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Collaboration ★  
Diversity ★  
Prosperity ★



1 January 2012

To the Tampa Bay Business Community

## **Executive Summary**

The Tampa Bay International Business Council brings together key business leaders from the Tampa Bay region, with the backing of the bi-national Chambers of Commerce.

The TBIBC's mission is to build the inclusive voice of the international business community, and to coordinate the strength of diversity in increasing prosperity and innovation in the economy of Tampa Bay.

The bi-national chambers bring a vast amount of international business and cultural knowledge to our community, and TBIBC focuses this to integrate Tampa Bay more effectively into the circuits of the global economy.

This letter invites you, our business community, to become more involved with your business neighbors who have diverse business networks and the multicultural knowledge to help Tampa Bay thrive economically.

It also gives details of the 2011 events TBIBC has held and the 2012 events that are planned, and it offers affordable, effective sponsorship and participation opportunities to suit your business needs.

## **2011/2012 Events**

In 2011/2012, the TBIBC calendar involves four events.

1. The Summer 2011 event was held on August 23. This was a reception held with the Minority Enterprise Development (MEDWeek) convention. TBIBC sponsored an evening reception at the Crowne Plaza in the Westshore area of Tampa. This event will again be held in the Summer of 2012. [www.Medweek.gov](http://www.Medweek.gov) and <http://www.medcorp-tb.org> have a lot of information about this national event.

2. The 2011 Fall event was held at Brio Tuscan Grille, at International Plaza, on 12 October, using the same format as our very successful 2010 Fall networking event. Joe Lopano, CEO of Tampa International Airport, was the guest speaker, and the theme was the impact of travel and tourism on the Tampa Bay bay economy. This was well attended and informative, as many companies want more direct TPA international flights, and these are worth about \$150 million each annually (if run weekly to Tampa Bay). The secondary speaker discussed flights to Cuba.

3. The mid-Winter event is a networking and "meet the Chambers" event on January 19, 2012 at the Westin Hotel on the Courtney Campbell Causeway.

4. The keynote International Business Spring Summit will once again be held at the Rusty Pelican on the Courtney Campbell Causeway. The Summit (8 a.m. to 2 p.m.) on March 29, 2012 will feature a number of

informative speakers and panels covering diversity and international issues. The plenary speakers are John Doggett and Melvin Gravely. The keynote luncheon and the ever-popular structured networking program will be included, and there will again be an entrepreneurship panel, moderated by Alex Sink. This will showcase successful, local entrepreneurs, mainly from our BRIC bi-national community. The panelists will share hard-earned, experience-based advice with the business community.

## **History and Context**

The Tampa Bay International Business Council has existed for 50 years. The International Business Summit is in its sixth year ([www.tbibc.org](http://www.tbibc.org)). These two organizations have merged to ensure that we leverage our strengths and resources to build our economy.

The Tampa Bay region is differentiated from other regions in Florida by our extraordinarily diverse demographics. These include about 130 different national and ethnic groups. Many factors have gradually contributed to this process, including the MacDill Air Force Base, which has brought Tampa Bay into long term contact with 60 different countries.

This diversity offers extensive national networks, innovative perspectives, cultural fluency and worldwide contacts. This range of skills, creativity and global knowledge can power various types of regional growth, and can extend Tampa Bay's prominence on the circuits of international commerce.

## **The current formal members of the TBIBC are as follows:**

- British American Business Chamber: [www.babctampabay.org](http://www.babctampabay.org)
- Caribbean-American Chamber of Commerce: [www.cacctb.com](http://www.cacctb.com)
- Chinese-American Chamber of Commerce: [www.ccctb.com](http://www.ccctb.com)
- French-American Business Council: [www.framco.org](http://www.framco.org)
- Indo-US Chamber of Commerce: [www.indo-us.org](http://www.indo-us.org)
- Tampa Hispanic Chamber of Commerce: [www.tampahispanicchamber.com](http://www.tampahispanicchamber.com)
- Philippine-American Chamber of Commerce: [www.paccoftampabay.com](http://www.paccoftampabay.com)
- Russian-American Association: <http://russianamericanassociation.org>
- Scandinavian Trade Association: [www.scandbalt.org](http://www.scandbalt.org)
- Taiwanese Chamber of Commerce of Tampa Bay: [www.tcctf.com](http://www.tcctf.com)
- The International Business Board (IBB: [www.ctr.usf.edu/ibb/](http://www.ctr.usf.edu/ibb/)) is also a member.

## **What does the TBIBC mean to your business?**

Businesses of all sizes can benefit from the many opportunities offered by our diverse community. The challenge of doing business across differences and distances often leads to failed projects and lost opportunities. TBIBC provides a linchpin structure for strengthening understanding, fast-tracking enterprise, and consolidating trust between regions and cultures.

Bi-national and culturally-fluent business people can help their business neighbors to navigate their way in new markets, or to improve processes and projects with multi-cultural and foreign partners. TBIBC provides "training wheels" for those who want to build real connections with different cultures, or to better international

relationships. It also provides diversity of perspective for those looking towards innovation, and wanting new ways of thinking about entrepreneurship, commerce and economic development.

## **TBIBC Sponsorship Opportunities**

TBIBC works with business organizations in the region to help them enhance visibility and to highlight their role in the mission of diversity, prosperity and collaboration.

