

International Commerce

Serving Dynamic Markets Around the World

“With its high quality of life, subtropical climate and cultural resources, we believe Palm Beach County is a great destination for living, working and retirement.”

—Kevin Ratterree, Vice President, G.L. Homes.

From its Boca Raton campus, IBM is reaching out to serve global markets. Like other multinational companies, IBM has found that Palm Beach County provides a robust platform for international commerce.

“IBM’s flexible work model enables many of our employees to choose where they work – and our employees want to live in South Florida,” said Sherry Lautenbach, IBM senior location executive for Boca Raton. “In addition, the large number of universities in South Florida and across the state provides us access to valuable resources and talent. The resulting benefit is a highly skilled, diversified local workforce for IBM, representing multiple areas of our business, from engineering and product development to service delivery and sales.”

IBM’s Boca office remains an innovation hub and large development site for several of the company’s software technologies, which are sold worldwide. “IBM today does business in 170 countries, and the reach of our employees, the services we provide and the products we develop out of South Florida is truly global,” Lautenbach said.

Another Boca-based multinational is Jarden Consumer Solutions (JCS), which employs more than 10,000 people in 15 countries. JCS is a subsidiary of Jarden Corporation, which designs, manufactures and markets consumer products under world-class brands such as Bionaire®, Crock-Pot®, FoodSaver®, Holmes®, Mr. Coffee®, Oster®, Patton®, Rival®, Seal-a-Meal®, Sunbeam® and VillaWare®.

For example, JCS recently announced to develop Mr. Coffee® single-cup coffeemakers featuring Keurig International’s single-cup brewing technology for more than 200 varieties of gourmet coffees, teas and hot cocoa. The new coffeemakers will be sold in retail chains in the U.S. and Canada.

“As the leader in at-home coffee brewing, the Mr. Coffee brand is able to make the Keurig single-cup brewing technology available to more consumers,” said Alejandro Pena, senior vice president and general manager, Global Appliances. “This agreement represents an important step in creating another solution for our many consumers while satisfying their



BBC Andino Express Line offers bulk, breakbulk and heavy lift cargo services needs and broadening the Mr. Coffee portfolio of products.”

Palm Beach County’s trade with Latin America is likely to grow in 2010 following the launch of a new seaborne transportation service. In November, BBC Andino Express Line began service from the Port of Palm Beach to the north and west coasts of Columbia, Ecuador, Peru and Chile.

BBC Andino expects to use the port’s on-dock rail capability to market its new shipping service and facilitate the expected growth of South Florida’s international trade. Since its inception in 2005, BBC Andino Express Line has offered breakbulk and shipper-owned container services for shippers from Houston to the West Coast of South America. This new service will enhance BBC’s ability to service the South American marketplace and offer shippers a new alternative to current service providers by offering a call at the Port of Palm Beach.

In the services sector, The Georgeson Group recently opened an office in Palm Beach County, bringing internationally inspired interior design to south Florida. The firm’s portfolio includes landmarks like the Edinburgh College of Art and the London office of former UK Prime Minister Tony Blair.

Since opening the firm’s Boca Raton headquarters office in April, Chairman Alan Georgeson has been building a full-service design practice geared to the needs of Palm Beach County clients. “Our team is introducing new concepts, with a focus on beauty, sustainability and cost-efficiency,” he said. With other offices in Edinburgh, Glasgow, London, Abu Dhabi, Dubai and Grand Rapids, Michigan, Georgeson Group has about 90 staffers in its global team.

“In addition to the sunshine, Palm Beach County is an ideal place for international business,” said Georgeson. “It’s easy to move around within the South Florida region, and there are convenient flights to U.S. and international destinations. This is really a great place to live and work.