

## Webinar: Business Opportunities and Advantages of Doing Business in Florida

### Manuel A. Mencia

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Manuel (Manny) A. Mencia is Sr. Vice President of the International Trade and Development unit of Enterprise Florida, Inc. Enterprise Florida, Inc. (EFI) is a not-for-profit government business partnership established to guide the development of Florida's economy.

The International Trade and Development unit is headquartered in Miami and maintains offices in six Florida cities as well as fourteen countries around the world.

In 2000, Export Magazine and the Council for Urban Economic Development (CUED) conferred their Gold Award to EFI's Division of International Trade, as the best statewide export development organization in the country. In 2001, EFI received the prestigious Presidential E-Award for Export Development in its first year of eligibility. In 2009, EFI's ITD unit received the President's E Star Award for Export Promotion Excellence, our nation's highest trade development honor.

Mr. Mencia joined Enterprise Florida in 1996. Prior to that, he served as Vice President of World Marketing at The Miami Dade Beacon Council, between 1992 and 1996.

He has acquired extensive international trade expertise, having served in various executive positions at the Florida Department of Commerce between 1977 and 1991.

Mr. Mencia is a member of the Board of Directors of SIDO (State International Development Organizations), the national organization of State Trade Development Agencies and served as its President during 2010-2012 and 2016-2017. He is also Vice Chairman of the International Committee of the Council of State Governments and serves on the board of the Florida Export Finance Corporation, World Trade Center-Miami, University of Miami's CIBER Center and the Florida District Export Council.

In 1990, the U.S. Hispanic Chamber of Commerce selected Mr. Mencia as Government Hispanic Business Advocate of the Year. In 2003, the International Business Council of South Florida named him International Businessman of the Year and in 2010, he was awarded the International



Achievement Award, Florida's most prestigious award for lifetime achievement for international business.

In 2017, King Phillip VI of Spain awarded Mr. Mencia the Order of Isabella the Catholic, for his contributions in promoting ties between Spain and the United States.

Mr. Mencia obtained a Bachelor of Science degree from Florida International University in Education and a Bachelor of Arts degree from St. Thomas University in Political Science.