

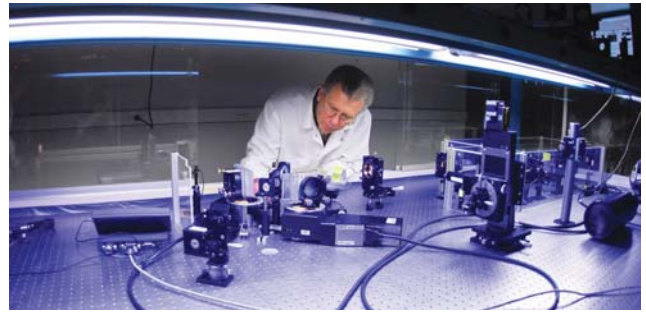
WORLD CLASS CITY



SIMULATION



PHOTONICS



HEALTHCARE



A LOOK INSIDE



ENTERPRISE FLORIDA

FLORIDA'S LEADING ECONOMIC DEVELOPMENT AGENCY

Pages 4 - 5



FLORIDA HIGH TECH CORRIDOR COUNCIL

A REGIONAL ECONOMIC DEVELOPMENT INITIATIVE
FOR HIGH TECH INDUSTRY AND INNOVATION

Pages 6 - 7



METRO ORLANDO ECONOMIC DEVELOPMENT COMMISSION

CENTRAL FLORIDA'S ECONOMIC DEVELOPMENT LEADER
SERVING ORANGE, SEMINOLE, LAKE AND OSCEOLA COUNTIES
AND THE CITY OF ORLANDO

Pages 8 - 11



THINK ORLANDO IN 2012!

It will be our pleasure to welcome PITTCON attendees to Orlando, Florida and the Orange County Convention Center in March 2012.

While our city and state are known for memorable vacations, what you will discover in Metro Orlando is a dynamic region perhaps best defined by its vibrant mix of businesses, professions and people. In fact, our region's second largest industry is technology, with particular strengths in optics and photonics, healthcare, life sciences, simulation and digital media. Those sectors, along with tourism, drive our regional economy.

A few quick facts:

- Central Florida is not only home to the second largest university in the nation, University of Central Florida; it is home to the nation's newest College of Medicine, two of the nation's largest hospital systems, and a burgeoning 'medical city' that anchors a growing cluster of life sciences companies dedicated to revolutionary research and care.
- Metro Orlando, an internationally-recognized leader in the optics and photonics industry, has been named one of the top four regions in the United States for this industry cluster. At last count, the region is home to 95 photonics companies that employ more than 15,000.
- Metro Orlando is also widely recognized as the National Center for Simulation. Over 150 companies have grown up around the Modeling, Simulation and Training Commands for the U.S. Army, Navy, Air Force, Marines and Coast Guard, which are co-located here in the Central Florida Research Park.
- Lockheed Martin, Siemens Energy, Northrop Grumman, Boeing, Mitsubishi Power Generation, SAIC, Sanofi Pasteur, Sanford-Burnham Medical Research Institute, Nemours, and Adventist Health ... all make a home here.

Perhaps what defines our region most, however, are the partnerships that are a natural part of how we approach doing business. In this book you will find information from *Enterprise Florida*, our state economic development agency; the *Florida High Tech Corridor Council*, a regional champion for technology industry acceleration; and the *Metro Orlando EDC*, the Central Florida region's economic development leader. Together they tell a story of a rich environment for innovation and corporate growth.

We hope this information gives you a sense of all there is to see and learn during your visit to Orlando in 2012. We look forward to hosting PITTCON in our dynamic community.

Sincerely,

Teresa Jacobs
Mayor, Orange County

Sincerely,

Buddy Dyer
Mayor, City of Orlando



Looking for the ideal place to grow your business? Join the thousands of high-tech companies that already call Florida. Innovation Hub of the Americas.[®] home.

