



GLOBAL ORLANDO

EXPLORING THE ORLANDO REGION'S
CONNECTIONS TO THE WORLD

UNBELIEVABLY REAL



INTRODUCTION

The Orlando region is emerging as one of the world’s leading locations for business, yet little is known about the true extent of the region’s global footprint.

This analysis establishes a baseline to monitor the region’s emergence on the international scene - documenting the foreign-born residents and international companies who call our region home, and the trade and investment that connects us to the world.

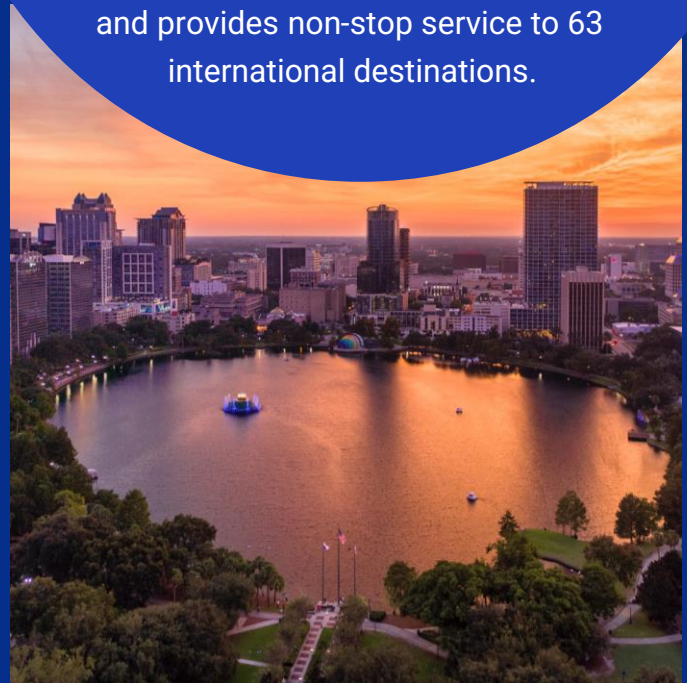
Foreign direct investment is critical to the future prosperity of the Orlando region, and the Orlando Economic Partnership (OEP) invites more international companies to join Orlando’s thriving global community.

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CONNECTED TO THE WORLD

Two international airports - Orlando International Airport (MCO) and Orlando Sanford International Airport (SFB) - connect the Orlando region to major global business hubs throughout the world. Orlando International Airport is the 7th busiest airport in the U.S. and provides non-stop service to 63 international destinations.





AT A GLANCE

**Fastest-growing
foreign-born
population in the U.S.***

.....

**270+
international companies
representing more
than 30 countries**

.....

**Global trade
exceeding \$25
billion annually**

.....

**Foreign direct investment
totaling \$1.2 billion in
capital investment over
the last decade**

**among the 30 most populous regions*



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20.7% of Orlando’s total population in 2022 (**572,000 people**) was born overseas, the 11th highest share among large regions in the U.S.

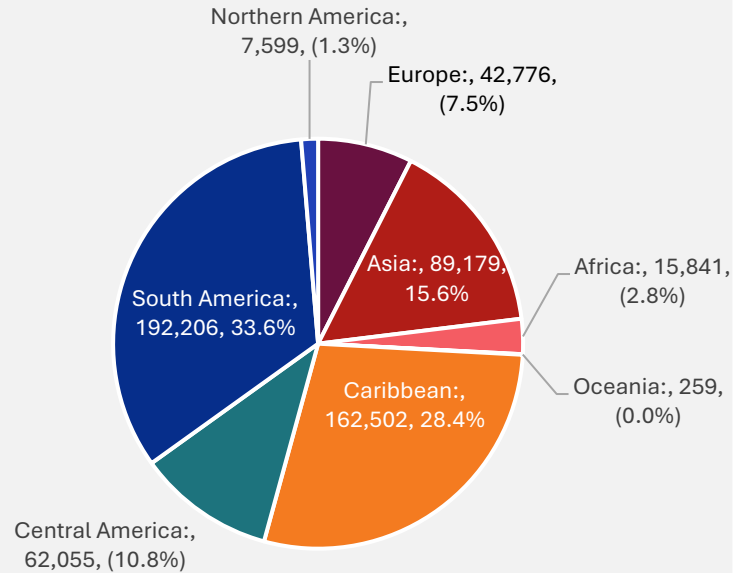
South America is a key driver of Orlando’s foreign-born population. Among large regions, Orlando has:

- the 3rd largest South American-born population
- the 2nd largest Venezuelan-born population
- the 3rd largest Colombian-born population
- the 4th largest Brazilian-born population

Orlando’s foreign-born population is a key input to the region’s **labor force** and **diversity**:

- 55.4% of Orlando’s foreign-born population are of **prime working age***, compared to 38.2% of the region’s U.S.-born population.
- 82.5% of Orlando’s foreign-born population belong to a **minority/non-white** racial group, compared to 45.0% of the region’s U.S.-born population.

