

April 16, 2010

Contact: Eric Basinger, Executive Director, Economic Development Council, (941) 748-4842, ext. 128,
ericb@ManateeEDC.com

Bradenton, Florida – EDC panel: Manatee County has what it takes to attract foreign businesses eyeing U.S. location

Manatee County has a compelling business case to sell to overseas companies that are considering a U.S. location, according to panelists at the April 14 “Business Buzz” event presented by the Manatee Economic Development Council (EDC) at USF Sarasota-Manatee.

Panelists included Peter Jansen of JanSar Inc., a consultancy that manages market entry for companies in Europe and North America; Rick Piccolo of the Sarasota Bradenton International Airport; and Eric Basinger of the EDC.

“Executives of international companies care about whether Manatee County can make a business case for their operation to locate here,” Basinger said. “They already know we enjoy a great quality of life here. They need to see the numbers.”

Basinger explained the process for focusing the EDC’s international recruitment efforts.

“We’re looking for a likely match between the company, its needs, and what Manatee County can offer,” he said. The EDC targets the country of origin, for example Germany, which provides the highest direct investment in Florida and the Tampa Bay Region of any single nation.

“Direct flights from Frankfurt, Germany by German airline Condor, which is considering bringing service to Sarasota-Bradenton, would boost the potential for successful business recruitment in Europe.” Piccolo said.

The EDC also identifies industry sectors, such as medical device manufacturing, that Manatee County can readily support with facilities, resources, workforce and services. Then, working with Jansen, who has strong relationships with European companies – especially in Germany – the EDC focuses on specific businesses that have the potential for expansion and have the capital to enter the U.S. market.

“It’s our job to give the decision-makers at these companies the data they need to convince their boards of directors and investors that Manatee County is where they need to be,” Basinger said.

“You must address prospects with detailed numbers,” Jansen confirmed. “The project must be profitable (for the company) on paper in the planning stage.”

According to Jansen, “Manatee County has a compelling story to tell, particularly being part of a major metropolitan area like Tampa Bay and having excellent connections by air and sea. Port Manatee is a major plus.” he said.

Catch the Next Business BUZZ!

May 21, 7:30 a.m., USF Sarasota-Manatee

Featuring the life sciences industry with panelists from DENTSPLY Raintree Essix Glenroe, Lake Erie College of Osteopathic Medicine and Trod Medical.

Cost \$15 for EDC investors; \$20 for others. Information: contact DebbieS@ManateeEDC.com or 941-748-4842, ext. 126

About the EDC

The Economic Development Council, a division of the Manatee Chamber of Commerce, develops and implements programs to attract new high-impact businesses and to assist in the retention and growth of targeted existing businesses in Manatee County. Information: www.ManateeEDC.com.

###