Enterprise Florida (EFI) – the public-private partnership responsible for leading Florida’s statewide economic development efforts – looks forward to helping you find the perfect Florida location. EFI focuses on growing high-wage, high-value clusters that help to diversify Florida’s economy, including:

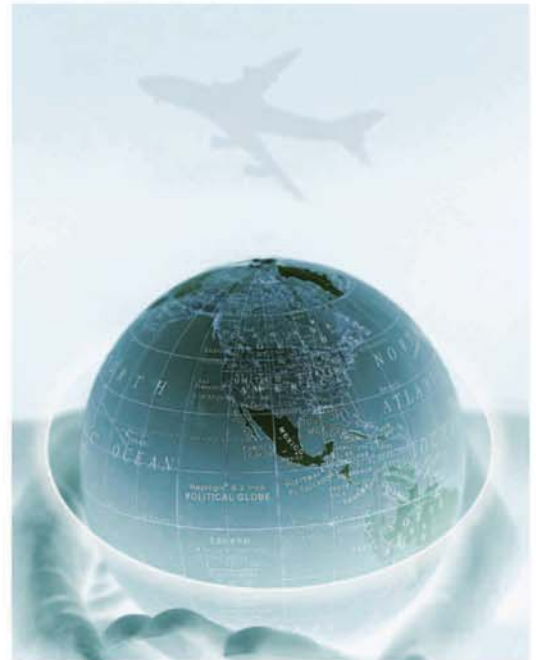
- Aviation/Aerospace
- Cleantech
- Homeland Security/Defense
- Life Sciences
- Infotech
- Financial/Professional Services

and areas of emphasis such as:

- Manufacturing
- R&D and Emerging Technologies
- Corporate Headquarters

EFI also works collaboratively with a statewide network of regional and local economic development organizations that can provide specialized assistance in all of Florida’s 67 counties.

For additional information log on to www.eflorida.com or give us a call at 407.956.5600.



Enterprise Florida can help companies interested in a Florida expansion or location:

- ▶ **Community Profiles** – Detailed information about Florida’s 67 diverse counties – including population demographics, major employers, cost of living and key contacts.
- ▶ **Site Identification Services** – Helping companies identify and examine Florida communities that best fit their needs.
- ▶ **Business Incentives/Sales Tax Exemptions Assistance** – Determining eligibility for state business incentives and sales tax exemptions and helping eligible companies navigate the application process. EFI also coordinates with city, county and regional economic development organizations that offer similar incentives.
- ▶ **Special Needs Areas Information** – Ensuring companies are aware of specialized incentives and other inducements that are available for locating or expanding in Florida’s urban and rural areas.
- ▶ **Financing Programs and Assistance** – Coordinating financing programs, such as the Enterprise Bond program, that help Florida companies expand and grow. EFI also works closely with lending corporations to provide additional niche financing products.
- ▶ **Permitting and Regulatory Assistance** – Facilitating meetings and communication between companies and various permitting and regulatory agencies once a project is active.
- ▶ **State Government Liaison** - Facilitating meetings with state government agencies to expedite project activity.
- ▶ **Information** – Providing a wealth of updated information about the state through EFI’s website, eflorida.com. The Florida Knowledge Center, in particular, contains useful data about Florida’s economy.

WHY FLORIDA? TOP 10 REASONS

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.

Rev 10/2010

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.

eflora.com • information@eflora.com • 407.956.5600



eflora.com



Florida's High Tech Corridor

A regional economic development initiative of:



The Florida High Tech Corridor Council (FHTCC) is a regional economic development initiative of the University of Central Florida (UCF), the University of South Florida (USF) and the University of Florida (UF) whose mission is to grow high tech industry and innovation in the region through research, workforce development and marketing programs.

A partnership involving more than 25 local and regional Economic Development Organizations (EDOs) and 14 community colleges, the Council is co-chaired by the presidents of UCF, USF and UF. The Council includes the presidents of two of the community colleges, the president of Florida Institute of Technology and representatives of high tech industry. The unique partnership has resulted in a strategic approach to high tech economic development that involves matching funds research, workforce development and a marketing program leveraging governmental, EDO and corporate budgets on a regional rather than local basis.