FOREIGN-BORN POPULATION BY REGION OF ORIGIN, ORLANDO MSA, 2022



TOP 10 FOREIGN-BORN POPULATIONS BY COUNTRY OF ORIGIN, ORLANDO MSA, 2022

Rank	Country	Foreign-born population
1	Venezuela	73,627
2	Colombia	45,104
3	Haiti	42,144
4	Dominican Republic	39,592
5	Cuba	34,436
6	Brazil	33,437
7	Jamaica	28,633
8	Mexico	27,650
9	India	17,278
10	Philippines	14,589

*25-54 years old

Source: U.S. Census Bureau, American Community Survey, 2022 1-Year Estimates

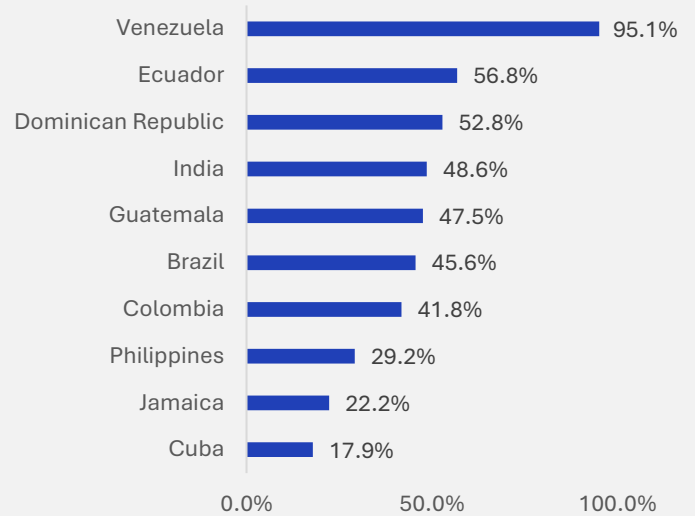
FOREIGN-BORN POPULATION

Orlando's foreign-born population is the **fastest-growing** among large regions in the U.S., expanding by 22.1% since 2017 (three times the rate of Orlando's native population growth).

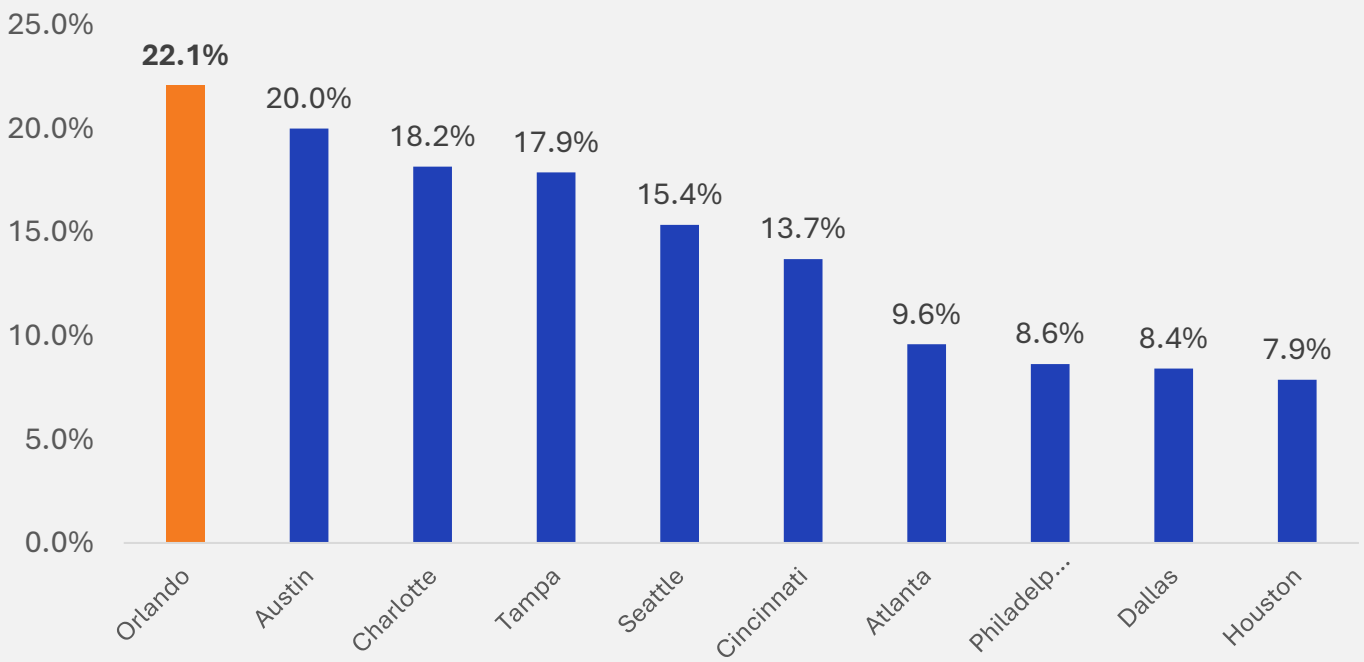
International migration has accounted for **40.5%** of the Orlando region's population growth since the 2020 Census.

Venezuelans are both the largest and fastest-growing segment of Orlando's foreign-born population.

