

Annual Report
2003/2004





**Stephen P. Clark Center
111 N.W. 1st Street, Suite 2560
Miami, Florida, USA 33128**

**Tel: (305) 375-5808
Fax: (305) 679-7895
E-Mail: itc@miamidade.gov**

www.miamidade.gov/itc



Mission Statement	3
Miami-Dade County Mayor and County Commissioners	5
Introduction	6
Chair's Review	7
Executive Director's Report	9
ITC Board Members	11
ITC Staff Members	13
Background	14
Committees	15
ITC Board Meetings	16
ITC Board Retreats	16
ITC Financial Overview	17
Missions	18
<i>Air Cargo/Route Development Missions</i>	18
<i>Airport Briefings</i>	22
<i>ITC's Outgoing and Incoming Missions</i>	22
Third Party ITC Certified Missions	27
Other ITC's Activities/Projects	29
Mayor's African Trade Task Force	30



Miami-Dade Sister Cities Program	31
- <i>Mission Statement</i>	31
- <i>Sister Cities Coordinating Council</i>	31
- <i>Sister Cities Coordinating Council Meeting Dates</i>	31
- <i>Sister Cities Committees</i>	31
- <i>Sister Cities Coordinating Council Members</i>	32
- <i>Sister Cities Program Projects</i>	34
- <i>New Sister Cities Affiliations</i>	36

The Jay Malina International Trade Consortium, as Miami-Dade County's official public/private partnership, advocates, promotes and supports the development of this County as the premier hemispheric platform for two-way trade with the rest of the world.



MIAMI-DADE COUNTY GOVERNMENT



Carlos Alvarez
Mayor



Joe A. Martinez
Chairman



Dennis C. Moss
Vice-Chairman



Barbara J. Jordan
District 1



Dorrin D. Rolle
District 2



Dr. Barbara Carey-Shuler
District 3



Sally A. Heyman
District 4



Bruno A. Barreiro
District 5



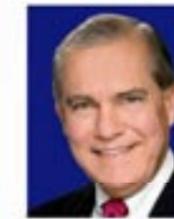
Rebecca Sosa
District 6



Carlos A. Gimenez
District 7



Katy Sorenson
District 8



Sen. Javier D. Souto
District 10



Jose "Pope" Diaz
District 12



Natasha Seljes
District 13



George M. Burgess
County Manager



Harvey Rovin
Clerk of Courts

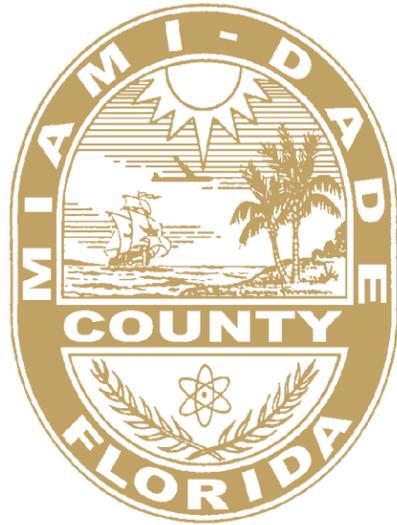


Robert A. Ginsburg
County Attorney



Murray A. Greenberg
First Assistant County Attorney

Miami-Dade County provides equal access and equal opportunity in employment and services and does not discriminate on the basis of disability.
"It is the policy of Miami-Dade County to comply with all of the requirements of the Americans with Disabilities Act."



The Miami-Dade County ordinance creating the Jay Malina International Trade Consortium (ITC) (Section 4(h)), requires the ITC to submit an annual report to the Board of County Commissioners. This is the Agency's second report as the ITC since it was created on November 19, 2002. As per the requirements of the ordinance, this report outlines the full list of activities of the ITC from November 19, 2003 to November 18, 2004.



Jose "Pepe" Diaz
ITC Chair,
Miami-Dade County
Commissioner District 12

The past year proved to be a success for the Jay Malina International Trade Consortium (ITC). I want to thank the Mayor and the Board of County Commissioners for their continued support during fiscal year 2003-2004. I would also like to thank the ITC Board, the Sister Cities Board, and staff for their continued hard work and dedication.

As a two year old Agency, the ITC continues to face many challenges in this ever changing world, especially as it pertains to international activities. However, the ITC continues to take the necessary steps to fulfill its mandate.

The ITC was created to be the "one-stop-center" for international trade activities in Miami-Dade County. While it will take time to get the community as a whole to realize the importance of a coherent, centralized international trade agency, over the past year, the ITC has continued to obtain overwhelming support both in the local community and abroad. Our Board of Directors is represented by the many successful and dynamic men and women of our community.

Businesses continue to call on us to assist in their international efforts. Our international colleagues are reaching out to us to guide them in their efforts in South Florida, and with the Latin American markets. This is only fitting as Miami has been voted the best city to do business in Latin America several years in a row.