The industries the Council has targeted for growth are: Agritechology; Aviation & Aerospace; Digital Media/Interactive Entertainment; Financial Services; Information Technology; Life Sciences & Medical Technologies; Microelectronics/Nanotechnology; Modeling, Simulation & Training; Optics & Photonics; and, Sustainable Energy.

Entrepreneurial Support

The Florida High Tech Corridor Council provides support for the region's university-based incubators in their mission to accelerate the growth of start-up companies and ventures through extensive mentoring and monitoring processes. A 2009 study of the economic impacts of the University of Central Florida's Business Incubation Program found that the

incubator was responsible for facilitating the creation of more than 1,600 jobs in the region. Also, client and graduate companies generated nearly \$200 million in total economic impact in 2009.

In addition to its support of partner incubators, small business development centers and entrepreneurial organizations, the Florida High Tech Corridor Council provided funding to create a virtual library of resources for small businesses called the

Florida Virtual Entrepreneur Center (FLVEC). Whether starting a new business, looking to expand an existing business or considering relocating a business, entrepreneurs can easily find the latest local, regional, state and global business resources by logging on to www.flvec.com.

Workforce Development

Workforce development programs developed with Council resources have included 2+2 Associate Degree Programs and the educational initiative techPATH. The 2+2 programs feature collaboration between Corridor community colleges and one of the universities to assure that after the first two years at a community college, there is a program available for the student to achieve a bachelor's degree in their desired high tech field. Examples of established 2+2 programs include Microelectronics Manufacturing (Valencia Community College), Biotechnology (St. Petersburg College), Modeling, Simulation & Training (Daytona State College) and Digital Media (Seminole State College).



www.FloridaHighTech.com

After recognizing the need for long-term high tech workforce development, the Council established techPATH. techPATH is “cultivating tomorrow’s workforce” through a variety of innovative programs including techCAMPs, which provide teachers with exposure to various high tech environments and tools for sharing that knowledge in the classroom. Since their inception in 1998, techCAMPs have been delivered to thousands of math, science, technology and career teaching professionals and students throughout the Corridor.

Another workforce initiative of FHTCC, Career Expo was designed to start a pipeline of talent from outside the Corridor by creating a one-of-a-kind national conference that introduces university career center directors from many of the nation’s top universities to the diverse and rewarding high tech job opportunities offered by Florida High Tech Corridor companies. In its first two years, Career Expo hosted more than 85 of the nation’s top colleges and 110 Corridor companies.

Matching Funds Research

The Council’s primary focus is to foster applied research between the universities and their high tech industry partners through its Matching Grants Research Program (MGRP). Since the inception of the program in 1996, the Council has partnered with 345 companies on more than 1,080 research projects in sectors ranging from Agritechology

to Sustainable Energy. The \$55 million in funds that have been invested by the Council have been matched by corporate cash and in-kind investments of nearly \$148 million, generating an additional \$731 million in quantifiable downstream impacts, resulting in a return of nearly \$880 million and total project value of close to \$935 million.



These combined funds have been used to engage nearly 2,200 graduate, doctoral students and research assistants, and 280 faculty members in side-by-side research with scientists and engineers from the participating private-sector companies, resulting in roughly 125 patents.

“When we needed matching funds for an SBIR project with the Air Force, the FHTCC came to our rescue,” says Antoine Khoury, CEO of ApECOR, a UCF technology start-up that has participated in 10 MGRP projects. “We owe the establishment of our company to the Matching Grants Research Program for getting us our first contract.”

Marketing the Corridor

With limited resources to target high tech industry on a national basis, Corridor, governmental, and public and private EDOs have come together to stretch their dollars through the Council’s marketing committee. Members carefully evaluate advertising, public relations, trade show and trade mission opportunities, and then recommend joint participation where the Corridor matches local EDO investments creating leverage that never before existed.

