

SEPTEMBER 22 TO 28, 2025 // ORLANDO, USA

ECOON

missão florida



Missão Flórida offers a one-week immersion in Orlando, allowing Brazilian entrepreneurs to understand the business and cultural dynamics of the United States. The program, linked to the renowned ECON - Encontro de Negócios das Américas, promotes the exchange of knowledge and business internationalization.

The schedule includes Expo ECON, an exhibition where Brazilian entrepreneurs present products and services to the American community, fostering bilateral partnerships and networking among leaders, investors, and professionals. The goal is to deepen the understanding of business practices in the U.S., facilitate strategic connections, and explore market opportunities in Florida, promoting the business and cultural development of the participants.



SEPTEMBER / 25
ORLANDO



SCHEDULE*

1st day | September 22, 2025

- Check-in at Hotel Spot X
- Welcome Dinner at Fogo de Chão with business leaders



2nd day | September 23, 2025

- Meeting at the Orlando Consulate
- Visit to Orlando City Hall
- Meeting with entities (to be confirmed)
- Lunch with business leaders at Texas de Brazil
- Meeting with ECON entrepreneurs
- Dinner with business leaders at Pie-Fection



3rd day | September 24, 2025

- Meeting with Apex, SECOM, Select Florida and other entities (to be confirmed)
- Lunch with business leaders at Boteco do Manolo
- Sectorial visits to businesses (tourism, construction, industry, and services)
- Dinner with business leaders at Camila's



4th day | September 25, 2025

- Meeting with associations, entities, chambers, and various groups
- Lunch with business leaders at Boi Brazil
- Sectorial visits (tourism, construction, industry, and services)
- Dinner with business leaders at Kingdom Sushi



5th day | September 26, 2025

- City Tour in Orange County
- Lunch with business leaders at BR77
- Visit to Disney Springs***
- Visit to CityWalk at Universal Studios***
- Dinner with business leaders at Adega Gaúcha



6th day | September 27, 2025

- Expo ECON (A exhibition where the participants of Missão Flórida will present their products and services to the American market)
- Business roundtable to strengthen networking and promote connections between entrepreneurs****
- Closing dinner with live show (location and attraction to be defined)



7th day | September 28, 2025

- Free Morning
- Check-Out (noon)**



*This schedule is unofficial.
**For extensions of stays, please contact the hotel directly.
***The visits to Disney Springs and CityWalk do not include park entry.
****At Expo ECON, participants will have a table to showcase their products and merchandising materials during the exhibition.

Note: The schedule does not include alcoholic beverages or the optional 20% tip suggested for each service.



For more information, visit our website:
econmissaoflorida.com

Day 1 (September 22, 2025)



- Arrival in Orlando



- Transfer to Hotel Spot X
(Check-in at 2 PM)



- Welcome dinner at Fogo de Chão
with business leaders

Day 2 (September 23, 2025)



- Meeting at the Orlando Consulate



- Visit to the Orlando City Hall



- Lunch with entrepreneurs at Texas de Brazil



- Meeting with ECON entrepreneurs



- Dinner with entrepreneurs at Pie-Fection

Day 3 (September 24, 2025)



- Meeting with Apex-Brasil



- Meeting with the Economic and Commercial Promotion Sector (SECOM)



- Lunch with entrepreneurs at Boteco do Manolo



- Visits to specific sectors (tourism, construction, industry, and services)



- Dinner with entrepreneurs at Camila's

Day 4 (September 25, 2025)



- Meeting with groups from associations, entities, chambers, and others



- Lunch with entrepreneurs at Boi Brazil



- Visits to specific sectors (tourism, construction, industry, and services)



- Dinner with entrepreneurs at Kingdom Sushi



Day 5 (September 26, 2025)



- City Tour in Orange County



- Lunch with entrepreneurs at BR77



- Visit to Disney Springs
- Visit to CityWalk at Universal Studios



- Dinner with entrepreneurs at Adegas Gaúchas



Day 6 (September 27, 2025)



- Expo ECON (Exhibition where immersion participants will have the opportunity to showcase their products and services to the American market)



- Business roundtable to strengthen networking and promote connections between entrepreneurs



- Closing dinner and show

Day 7 (September 28, 2025)



• Free morning • Check-Out

MISSÃO FLÓRIDA PACKAGE

- **Naming rights;**
- Branding rights as support during the immersion;
- Insertion of promotional items in the participant's gift bags;
- Brand mention on social media;
- Inclusion of the brand in the event kit;
- Brand placement on the official Missão Flórida backdrop;
- Business moment at the restaurant with a company representative of up to 15 minutes;
- Brand exposure across all official channels;
- Technical visit to your company's facilities.

\$ 15.000

ORLANDO PACKAGE

- Branding rights as support during the immersion;
- Insertion of promotional items in the participant's gift bags;
- Brand mention on social media;
- Inclusion of the brand in the event kit;
- Brand placement on the official Missão Flórida backdrop;
- Business moment at the restaurant with a company representative of up to 15 minutes;
- Brand exposure across all official channels;
- Technical visit to your company's facilities.

\$ 5.000

INTERNATIONAL DRIVE PACKAGE

- Branding rights as support during the immersion;
- Insertion of promotional items in the participant's gift bags;
- Brand mention on social media;
- Inclusion of the brand in the event kit;
- Brand placement on the official Missão Flórida backdrop;
- Business moment at the restaurant with a company presentation of up to 15 minutes.

\$ 3.000

LAKE NONA PACKAGE

- Branding rights as support during the immersion;
- Insertion of promotional items in the participants' gift bags;
- Brand mention on social media.

\$ 1.000

LAKE EOLA PACKAGE

- Branding rights as support during the immersion;
- Insertion of promotional items in the participant's gift bags.

\$ 500

A decorative graphic at the bottom of the slide consists of several overlapping, semi-transparent shapes. On the left, there are two horizontal green bars. To their right is a large, light yellow semi-circle. Further right is a light blue circle, and on the far right is a light pink semi-circle. The shapes are layered, with the yellow one in front of the green bars, the blue circle in front of the yellow one, and the pink one in front of the blue one.



During this immersion, the Missão Florida will offer a diverse range of advantages for entrepreneurs seeking to expand their commercial horizons and better understand the North American market, including:

- High-quality networking;
- Enriching experience;
- Potential business expansion;
- Guided tours to local enterprises;
- Access to information and resources;
- Investment opportunities;
- Specialized guidance;
- Bilateral business exposure.



O U R S O C I A L M E D I A C H A N N E L S

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