GROWTH IN FOREIGN-BORN POPULATION BY COUNTRY OF ORIGIN*, ORLANDO MSA, 2017-2022 (ONLY TOP 10 SHOWN)



GROWTH IN FOREIGN-BORN POPULATION, 30 MOST POPULOUS MSAS, 2017-2022 (ONLY TOP 10 SHOWN)



*foreign-born populations with at least 5,000 residents in 2022

Sources: U.S. Census Bureau, American Community Survey, 2017 & 2022 1-Year Estimates; U.S. Census Bureau, Estimates of Population, 2023

LANGUAGES SPOKEN

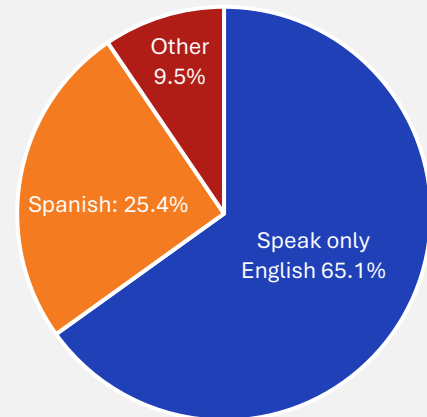
At least **42 languages** are spoken in the Orlando MSA, excluding dialects.

More than a third (34.9%) of Orlando residents speak a language other than English, the **8th highest** percentage among large regions in the U.S.

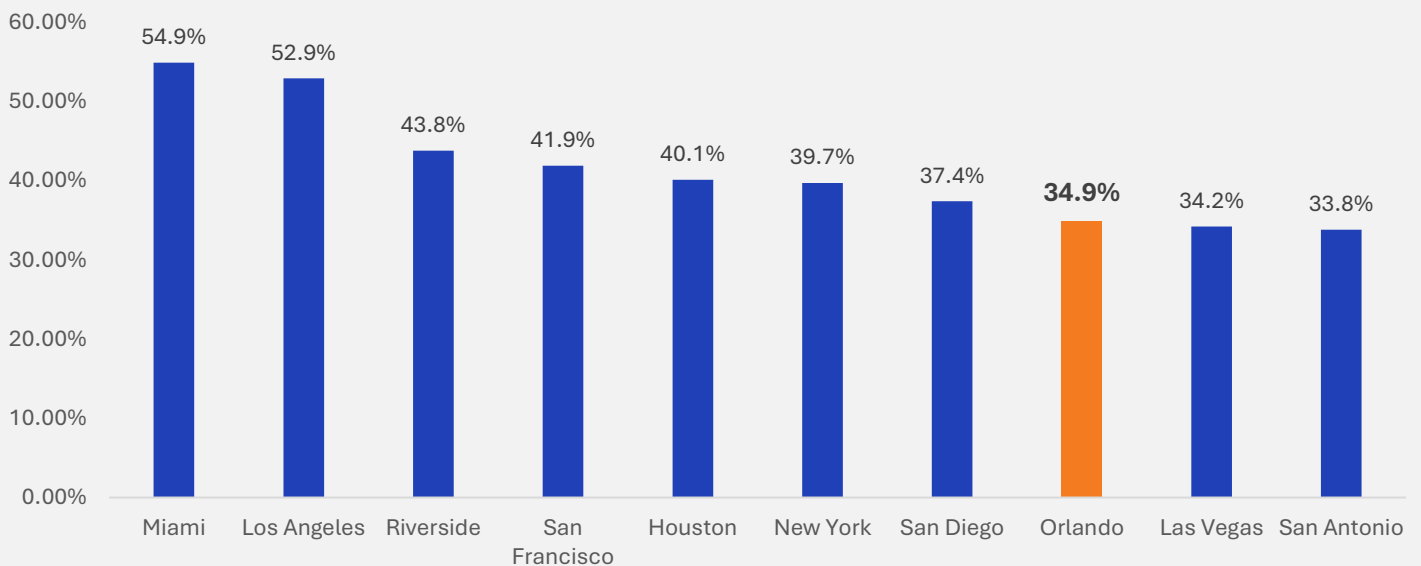
Spanish is the dominant language (25.4%), along with Haitian (2.2%), Portuguese (1.6%), Chinese (0.6%), and Arabic (0.6%).

Between 2017 and 2022, the **Spanish-speaking population** in Orlando grew 13.9% compared to the English-speaking population's growth of 9.3%.

LANGUAGE SPOKEN, ORLANDO MSA 2022



SHARE OF POPULATION SPEAKING A LANGUAGE OTHER THAN ENGLISH, 30 MOST POPULOUS MSAS, 2022 (ONLY TOP 10 SHOWN)



Source: U.S. Census Bureau, American Community Survey, 2017 & 2022 1-Year Estimates

FOREIGN-OWNED COMPANIES



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At least **272 foreign-owned companies*** from **32 different countries** currently have a presence in the Orlando region.

These companies employ an estimated **26,000** people - 1.8% of the region's total employment base.

