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Research Coast launches export directory for Treasure Coast businesses

By Paul Ivice

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PORT ST. LUCIE — Treasure Coast companies now have a new avenue to reach the world.

In concert with the economic development organizations of Indian River, Martin, Okeechobee and St. Lucie counties and Workforce Solutions, Florida's Research Coast has launched a regional export directory for local businesses.

"Florida's Research Coast's regional export directory is a welcome tool for the local business community. We surveyed all of our targeted businesses, and gathered information about suppliers outside of Florida, to share how to export our products and services," Florida's Research Coast Chairman Brian Cartland said.

"From an export perspective, we will work to target certain countries and seek information on how to export to these countries now and in the future," Cartland said. "We have created data fields that align with the Florida Export Directory so companies may be added seamlessly to the states directory."

Economic Gardening Coordinator Michael Corbit said, "We're very excited that we're able to put this together because the region has never had anything like this."

The directory already has listings for slightly more than 200 Treasure Coast companies. Those listing were created by a firm hired to populate the directory with these initial listings.

Corbit said Enterprise Florida, a public-private partnership serving that is Florida's primary organization for statewide economic development, created a statewide directory (www.floridaexpordirectory.com) that has been very well-received. The Treasure Coast directory will be merged into the statewide directory, Corbit said.

Though there is no deadline for local companies to submit their listings, Corbit said the sooner a company gets listed on the site, the more exposure it will receive.

Florida's Research Coast, which comprises the four-county region of Indian River, Martin, Okeechobee and St. Lucie counties, embarked on an economic gardening project in 2008. The objective of the economic gardening strategy is to help local entrepreneurs successfully fast-track the sustainable expansion of their businesses and create local jobs.

"This is another example of regional partners working together on a common goal to help local businesses grow," said Richard Stetson, acting President/CEO of Workforce Solutions. "Through Research Coast we will continue to coordinate and facilitate business development activities that benefit the local community."

Treasure Coast Export Directory

Florida exporters can gain international market exposure free of charge through a searchable, web-based directory. This online export directory will connect global buyers to local suppliers and generate trade opportunities for them. Treasure Coast companies may request to be listed on the regional export directory by contacting Economic Gardening Coordinator Michael Corbit by email at mcorbit@tcjobs.org, or by telephone at 772-335-3030 ext. 438.



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