

LATIN AMERICAN DEPARTMENT

July 2018

Report Submitted by: Ana Fernandez

Andrea joined the Brazil-Florida Business Council, Inc. (“BFBC”)

The Brazil-Florida Business Council, Inc. ("BFBC") is an independent, not-for-profit business association based in Tampa, Florida. The BFBC was established in 2014 to forge closer ties between the business communities of Brazil and Florida by fostering bilateral trade and investment opportunities in both regions. The BFBC provides a forum to nurture the exchange of ideas, foster networking opportunities, facilitate and drive economic growth.

July 20-23, 2018 – Children’s Hospital Golf Tournament Prize Winner Visit

VSPC welcomed from Puerto Rico the winner of Children’s Hospital Golf Tournament. Our participation included video presentation of our destination during their award event, VSPC logo in all tournament branding, a booth at the event and material distribution to the golfers. We also promoted our destination as a Top Golf to individual golfers.

July 26, 2018 – Meeting with Hotelbeds Wholesaler

Andrea met with Adriana Santos from Hotelbeds /GTA/Tourico wholesaler. Adriana is based from Orlando office. The meeting covered changes in Brazil with account managers since the company merge.