

The logo for eMerge Americas features the text "eMerge" in a bold, sans-serif font above "Americas" in a smaller font. To the right is a stylized icon of a hexagon with a white 'e' inside, set against a dark background.

eMerge  
Americas



# Pre-Conference International Immersion Program

eMerge Americas and IMPACTIFI present an innovative International Immersion Program designed to connect international tech companies with South Florida's thriving ecosystem. This program offers a gateway to business expansion, investor engagement, and strategic partnership development, culminating at the eMerge Americas conference. The initiative aims to bridge global innovators with U.S. market opportunities, enhancing eMerge's mission to foster innovation and entrepreneurship.

# Program Objectives

## Create Immersive Experience

To create an immersive program that connects international tech companies with Florida's thriving ecosystem, offering a gateway to business expansion, investor engagement, and strategic partnership development.

## Bridge Global Innovators

This program, culminating at the eMerge Americas conference, seeks to bridge global innovators with U.S. market opportunities, enhancing eMerge's mission to foster innovation and entrepreneurship.

## Foster Innovation

The program aims to foster innovation by connecting international companies with local resources, investors, and potential partners in the Florida tech ecosystem.





# Day 1: Welcome and Orientation

Monday March 24th at 5:00pm

1

## Opening Ceremony

Introduction to the Immersion Program with welcome remarks from eMerge and IMPACTIFI leadership.

2

## Program Overview & Expectations

- Overview of eMerge/IMPACTIFI Immersion: Benefits, resources, and outcomes participants can expect.
- Speakers: Melissa Medina, eMerge
- Carlos Guerra, Select Florida

3

## Networking Reception

Facilitated networking to foster connections among international participants, local innovators, and eMerge stakeholders.

# Day 2: Florida Ecosystem & Country Specific Insights

*Tuesday March 25th at 9am - 5pm*

## Morning Sessions: Florida Ecosystem Showcase

Presentations and discussions with leaders from key sectors in Florida, covering resources, trends, and support available for expanding companies.

Representatives from the Florida ecosystem representing organizations such as Select Florida, ITC, local government, and economic development organizations.

## Afternoon Sessions: Country Specific Breakouts

Targeted breakout panels by country. Each country delegation and its representing companies will culminate in country specific breakout rooms for the opportunity to discuss with key speakers on topics related to internationalization processes pertaining to their country.



# Day 3: Industry Breakouts & International Company Presentations

*Wednesday March 26th at 9am - 5pm*

## 1 Industry Breakouts

Targeted breakout panels by sectors ie: Health/MedTech, FinTech, CleanTech, and Cybersecurity (catered to industries represented by attendees). Industry leaders will discuss unique market dynamics, challenges, and innovation opportunities.

## 2 3-Minute Industry Presentations

International companies present their technologies to sector-specific decision-makers in timed segments, allowing concise, impactful introductions.

## 3 Goal

Curate qualified matches for 1-on-1 meetings during Days 4 and 5 at the eMerge Conference, creating pathways for international companies to establish footholds in the U.S.

# Impact Goals



## Expanding Access

Broaden opportunities for international companies to integrate into the U.S. market and Florida's tech landscape.



## Networking & Partnership Development

Facilitate connections between global innovators and local stakeholders, including potential customers, investors, academia, and government agencies.



## Investment in Innovation

Drive investment by showcasing breakthrough technologies and fostering collaborations that contribute to economic growth.





# FLORIDA 3.0

## Reinventing Our Future.

## FLORIDA: Leading State Of Innovation

1

### Fastest Growing State in the US

No other U.S. state has experienced economic growth like Florida. In just a few short years, the Sunshine State has transformed into a dynamic, diversified, and bustling economic titan. Florida is becoming America's economic miracle, rivaling global transformations in places like Singapore and Dubai. Floridians understand this transformation, but it is imperative to share the Florida innovation story with a global audience through eMerge Americas.

2

### Leveraging Strong Industries

Discover the sectors driving growth, including AI, quantum computing, health tech, defense tech, space, modeling & simulations, photonics/semiconductors, cybersecurity and more.

3

### Global Opportunities

Explore how Florida is attracting global talent and capital, positioning itself as a hub for international tech advancements.



# Program **Benefits**

## *For* **International Companies**

- Access to U.S. market opportunities
- Connections with local stakeholders
- Industry-specific insights
- Potential investor engagement

## *For* **Florida Ecosystem**

- Exposure to global innovations
- Potential for new partnerships and investments
- Economic growth through international collaborations
- Enhanced global reputation as a tech hub



# Confirmed Speakers

Jeff Hoffman is the Chairman of the Global Entrepreneurship Network, which works with entrepreneurs in 190 countries, as well as being a founding board member of The Unreasonable Group, whose 289 portfolio companies have raised \$6.6 billion in funding and have positively impacted more than 720 million lives worldwide. He is also on the Advisory Board of CEED Global, the Centers for Entrepreneurship and Executive Development, teaching entrepreneurship globally in developing countries. Jeff has supported the White House, the State Department, the United Nations, and similar organizations internationally on economic growth initiatives and entrepreneurship programs.

Jeff has been part of a number of well-known successful startups, including Priceline.com/Booking.com, uBid.com and more.



# Program Partners



*As Of: December 2024*





# Thank You

Looking forward to seeing you there!