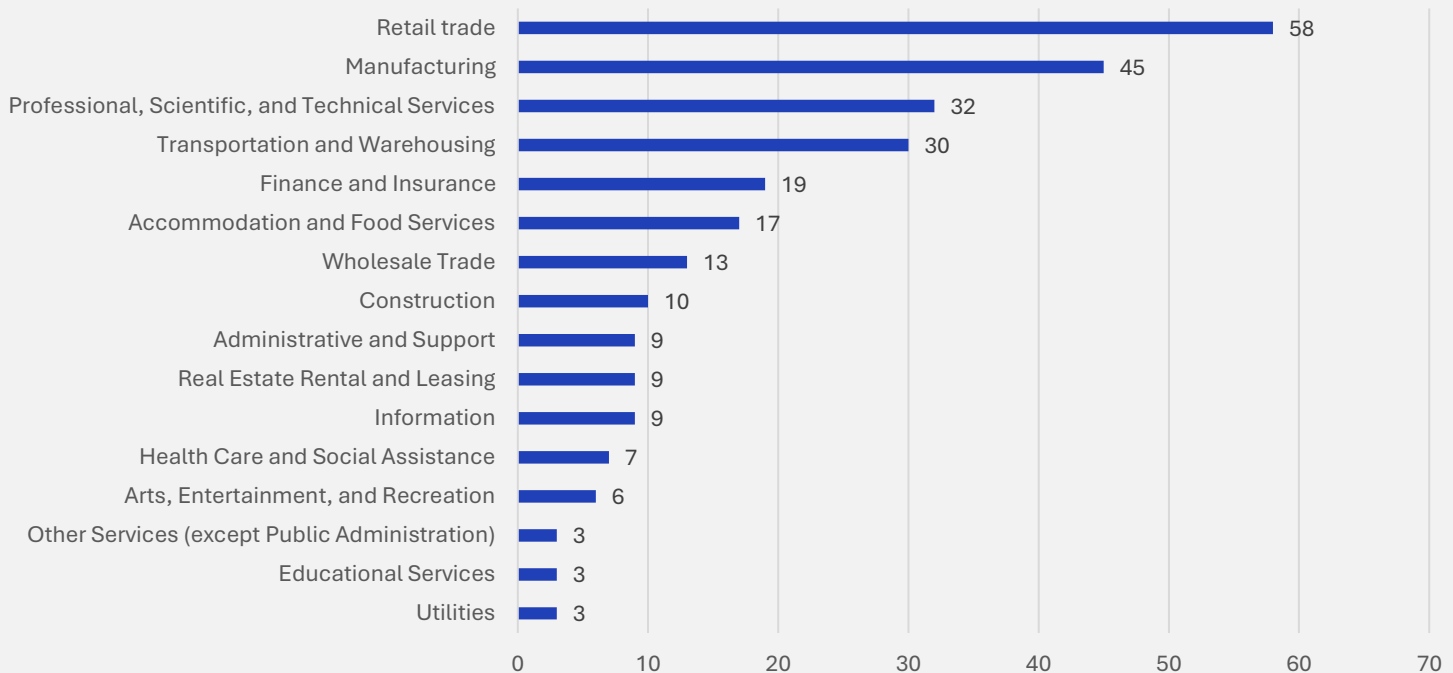
The **United Kingdom** is the greatest source of Orlando's foreign-owned companies, followed by Canada and Germany.

Orlando's foreign-owned business are disproportionately located in the **retail** and **manufacturing** industries, reflecting the region's status as a major population center in the country's 3rd most populous state.

FOREIGN-OWNED COMPANIES BY COUNTRY OF ORIGIN, ORLANDO MSA

Country	Companies	Employees** (Estimated)
United Kingdom	57	8,000
Canada	38	2,580
Germany	26	5,260
Switzerland	22	1,100
Japan	18	1,540
France	17	1,100
Italy	12	140
Sweden	9	420
Netherlands	8	1,950
Ireland	8	1,050
Other	57	2,860
Total	272	26,000

FOREIGN-OWNED COMPANIES BY INDUSTRY, ORLANDO MSA



*with 472 locations

**employment estimates rely in part on third-party data and should be considered indicative.

Sources: Uniworld Online; OEP Research

PROMINENT FOREIGN-OWNED COMPANIES

SIEMENS

Employees: **3,500**
Location: **Orange County**
Industry: **Advanced Manufacturing**
Country of Origin: **Germany**

Deloitte.

Employees: **2,500**
Location: **Lake Mary**
Industry: **Digital Technology**
Country of Origin: **United Kingdom**



Employees: **1,400**
Location: **City of Orlando**
Industry: **Headquarters & Div. Office**
Country of Origin: **The Netherlands**



Employees: **1,100**
Location: **Seminole County**
Industry: **Advanced Manufacturing**
Country of Origin: **Japan**



Employees: **810**
Location: **Orange County**
Industry: **Aviation, Aerospace & Def.**
Country of Origin: **Canada**

THALES

Employees: **300**
Location: **Orange County**
Industry: **Aviation, Aerospace & Def.**
Country of Origin: **France**



Employees: **195**
Location: **Orange County**
Industry: **Aviation, Aerospace & Def.**
Country of Origin: **United Kingdom**



Employees: **60**
Location: **Orange County**
Industry: **Aviation, Aerospace & Def.**
Country of Origin: **Australia**



Employees: **50**
Location: **Orange County**
Industry: **Aviation, Aerospace & Def.**
Country of Origin: **Sweden**



Employees: **20**
Location: **Osceola County**
Industry: **Advanced Manufacturing**
Country of Origin: **Belgium**

Sources: Uniworld Online; OEP Research



Orlando’s trade with the world totaled **\$25.1 billion** in 2022, exceeding 2019’s pre-pandemic level by 27.5%.

Orlando is a net importer, importing 4 times as much as it exports with a trade deficit in 2022 of approximately **\$14 billion**.

