

# Tapping New Markets

Pinellas businesses go international through Target Sector Trade Event Grants



Faced with a tough economic climate, businesses today are keen to explore new avenues that support stability and promote growth. **Enterprise Florida** has rolled out the **Target Sector Trade Event Grants** program to help businesses gain footing and move ahead in one of Florida's strongest sectors – international trade. Based on studies showing that companies with a significant international portfolio grow faster, are more profitable and less susceptible to domestic downturns, the new program has already assisted several Pinellas County companies with their efforts to expand into new arenas within the global marketplace.

The Target Sector Trade Event Grants program provides event-specific grants on a reimbursable basis to eligible small companies (500 employees or less) in one of Enterprise Florida's target sectors. Program recipients enjoy opportunities to participate in major international product exhibitions that they might not otherwise have been able to consider. Enterprise Florida continues its support by conducting trade events and hosting Florida pavilions in which Florida businesses may participate.

Since the program's inception in March 2009, several **Pinellas County** companies have demonstrated a strong interest in expanding their presence within the global commerce. These companies anticipate receiving a total of over \$17,000 to aid their participation in a variety of international trade shows. "We're enthusiastically supporting and selling the Target

Sector Trade Event Grants program,” said Suzanne Christman, Senior Manager of Business Development for Pinellas County Economic Development (PCED). “Enterprise Florida is tapping into a prime sector for business growth and durability with this initiative and there’s no question Pinellas businesses can use it to their advantage in establishing international trade networks.”

**Oscor, Inc.**, which designs, develops, manufactures and markets a variety of highly specialized implantable cardiac pacing leads, venous access systems and diagnostic catheters, utilized the program to help finance its April 2009 attendance at Brazil’s **Hospitalar**. Oscor found excellent opportunities at Latin America’s largest and leading medical trade fair, as did fellow attendee and Target Sector Trade Event Grant recipient **Scar Heal, Inc.**, a manufacturer and distributor of topical medical products to improve the appearance of surgical and traumatic scars and burns.

Two Pinellas companies will take advantage of the funding opportunity to attend **MEDICA 2009**, the strongest medical industry trade fair outside of North America for U.S. and Canadian business. **Biopsy Sciences**, creator of the HydroMARK™ breast biopsy site marker, and **Ultroid Technologies**, manufacturer of a non-invasive medical device for the pain-free treatment of HD (Hemorrhoid Disease) are both anticipating successful showings at MEDICA’s November trade fair, held in Düsseldorf, Germany. **Mercury Medical**, which specializes in anesthesia, respiratory and critical care products and services, plans to attend the January 2010 **Arab Health** tradeshow in Dubai.

Companies wishing to apply for Target Sector Trade Event Grant funding must first be approved by their local economic development agencies, and grants are offered for participation only in international trade exhibitions held outside of the United States. Grant monies are issued as reimbursements following trade show attendance and will cover up to 50% of exhibition space and basic decorations, not to exceed \$4,000 per event.

Contact **Pinellas County Economic Development** at (727) 464-7332 to speak with a Business Development Manager about how the Target Sector Trade Event Grant program can help your Pinellas company.

