

ADDENDUM

RETURN ON CONTRACT INVESTMENT PER OFFICE

Country	Total FDI	Total Export Sales (Actual & Expected)	Combined Total Investment & Export Sales	Fiscal Year Payments to Contractors	FY 2019-20 Return on Contract Investment
Brazil (Sao Paulo)	\$4,096,000	\$0	\$4,096,000	\$180,000	23
Canada (Montreal & Toronto)	\$6,850,000	\$2,540,000	\$9,390,000	\$178,600	53
China & Southeast Asia (Hong Kong)	\$0	\$1,230,350	\$1,230,350	\$207,690	6
France, Italy, Belgium, The Netherlands (Paris)	\$17,446,595	\$75,404,000	\$92,850,595	\$234,900	395
Germany, Austria & Switzerland (Munich)	\$4,750,000	\$158,332,500	\$163,082,500	\$220,000	741
Israel (Tel Aviv)	\$14,730,000	\$0	\$14,730,000	\$120,000	123
Japan (Tokyo)	\$0	\$0	\$0	\$188,000	0
Mexico (Mexico City)	\$150,000	\$0	\$150,000	\$100,000	2
Southern Africa (Durban)	\$0	\$1,555,000	\$1,555,000	\$113,333	14
Spain & Portugal (Madrid)	\$35,030,000	\$0	\$35,030,000	\$220,000	159
UK & Ireland (London)	\$6,270,000	\$17,584,000	\$23,854,000	\$220,000	108
Totals	\$89,322,595	\$256,645,850	\$345,968,445	\$1,982,523	175

COMMENTS:

1. Annual payments to overseas contractors are based on total funds paid for work performed under their contracts during a given fiscal year.
2. Return on Contract Investment figures are rounded off.
3. Trade missions and trade show results reported by EFI's ITD unit are credited to individual international offices for their involvement in these missions and events for the purpose of evaluating their performance in FY 2019-20. These events are footnoted in the individual country representation reports in this document.
4. Return on Contract Investment is not the only means of evaluating the performance of EFI's international offices. This is a very important metric, but additional performance measures are included in the main body of this report to provide a more complete picture of each office's performance.
5. EFI Israel is an office with a strong focus on the establishment of joint ventures/joint grant funding agreements between Israel and Florida companies. They help to facilitate vitally important joint R&D agreements between Israeli and Florida companies and institutions. Less emphasis is placed on the return on contract performance measure when evaluating their productivity effectiveness, and overall value to Florida.
6. EFI's Regional Office for China and South East Asia in Hong Kong has a strong focus on facilitating the development of bilateral transportation & cargo linkages between Florida and the Asia-Pacific region. They have been very successful at facilitating high-level contacts between Florida seaports and Asian shipping lines and other business partners, resulting in increased sailing frequencies and larger vessels in containerized transport. However, these significant accomplishments are not directly reflected in their ROI numbers.
7. The current representatives of EFI in Japan (Fenetre Partners) began operations essentially from scratch on January 1, 2020, as the previous contractor had notified many Japanese counterparts that Florida was ending its representation in Japan, not simply changing contractors. From the time their contract began until COVID-19 struck was a period of just a few weeks, which is reflected in their operational results. This office is striving to build a new pipeline of FDI leads as well as to re-establish Florida's visibility in the Japanese market.