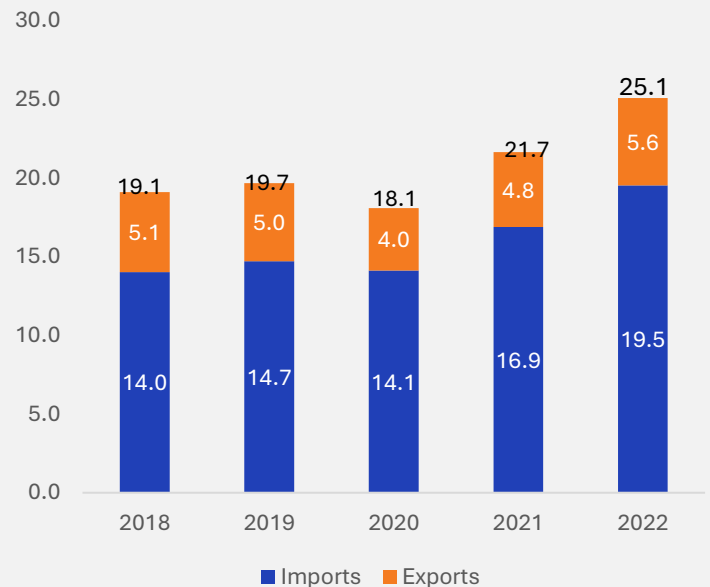
Orlando’s top trading partners are consistently **China, Mexico, and Canada**.

Orlando’s trade with China has grown relatively modestly since 2018, interrupted by the pandemic and replaced by trade with near neighbors **Vietnam and Taiwan**.

TOP 10 TRADING PARTNERS, ORLANDO MSA, RANKED BY 2022 TOTAL TRADE (\$B)

Rank	Country	Imports	Exports	Total*	2018-2022 Growth
1	China	\$3.9	\$0.1	\$4.1	9.6%
2	Mexico	\$3.0	\$0.3	\$3.2	38.1%
3	Canada	\$1.7	\$0.3	\$2.0	25.7%
4	Germany	\$0.9	\$0.2	\$1.1	6.7%
5	Japan	\$0.9	\$0.1	\$1.0	8.2%
6	Vietnam	\$1.0	\$0.2	\$1.0	189.2%
7	Korea	\$0.8	\$0.1	\$0.8	70.0%
8	India	\$0.6	\$0.1	\$0.7	83.8%
9	United Kingdom	\$0.4	\$0.3	\$0.7	20.7%
10	Taiwan	\$0.6	\$0.0	\$0.6	121.0%

TOTAL GLOBAL TRADE, ORLANDO MSA 2018-2022 (\$B)



*Numbers may not sum to total due to rounding.

Source: WISERTrade, courtesy of Central Florida International Trade Office

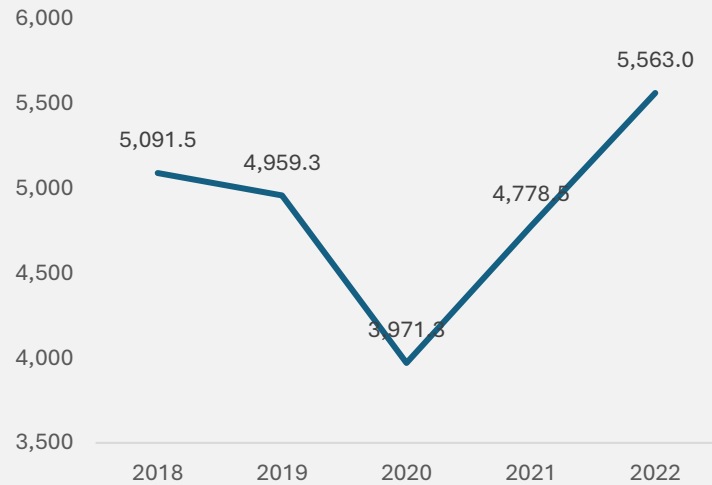
EXPORTS

The Orlando MSA exported **\$5.6 billion** of goods in 2022, exceeding 2019's pre-pandemic levels by 12.2%.

Brazil is consistently the region's top export destination; top exports to Brazil are aerospace, electronics, industrial machinery, and medical technology.

Aerospace Product and Parts Manufacturing (civilian aircraft, engines and parts, launch gear, and spacecraft and launch vehicles) is the region's leading export industry, consistent with Orlando's strength in the aviation, aerospace, and defense sectors. Top destination markets are Brazil, Chile, and Germany.

TOTAL EXPORTS, ORLANDO MSA, 2018-2022 (\$M)



EXPORT VALUE BY TRADING PARTNER, ORLANDO MSA 2022 (\$M)



TOP 10 EXPORTS BY INDUSTRY, ORLANDO MSA RANKED BY 2022 EXPORT VALUE (\$M)

1	Aerospace Product And Parts Manufacturing	\$1,519.6
2	Agriculture, Construction, And Mining Machinery Manufacturing	\$295.7
3	Navigational, Measuring, Electromedical, And Control Instruments Manufacturing	\$261.9
4	Pharmaceutical And Medicine Manufacturing	\$259.8
5	Commercial And Service Industry Machinery Manufacturing	\$247.0
6	Miscellaneous Durable Goods Merchant Wholesalers	\$167.9
7	Other General Purpose Machinery Manufacturing	\$147.6
8	Communications Equipment Manufacturing	\$144.3
9	Other Food Manufacturing	\$129.0
10	Household Appliance Manufacturing	\$126.2

