

INNOVATION – not Euros, Yen, or Dollars – is the currency of today’s global economy. Innovation fuels productivity, attracts investment, and stimulates economic recovery. Where innovation thrives, so will the successful enterprises of the 21st century.

The spirit of innovation is evident in Florida – a location quickly getting a reputation as the “**Innovation Hub of the Americas.**” Learn why businesses are awakening to a side of Florida that’s much more diverse than orange juice, theme parks and beaches . . .

#1 Innovation Leader

- Florida is home to a number of innovative companies and leading universities and research institutes such as Draper Labs, FSEC, Max Planck, Moffitt, IHMC, Sanford-Burnham, Scripps, SRI and Torrey Pines.
- Among U.S. states, Florida ranks as the **3rd largest state for high-tech companies.** (*TechAmerica Cyberstates*)
- Florida has a **significant and growing presence in industry clusters**, such as Cleantech, Life Sciences, Infotech, Aviation/Aerospace, Homeland Security/Defense, Financial/Professional Services.

#2 Global Hub

- Florida is the **strategic and economic center of the Americas** due to its geographic location, economic and political stability, and multi-cultural and multi-lingual workforce.
- Among U.S. states, Florida ranks as the **3rd largest exporter of high-tech goods and services.** (*TechAmerica Cyberstates*)

#3 Workforce Talent

- Florida’s **Workforce ranks #1** on the America’s Top States for Business rankings. (*CNBC*)
- Among U.S. states, Florida ranks as the **4th largest “cyber-state” for high-tech employment.** (*TechAmerica Cyberstates*)
- Florida ranks among the **Top 10 States for Education.** (*Education Week*)

#4 Entrepreneurial Environment

- The state hosts a variety of **tech incubators, accelerators and university-based research hubs.**
- Florida ranks among the nation’s **Top 10** on the *Small Business Survival Index*, *Kauffman Index of Entrepreneurial Activity* and *Business Tax Index*, all of which provide a key gauge for **entrepreneurial success.**

#5 Business Climate

- Florida offers **competitive costs, expedited permitting, incentives** for job creation, investment and training and a **pro-business tax structure.**
- Florida is one of the **Top 10 Best States for Business.** (*Chief Executive*)

#6 Global Connections

- Florida has one of the **world’s most extensive multi-modal transportation systems**, featuring international airports, deep-water shipping ports and an extensive highway and rail network. The state is also home to two of only eight commercially licensed spaceports in the U.S.
- Florida is “**wired for success.**” The state has multiple hubs that allow for high-speed data transmission from around the U.S. to Europe, Latin America and Africa.

#7 Business-Friendly Government

- Florida has a **pro-business, pro-technology agenda** for policy-making and business climate improvement.
- **Business sector associations**, such as BioFlorida, Florida Aviation Aerospace Alliance, Florida Defense Alliance, IT Florida, and Space Florida, **advise legislators** on the issues impacting global competitiveness.

#8 Quality of Life

- Florida has **no personal income tax.**
- Already one of the world’s top travel destinations, many visitors recognize the “**play here, stay here**” philosophy and choose Florida as their permanent home.
- Florida has earned top rankings in Harris Poll’s “**most desirable places to live**” since the survey’s inception.

#9 Partnerships

More than any other state, **economic developers, educational institutions, workforce boards, businesses and state/local governments join forces** to help existing and prospective businesses start up, grow and expand throughout the state.

#10 Strategic Vision

Florida’s economic development goals and initiatives have been developed and embraced as a **long-term statewide vision.** Through the *Roadmap to Florida’s Future: 2010-2015 Strategic Plan for Economic Development*, Florida has developed a path to ensure its global competitiveness in this new economy.

FLORIDA. INNOVATION HUB OF THE AMERICAS.®

Enterprise Florida is a public-private partnership serving as the official economic development organization for the state of Florida. The organization helps innovative companies start-up, locate and expand in Florida.

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