



# The Neal Asbury Show

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## MANUEL A. MENCIA, Sr. Vice President International Trade and Business Development ENTERPRISE FLORIDA, INC. to Appear April 10th On The Neal Asbury Show on WZAB-AM



in the creation of jobs by coordinating the State of Florida's economic development and international trade programs and by promoting Florida as a competitive global business center.

The International Trade and Business Development unit is headquartered in Miami and maintains offices in six Florida cities as well as fourteen countries around the world.

In 1999, Export Magazine and the Council for Urban Economic Development (CUED) conferred their Gold Award to EFI's Division of International Trade, as the best statewide export development organization in the country. In 2001, EFI received the prestigious Presidential E-Award for Export Development in its first year of eligibility.

Mr. Mencía joined Enterprise Florida in 1996. Prior to that he served as Vice President of World Marketing at The Beacon Council between 1992 and 1996.

He has acquired extensive international trade expertise, having served in various executive positions at the Florida Department of Commerce between 1977 and 1991.

He serves on the Board of Directors of the National States' International Development Organization (SIDO), Florida Export Finance Corporation,

World Trade Center-Miami, Florida Trade Partners Alliance, Southeast U.S.- Japan and the Florida District Export Council.

In 1990, the U.S. Hispanic Chamber of Commerce selected Mr. Mencía as Government Hispanic Business Advocate of the Year. In 2003, the International Business Council of South Florida named him International Businessman of the Year.

Mr. Mencía obtained a Bachelor of Science degree from Florida International University in Education and a Bachelor of Arts degree from St. Thomas University in Political Science.

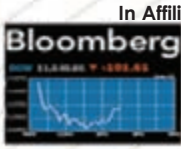
**The Neal Asbury Show tackles key trade issues every Friday from 5:00 PM until 6:00 PM on WZAB-AM 880. The show is streamed live on line at WWW.880THEBIZ.COM, which is affiliated with Bloomberg Radio and CNBC.**

**M**anuel (Manny) A. Mencía, is Sr. Vice President and Chief Operating Officer of the International Trade and Business Development unit of Enterprise Florida, Inc. Enterprise Florida, Inc. (EFI) is a not-for-profit government business partnership established to guide the development of Florida's economy.

The mission of EFI is to support business growth and assist companies



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