Source: WISERTrade, courtesy of Central Florida International Trade Office

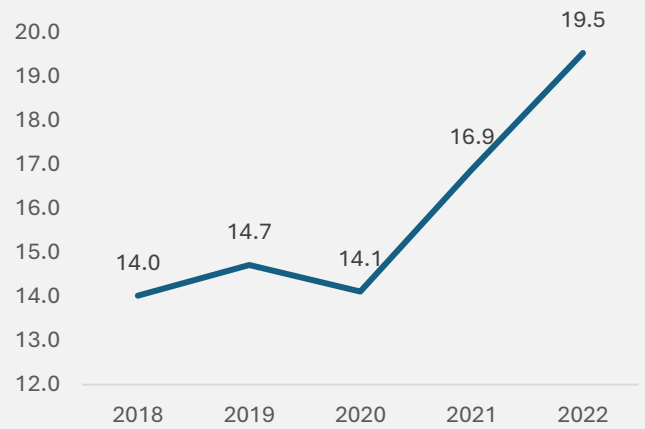
IMPORTS

The Orlando MSA imported **\$19.5 billion** of goods in 2022, exceeding 2019's pre-pandemic levels by 32.7%.

Imports come primarily from **China** (electronics, industrial machinery, and toys), **Mexico** (vehicles, industrial machinery, and electronics), and **Canada** (vehicles, fuel/oil, and industrial machinery).

Cars (primarily from Mexico, Japan, Canada, Korea, and Germany) and **medicine** (Ireland, Switzerland, Germany, China, and India) are consistently Orlando's greatest imports.

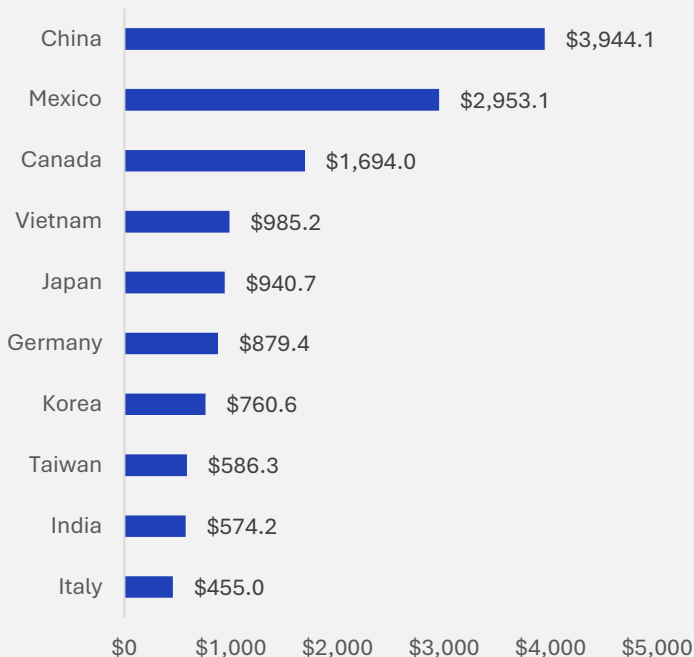
TOTAL IMPORTS, ORLANDO MSA, 2018-2022 (\$B)



TOP 10 IMPORTS BY INDUSTRY, ORLANDO MSA RANKED BY 2022 IMPORT VALUE (\$M)

1	Motor Vehicle Manufacturing	\$1,972.3
2	Pharmaceutical And Medicine Manufacturing	\$1,318.7
3	Computer And Peripheral Equipment Manufacturing	\$1,139.3
4	Communications Equipment Manufacturing	\$1,131.9
5	Other Miscellaneous Manufacturing	\$1,062.6
6	Cut And Sew Apparel Manufacturing	\$785.8
7	Semiconductor And Other Electronic Component Manufacturing	\$634.3
8	Other Electrical Equipment And Component Manufacturing	\$584.2
9	Motor Vehicle Parts Manufacturing	\$575.1
10	Petroleum And Coal Products Manufacturing	\$567.7

IMPORT VALUE BY TRADING PARTNER, ORLANDO MSA, 2022 (\$M)