To communicate to its various audiences about the latest news in the Corridor, FHTCC publishes a monthly eNewsletter titled *Inside Florida’s High Tech Corridor* that is distributed to nearly 4,500 subscribers, as well as publishes an annual magazine detailing the high tech industries and the “Faces of Technology” driving innovation in the Corridor, which is titled *florida.HIGH.TECH* also containing FHTCC’s annual report.

The Florida High Tech Corridor Council was the International Economic Development Council’s category winner for Partnerships with Educational Institutions during its 2009 Excellence in Economic Development Awards. In 2010, the State Science and Technology Institute (SSTI) awarded the Council’s Matching Grants Research Program in the category of Improving Competitiveness of Existing Industries as part of its 2010 Excellence in Technology-Based Economic Development Awards.

For more information, visit: www.FloridaHighTech.com or www.VisitTheCorridor.com.

WHAT WE DO

The Metro Orlando Economic Development Commission is dedicated to meeting the needs of today's industries and creating a competitive economic climate where business thrives. We provide key services and support to help companies do business in our community.

Here are some of the many resources available through the EDC.

CORPORATE CLIENTS/CONSULTANTS

Community analysis and site selection: With expertise in current market availability of real estate, assists clients in finding and choosing site locations.

Statistical data: Maintains information clearinghouse readily accessible to companies considering the region.

Permitting: Connects relocating companies with appropriate government departments.

Financial assistance: Helps expanding and relocating companies obtain financial incentives, grants and other support.

Workforce recruitment and training: Locates resources necessary to address specific workforce needs.

FILM AND TELEVISION PRODUCERS

Location library: The EDC's Metro Orlando Film & Entertainment Commission maintains an extensive on-line library of more than 10,000 locations suitable for a variety of productions.

Site location and scouting assistance: Hosts comprehensive familiarization tours for producers considering filming in the region.

Permitting: Assists producers through the permitting process by acting as a liaison with dozens of city and county offices and departments.

Filmbook: Maintains the comprehensive *Orlando Filmbook*. Produced annually, this valuable source contains information on everything from local soundstages to qualified crews.



ENTREPRENEURS

Local incubators: Promotes and partners with local incubators dedicated to increasing the success of start-ups, including the renowned incubator network at the University of Central Florida (UCF).

Disney Entrepreneur Center: Promotes and partners with the Orlando-based Disney Entrepreneur Center, one of only two such centers in the nation, to directly assist small businesses and entrepreneurs.

Research opportunities: Supports local educational institutions in ongoing efforts to increase research dollars and to partner with area companies.

EXISTING LOCAL COMPANIES

Permitting: Helps local companies quickly navigate the permitting process as they grow and expand.

Workforce recruitment and training: Coordinates support by local workforce boards and educational institutions to companies seeking to hire and train employees.

Export counseling: Assists in finding and expanding export sales opportunities.

Financial assistance: Identifies resources for companies interested in obtaining financial incentives, grants, Industrial Development Revenue Bonds and other support.

Statistical data: Access to key market research, demographics, workforce data, taxes, cost of living comparisons, and much more.

HOW WE MAKE A DIFFERENCE

In addition to providing traditional corporate services, the EDC also spearheads a variety of other activities, including marketing Metro Orlando as a business location; managing local community programs; and working to develop the region's business infrastructure.

Programs managed by the EDC:

- ▲ Metro Orlando Film & Entertainment Commission
- ▲ bioORLANDO
- ▲ Military Affairs Advisory Council
- ▲ Industrial Development Revenue Bond Program

Known across the globe as a world-class place to visit, it comes as a surprise to many that our region is also recognized as a top rated "Cybercity" by *TechAmerica*. In fact, the region boasts a high tech ecosystem that has been building here since the 1960s, and which today employs over 44,000.

Add in a young, diverse and well-educated workforce; a business-friendly attitude that fosters growth; and an unparalleled quality of life. The result is a winning formula for success.

