more.



BUSINESS CLIMATE

We're not the only ones who think Tampa Bay is a great place for business.

- #1** Best City for Business in the Southeast
(*Money* magazine)
- #1** Best State for Business in the Southeast
(*Chief Executive* magazine)
- #3** Best State Corporate Tax Environment
(*Area Development*)
- #6** Most Cost-Friendly Business Location Among Large U.S. Cities (KPMG)

HOW CAN WE HELP YOU
EXPAND YOUR BUSINESS INTO
TAMPA BAY?

TAMPA BAY
EXPORT ALLIANCE
tampabayexportalliance.com


TAMPA HILLSBOROUGH
ECONOMIC DEVELOPMENT CORPORATION
tampaedc.com


**PINELLAS
COUNTY**
ECONOMIC DEVELOPMENT
pced.org