Source: WISERTrade, courtesy of Central Florida International Trade Office

FOREIGN DIRECT INVESTMENT



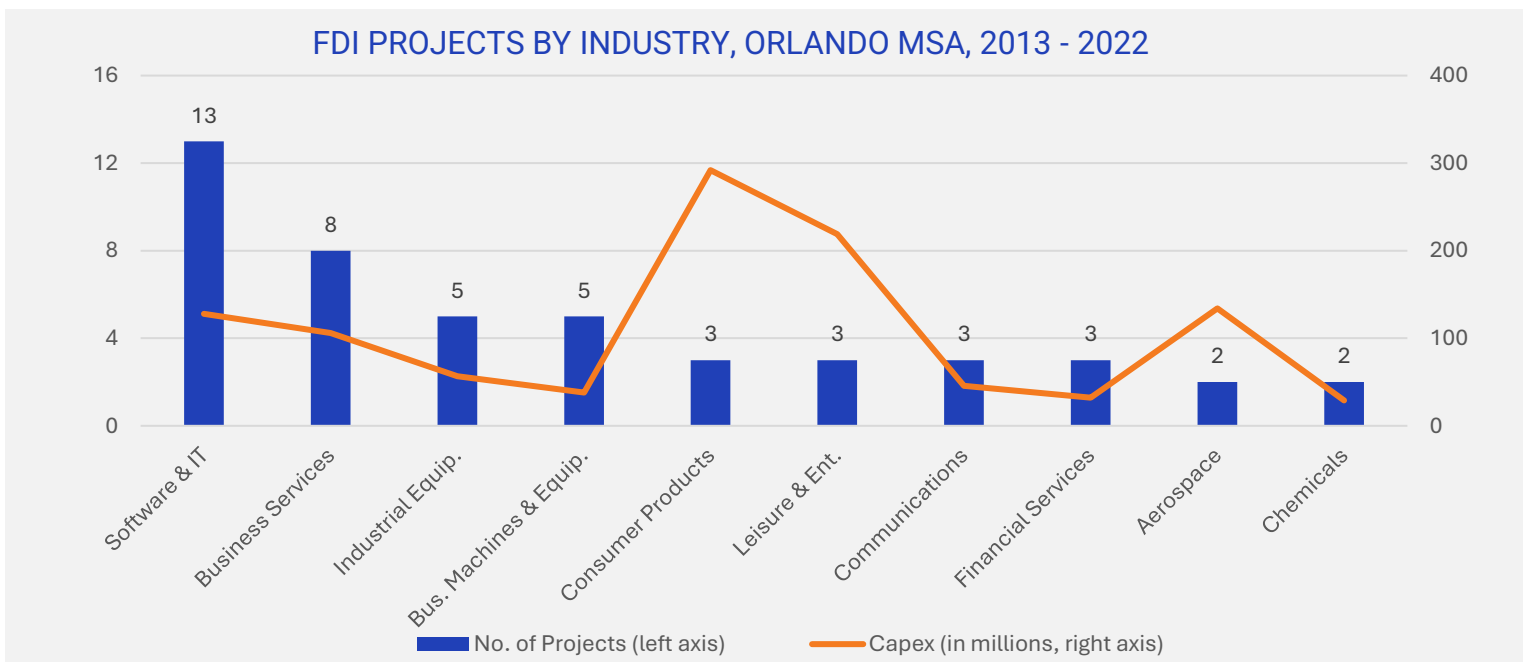
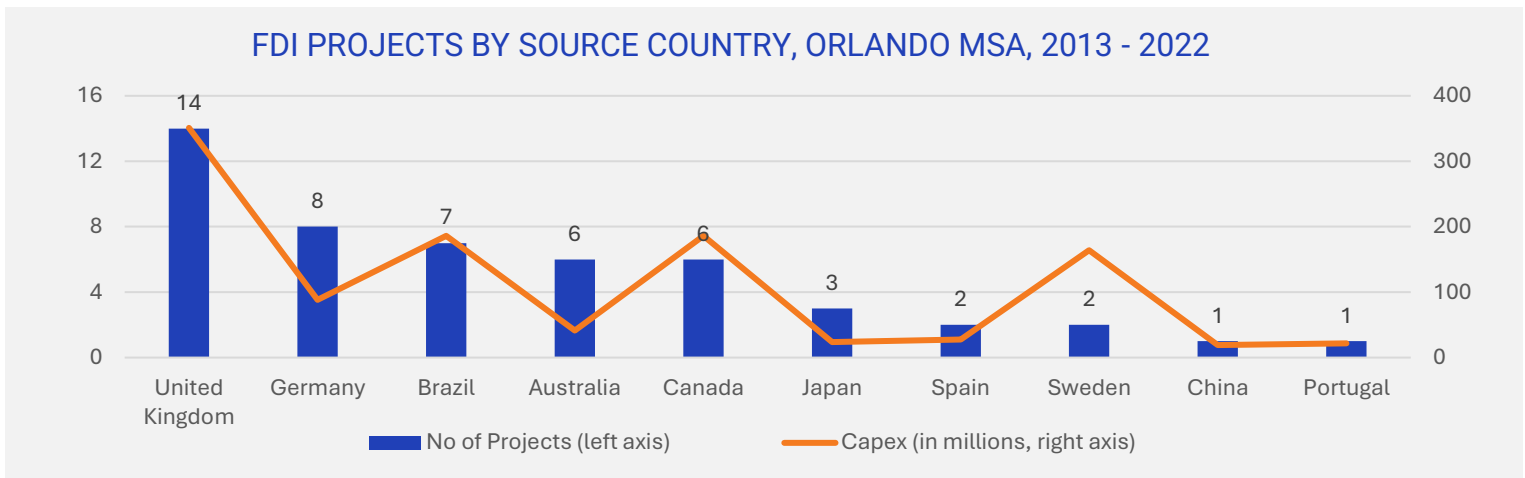
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67 FDI projects representing \$1.2 billion in capital investment have located in the Orlando MSA between 2013 and 2022.

The **United Kingdom** has been the greatest source of FDI* into the region, contributing the most projects and the highest capital expenditure.

- Germany and Brazil have also been important sources of FDI; Canada has contributed high-value projects.

Software & IT Services has been the most common industry for FDI projects; FDI projects in the **consumer products** and **leisure and entertainment** industries have involved higher capital investment.



*There are many different definitions for Foreign Direct Investment (FDI). fDi Markets tracks greenfield projects, which is narrower in scope to the FDI typically sought by economic development organizations. Direct comparisons between OEP-facilitated FDI and the FDI captured by FDI Markets are therefore discouraged.

