

Milan, Italy

Genoa, Italy



INTERNATIONAL TRADE & BUSINESS DEVELOPMENT LEADERSHIP MISSION TO ITALY

SEPTEMBER 14-20, 2025 | Locations: Milan and Genoa, Italy

SelectFlorida's International Trade and Business Development Leadership Mission to Italy provides an opportunity to strengthen Florida's maritime, trade, and international investment relationships with one of Europe's most dynamic economies. The mission is centered around the grand opening of the SelectFlorida Italy Office in Milan and Florida's presence at the Genoa International Boat Show—the largest event of its kind in Europe. This mission enables high-level engagements with global business leaders, reinforces ongoing commercial partnerships, and creates opportunities to attract new business and foreign direct investment (FDI) to the State of Florida.

The delegation will participate in business development meetings in Milan and Genoa, the 2nd Italy-Florida Ports MOU Working Group Meeting, targeted seminars, and high-level networking events to support Florida companies and promote the state as a premier destination for investment and global trade.

PARTICIPATION DETAILS

Leadership Delegate Package - \$2,500

Includes business events and networking opportunities, discounted hotel rates, ground transportation to mission-related events, site visits, and access to Genoa International Boat Show

SPONSORSHIP OPPORTUNITIES

Silver – \$10,000

- One delegate package
- Logo placement on printed and digital materials

Gold – \$15,000

- Two delegate packages
- Logo placement and digital signage at select events
- Opportunity to display promotional materials at Florida Business Seminars
- Verbal recognition at mission programs

Diamond – \$20,000

- Three delegate packages
- Premier logo placement and branding
- Recognition in pre- and post-mission media
- Opportunity to display promotional materials at Florida Business Seminars
- Speaking opportunities at select activities

Title – \$35,000

- Includes four (4) delegate packages
- All benefits included in other sponsorship tiers
- Recognition as the Official Sponsor of the Italy Office Opening

Airfare, airport transfers, and hotels fees are not included in the overall mission registration or sponsorship packages.

PROPOSED ITINERARY:

September 13 – Travel to Milan

September 14 – Welcome Reception & Country Briefing

September 15 – Florida Business Breakfast Seminar, Self-Guided Business Meetings in Milan

September 16 – Self-Guided Business Meetings, Grand Opening of SelectFlorida Italy Office, Activation Event and Networking Reception

September 17 – Delegation travels to Genoa

September 18 – Attend Genoa International Boat Show, Self-Guided Business Meetings, Delegation Dinner

September 19 – 2nd Italy-Florida Ports MOU Working Group Meeting and Port Tour

September 20 – Return to Florida

**Subject to change*

Application Deadline: August 22, 2025

Space is limited and subject to approval.

[Click Here To Apply](#)

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