Our sponsors see TBIBC as a means to:

- Present specific messages to the bi-national Chamber members who use their products and services (e.g. businesses and people who are more culturally diverse, who have a diverse client base, who are internationally connected, are more likely to travel, are multi-lingual etc).
- Raise their profile and the awareness of their corporate brand, employment brand, products or services in general.
- Initiate new business or reach new markets.
- Build relationships in a trust-based forum, with companies and people from demographics whom they do not regularly meet. [TBIBC offers a critically-important opportunity to build bonds with high context and diffuse cultures. It provides a place to teach young talented people about diverse networking business practices and how to work with cultures that expect longer-term, personal and trust-based relationship building.]
- Find ways of taking costs out of supply chains by working with small and/or minority owned suppliers, or linking into other (e.g. international) supply chains.
- Build cultural fluency skills and connections for team members, or improved interest and engagement amongst employees who work in diversity, intercultural or international marketing and business.
- Demonstrate good corporate citizenship while supporting economic development.
- Research and share new ways of thinking, sharing ideas, innovation and creating opportunities.

## **The Bright House TBIBC Diversity Award**

The Bright House Diversity Award highlights the way diversity/inclusion values build our community. TBIBC does not seek, nor accept, sponsorship from companies who do not support these values.

The criteria for the prize are available on the new TBIBC website, [www.tbibc.org](http://www.tbibc.org), under Resources.

## **Sponsorship invitation and levels**

TBIBC invites your organization to be a part of this work by becoming a TBIBC sponsor. Most sponsorships run year-round, but event-based sponsorship is also possible. The sponsorship levels cover all events held by TBIBC during the year of sponsorship:

Levels of suggested donations (donations “in kind” are also appreciated),

- **Platinum Sponsorship:** \$5,000. Suitable for organizations whose strategic business plans are aligned with international, bi-national and multi-cultural business, suppliers, partners and customers.

Platinum Sponsorship benefits include Platinum Sponsor recognition on the TBIBC website, and in advertisements, event programs, signage, newsletters, speeches and acknowledgements at all events during the year. The recognition (e.g. program advertisement size) is commensurate with Platinum status.

The sponsorship includes podium time, the role as presenting sponsor of a major event at the Spring International Business Summit, twelve tickets to the Spring IBS event, a display company table available at IBS and other appropriate events, and sponsorship acknowledgement throughout the year.

- **Gold Sponsorship:** \$3,000. Suitable for TBIBC partners who have a long-term interest in diversity and inclusion and an interest in international/multicultural business.

Gold Sponsorship benefits include Gold Sponsor recognition on the TBIBC website and in advertisements, on event programs, on signage at events, in newsletters, in some speeches and in acknowledgements at events during the year.

The sponsorship includes the role as presenting sponsor of a workshop event at the Spring International Business Summit, a full page advertisement in the IBS program, nine tickets to the Spring IBS event, a display company table available at IBS and other appropriate events, and sponsorship acknowledgement throughout the year.

- **Silver Sponsorship:** \$2,000. Suitable for organizations that have a significant interest in minority, diverse or inclusive and/or international business relationships.

Silver Sponsorship benefits include Silver Sponsor recognition on the TBIBC website and on event programs, on signage at events, in newsletters, in certain speeches and in acknowledgements at events during the year.

The sponsorship includes a role at the Spring International Business Summit as a display sponsor, six tickets to the Spring IBS event, and a half page advertisement in IBS program. Silver sponsors are invited to other appropriate events, and receive sponsorship acknowledgement throughout the year.

- **Business (Bronze) Sponsorship:** \$1,000. Suitable for first time donors, smaller businesses and those exploring the value of an association with TBIBC, especially their own commitment to moving towards more involvement with diversity and involvement with the bi-national community.

Bronze Sponsors are recognized on the TBIBC website and on event programs, and in newsletters, and receive three tickets and a one-third advertisement in the IBS program at the Spring Summit. TBIBC works with Bronze Sponsors, as with all sponsors, to help them reach their business goals.

- **Event Sponsor:** Sponsorship benefits and donations are by arrangement. These are usually suitable for in-kind or facility donors, or sponsors whose industries are aligned with event themes.

### **All Sponsors:**

The Tampa Bay International Business Council works year-round to understand the business objectives of all sponsors, to share information and networks with all our sponsors, and to further their business objectives in the Tampa Bay region and beyond.

This is an unprecedented bargain. In the past, sponsors were feted in only one or two events, but now there are four. We hope that our many sponsors over the years will join us once again in promoting collaboration, diversity and prosperity to our international partners.

**Contact:** Please contact Hilton Ross-Munro, Tel: 813-598-9180, Email: [hilton@c-psolutions.com](mailto:hilton@c-psolutions.com), for information on sponsorship.

### **Universities and Media**

We work closely with the universities to involve many business students in the event. Interested students should contact Zongde “PanPan” Li or other Board Members of the Florida International Business Board.

Members of the media may contact Solange Benoit at [solange.benoitl@gmail.com](mailto:solange.benoitl@gmail.com) or [glynis@c-psolutions.com](mailto:glynis@c-psolutions.com), or other members of the Executive of the Board.

If you are interested in supporting the growth of Tampa Bay through TBIBC, we would welcome the opportunity to meet with you, and to discuss opportunities in your growth. Together we can make Diversity, Collaboration and Prosperity part the economic reality of the Tampa Bay growth mission of 2011/2012.

Sincerely

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