Source: fDi Markets, courtesy of SelectUSA

FDI FACILITATED BY THE OEP

Over the last 7 years, the Orlando Economic Partnership has secured **41 FDI projects** contributing:

- **3,480 jobs**
- **\$570 million** in capital investment
- Average annual wages **32% higher** than the regional average

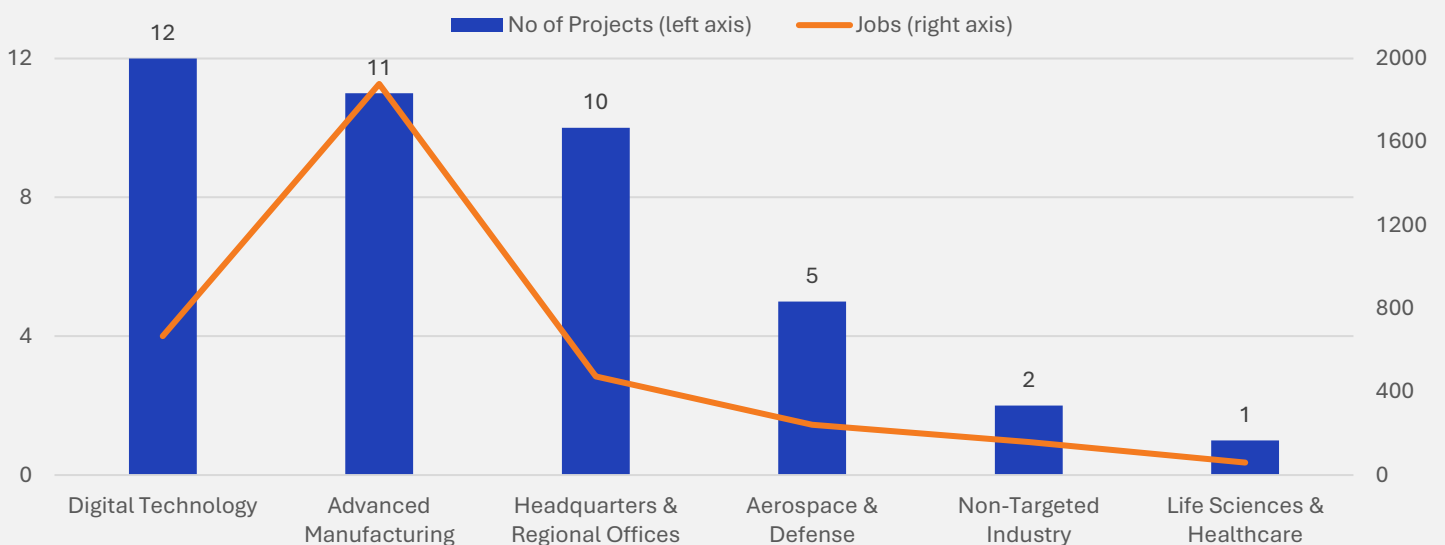
The **United Kingdom** has been the greatest source of FDI projects, accounting for 1 in 5 projects; France, India, Brazil, Germany, and Canada have also been important contributors.

80% of projects have been in the OEP's targeted industries of **Digital Technology, Advanced Manufacturing** and **Headquarters & Regional Offices**.

FDI PROJECTS FACILITATED BY OEP BY COUNTRY OF ORIGIN, FY 16/17 - FY 22/23

	Projects	Jobs
United Kingdom	9	312
France	3	1,225
India	3	525
Brazil	3	75
Germany	3	312
Canada	3	70
Netherlands	2	34
Colombia	2	25
Denmark	2	92
Iceland	2	66
Other	9	744
Total	41	3,480

FDI PROJECTS FACILITATED BY OEP BY TARGETED INDUSTRY FY 16/17 – FY 22/23



Source: OEP Research

SELECT FDI PROJECTS FACILITATED BY THE OEP



New Jobs: **1,201**
Location: **Osceola County**
Industry: **Advanced Manufacturing**
Year: **FY 22/23**
Country of Origin: **France**



New Jobs: **40**
Location: **Orange County**
Industry: **Aviation, Aerospace & Def.**
Year: **FY 21/22**
Country of Origin: **Turkey**



New Jobs: **108**
Location: **City of Orlando**
Industry: **Digital Technology**
Year: **FY 20/21**
Country of Origin: **United Kingdom**



New Jobs: **100**
Location: **Seminole County**
Industry: **Advanced Manufacturing**
Year: **FY 21/22**
Country of Origin: **China**



New Jobs: **150**
Location: **City of Orlando**
Industry: **Aviation, Aerospace & Def.**
Year: **FY 20/21**
Country of Origin: **Germany**



New Jobs: **72**
Location: **City of Orlando**
Industry: **Digital Technology**
Year: **FY 20/21**
Country of Origin: **Denmark**

ORLANDO'S FDI OPPORTUNITY

The benefit of FDI to host regions is well-documented. Multinationals are more productive, pay higher wages, and are more likely to innovate and export.

At the same time, **Orlando offers a compelling proposition for international companies** seeking to establish a presence in the U.S:

- Central location in the **3rd most populous state in the U.S**, with easy access to the rest of the U.S and the Americas
- Regional **labor force of 1.5 million**, many foreign-born and culturally astute
- Home to Florida's busiest passenger airport serving **63 international destinations**
- **Operating costs up to a third lower** than in other U.S. locations
- **World-class amenities** that have made the region the most visited destination in the U.S.

ORLANDO
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Terminal Link Station at Orlando International Airport (MCO)



ORLANDO
ECONOMIC PARTNERSHIP
NATIONAL CHAMBER
OF THE YEAR



Contact

DEREK EPHREM

Director, Economic Development

Derek.Ephrem@Orlando.org

407.902.2422