Let us tell you more about what sets the Orlando region apart.

LEADING UNIVERSITY

▲ Orlando is home to the University of Central Florida (UCF), the second largest university in the nation, which boasts over \$133M in research funding.

▲ UCF's **Chemistry Department** research is focused on materials, biochemistry, environment, energy, forensic science, nanoscience, and photonics. The National Academy of Sciences grant was recently awarded to support research in electro-optic and photovoltaic materials. The department has also received a Postdoctoral Fellowship from the James and Esther King Foundation for Biomedical research to investigate new cancer photodynamic therapies.



▲ **College of Engineering and Computer Science**, quickly emerging as one of the premier computer science universities in the country, graduates more computer science majors than any other Florida university. Program in Materials Science & Engineering is one of 13 undergraduate, 14 master's degree, and 8 doctoral degree programs.

▲ UCF's **Florida Solar Energy Center** is a national leader focused on development of renewable technologies.

▲ With the opening of the **UCF College of Medicine** and emergence of our new 'medical city', this region is also gaining a reputation as a thriving center for the life sciences and biotech industry.

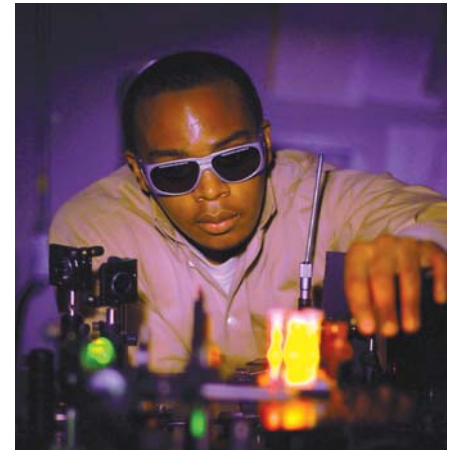
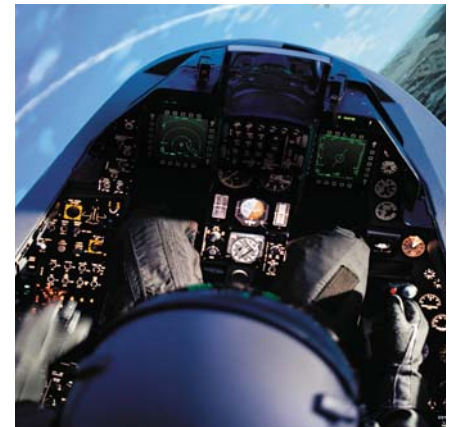
OPTICS & PHOTONICS

▲ Metro Orlando, an internationally-recognized leader in photonics, optics and laser technology, has been named one of the top four regions in the United States for this industry cluster.

▲ The region is home to 95 photonics companies that employ more than 15,000 workers and contribute over \$2 billion in gross regional product.

▲ The University of Central Florida's College of Optics and Photonics, which was the first college-level institution in the U.S. and is today renowned as one of the top three independent optics academic units in the nation, is home to three prestigious research centers: Center for Research and Education in Optics and Laser (CREOL); Florida Photonics Center for Excellence (FPEC); and Townes Laser Institute.

▲ **Lockheed Martin**, which is one of this region's largest employers, and **Northrop Grumman**, another major U.S. Department of Defense contractor with substantial operations here, are leaders in the use of laser and electro-optic systems. Both companies maintain contracts with locally-based companies in the laser and related fields.



"Orlando and Central Florida are the epicenter for modeling and simulation. When you combine the power of the Research Park, with close ties between a world class university, industry, and military commands, you produce a synergy found nowhere else in the world. Companies who want to be serious players in the modeling and simulation industry need to consider focusing their efforts on Orlando and Central Florida."

*Thomas L. Baptiste, Lt. General, USAF (Ret)
President/Executive Director, National Center for Simulation*

MODELING & SIMULATION

▲ Metro Orlando is also widely recognized as the National Center for Simulation.

