



Electronic Trade Leads Network

Guidelines for Registration

Trade Leads Registration

- Go to the Exporting Assistance page on our website at www.eFlorida.com/gg/exporting.asp
- Select ELECTRONIC TRADE LEADS NETWORK, then click on REGISTER. You will be taken to a Florida Company Registration page.
- After you SUBMIT, you will be taken to another screen where you will input a login/username and password along with your email address.
- After you complete the requested information, you will receive an email from us to verify that the email address is correct. There will be a link in the email that YOU MUST CLICK ON to go back to the website in order to finalize the registration.
- You will enter your login/username and password and then you will be taken to the search screen for the trade leads.
- In the future, you will only need to click on the ELECTRONIC TRADE LEADS NETWORK link to go directly to the login screen.
- **You will need to remember your login and password to access the trade leads.**
- Once registered, you will receive a list of our current trade leads each month.



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Guidelines for Searching

To Search The Trade Leads

- Go to the Exporting Assistance page on our website at www.eFlorida.com/gg/exporting.asp
- Select ELECTRONIC TRADE LEADS NETWORK.
- Enter your login and password information.
- You can click on SUBMIT SEARCH to see all trade leads (alpha by company) for the last nine months. You can sort the list by Company Name, Trade Lead ID, Date, Country, or Product Seeking by clicking on the column name. Click on the underlined COMPANY NAME to see a complete report, including contact information, which can then be printed out.
- If you want to search for a product, you can type in an individual word, or part of a word, such as *auto* or *medic*, then SUBMIT SEARCH. You will then see a list of companies who are seeking those products. Review the Product Seeking column carefully to determine which trade leads are most appropriate.
- To search for trade leads from a specific country, you can type in the first few letters of the country and then SUBMIT SEARCH.
- If you have a list of our trade leads, you can enter the TRADE LEAD ID in the TRADE LEAD ID box.

Following Up On Trade Leads

- Florida companies should follow up on these trade leads directly.
- When contacting the company overseas, you should mention that you got their information from Enterprise Florida (EFI) and you may give them the name of specific person or EFI office that generated the trade lead. That information is listed at the bottom of each trade lead report.
- If you experience any problems in reaching the contact listed, you may request assistance from the individual who submitted the trade lead.

For questions or comments about EFI's trade leads program, please send a message to trade@eflorida.com or call 305-569-2650.