▲ With over 150 companies directly employing over 12,500 and generating more than \$3 billion in gross regional product, this region is home to the largest concentration of this industry in the nation.

▲ Those companies have grown up around the modeling, simulation and training commands for the U.S. Army, Navy, Air Force, Marines and Coast Guard, which are co-located here in the Central Florida Research Park.

▲ **Lockheed Martin's** Global Training & Logistics division is headquartered in Orlando, as are that company's Missiles and Fire Control and Internal Business Services divisions. Altogether 7,000 Lockheed employees are based here.

▲ **SAIC's** Orlando unit employs more than 400 engineers, programmers, and other support work in defense training technology and is responsible for the design and implementation of constructive domain systems, which include automated simulations representing the actions of people and systems within the simulation. This unit is a major contractor to the Army's Program Executive Office for Simulation, Training and Instrumentation (PEO STRI).

▲ Orlando is also the North American home to Australia's **Adacel Technologies** and Spain's **Indra Systems**.



LIFE SCIENCES & HEALTHCARE

▲ According to *Becker's Hospital Review*, Florida Hospital (#2) and Orlando Health (#6) are among the largest non-profit, acute care hospitals in the U.S., based on number of beds and patient admissions.

Adventist Health's **Florida Hospital System**, is the region's second largest corporate employer (behind Disney). Home to Nicholson Center for Surgical Advancement, Global Robotics Institute, Florida Hospital – Sanford Burnham Translational Research Institute, among other industry leading healthcare education and research programs.

Orlando Health, with 10 hospitals and 1,780 beds in Central Florida, is home to the region's Level One Trauma Center, Arnold Palmer Hospital for Children, Winnie Palmer Hospital for Women & Babies, and the M.D. Anderson Cancer Center Orlando.

▲ Other hospitals with significant presence in Orlando: **United Medical Corporation**, a worldwide operator of hospitals and other healthcare facilities, is headquartered just south of downtown Orlando in Windermere, Florida; **Nemours Children's Hospital** is building a 60-acre pediatric health campus in Orlando's Lake Nona Medical City. The campus, scheduled for completion in 2012, will include a children's clinic, emergency department, diagnostic and

ambulatory, education and research programs; the Veteran's Administration is constructing the first new **VA Hospital** built in the U.S. since 1995, also at Lake Nona Medical City. This \$600 million facility will house the VA's Medical Simulation Center for Excellence, bringing VA medical professionals from throughout the country here to train in the latest robotic and other technologies. The Orlando VA Medical Center is scheduled to open in 2012.





ENTERPRISE FLORIDA

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301 East Pine Street
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6700 Forum Drive
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TOP 5 REASONS TO DO BUSINESS IN METRO ORLANDO

There are numerous reasons that Metro Orlando is consistently named among the hottest markets in the world for business and job growth. Here are our top five:

HUB OF FLORIDA

No other place in Florida can compete with the Orlando region for its strategic location in the center of the state, outstanding infrastructure, young and vibrant labor force.

ESTABLISHED TECHNOLOGY CLUSTER

The Orlando region boasts a \$13.4 billion technology industry that employs close to 45,000 people. Top sectors range from software development and simulation to optics/photonics, aviation/aerospace, and life science/biotechnology.

TOP LOCATION FOR ENTREPRENEURS

Last year this region was home to more than 24,000 company start ups, and that number is consistently growing. Such success is bolstered by the presence of the Disney National Entrepreneur Center (one of only two such centers in the nation) and the top ranked UCF Technology Incubator.

ACCESS ... ACCESS ... ACCESS ...

The fourth largest destination airport in the U.S., proximity to two deep water ports, and extensive road and rail systems connecting the region to the Southeast U.S. truly make Orlando a global connection point. There is no easier point of access to Europe, North and South America.

LIFESTYLE OPTIONS

Low cost of living. World-class entertainment. Year-round sports activity. Rolling hills, lakes and orange groves. A vibrant downtown core. Metro Orlando truly offers something for everyone.