Throughout the past year, I met with leaders of several nations to discuss issues of interest to our respective communities, mainly regarding trade and economic development. Some of those leaders pledged their continued support of our efforts, and reaffirmed their commitment to build on our relationships. We promised to work together to bring our communities ever closer, whether it is under the umbrella of the Free Trade Area of the Americas (FTAA), or through other avenues.

Many are concerned about the new security initiatives by the Federal government such as entry visas, and the importation of products into the United States. Together with the members of the Board of Directors, I will continue to work with all the parties concerned, including the Department of Homeland Security, and the Governor's office to find a workable solution for Miami-Dade County. I will continue to be an advocate for the international trading community, as trade plays an increasingly important role in Miami-Dade County's economy. I firmly believe that free trade allows small to medium sized enterprises the opportunity to compete in an increasingly global world.

The Fraser Institute Publication entitled *Economic Freedom of the World, 2004 Annual Report* supports this position by stating, "In our modern world of high technology and low costs for communication and transportation, freedom of exchange across national boundaries is a key ingredient of economic freedom." And that, "... freedom to trade internationally also contributes to our modern living standards." The report cited Hong Kong and Singapore, two countries in which I led trade missions in 2004, as exemplary examples of economic freedom.

CHAIR'S REVIEW (Continued)

I will continue to be an advocate for trade and economic development for Miami-Dade County, while building new relationships and partnerships, and nurturing old ones. Under my leadership, the ITC will pursue its goal of being the glue that binds our international efforts together, and to also be the "one stop center" for international trade.

Last year, some of our missions were postponed for various reasons, most of which were beyond our control as they were dictated by outside forces and in some cases by our foreign counterparts. Also, some of our resources, including staff, had to be allocated to deal with the aftermath of the very active hurricane season which we had in 2004. The ITC worked closely with the Board of County Commissioners, the Manager's Office, my district office, and other County agencies and businesses to help coordinate relief efforts not only in Florida, but also to our friends and neighbors in the Bahamas, Grenada, Haiti, Jamaica and the Dominican Republic who were devastated by some of the hurricanes.

Heraclitus, the 5th Century B.C. Greek historian, once said, "The only constant, is change." The past year was one of change and adjustment for the ITC. Early in the year, the ITC bid farewell to its executive director, who retired after thirty (30) years of County service, and the organization welcomed a new executive director. Together with our capable Board of Directors and professional dedicated staff, we will embark on an ambitious program for 2005, which will include more trade and business development efforts, together with more outreach and community involvement.

I look forward to a very fruitful year as we continue to strengthen our leading position in the international trading community.

Sincerely,



Jose "Pepe" Diaz
Miami-Dade County Commissioner, District Twelve
ITC Chair

EXECUTIVE DIRECTOR'S REPORT



Shortly after being appointed the Executive Director of the ITC in May of 2004, I embraced the important challenges that lay ahead of me. As the official agency for two-way trade for the County, the ITC is involved with several organizations and agencies (both foreign and domestic), in organizing incoming and outgoing missions, other international events, protocol activities and international conferences. I am enthusiastic about working in such a dynamic area such as international trade, in ensuring that our agency provides quality service to our trade constituents and community, and in working towards meeting our mandate.

How do we do this?

Our organization which is only two years old, is actively working towards becoming the premier conduit and a catalyst for trade in such a vibrant and important trading community. We utilize resources such as; our trade database, our in-house trade developers, and our statistical guide of Trade Numbers, published by World City, to provide valuable information and services to our community and to our existing and prospective foreign trade partners.

We are increasingly working together with other organizations and support their trade efforts as a means of providing a rallying point for international trade development. As we recognize the importance of such a regional trade agreement, our office continues to support the efforts of the Free Trade Area of the Americas (FTAA), and of housing the permanent secretariat once the FTAA agreement is concluded. Over the past year, we have continued to support the efforts of the FTAA both here at home and throughout the Americas.

During the past year, the ITC conducted six (6) **outgoing** missions. The first three were Airport Route Development missions to Singapore, Hong Kong, and Shanghai, China. Two more missions were conducted under the ITC's Caribbean Trade Initiative Program to Trinidad & Tobago, and to Barbados. The sixth mission was a Sister Cities mission to Santo Domingo, Dominican Republic (a Sister City to Miami-Dade County since 1975). Besides the many business meetings conducted in those countries, in Singapore, the ITC signed a Memorandum of Understanding (MOU) with the US Technology Center while the Greater Miami Chamber of Commerce signed a MOU with the Hong Kong General Chamber of Commerce.

The ITC also supported and funded four (4) **outgoing** third-party trade missions. Those missions were: Greater Miami Chamber of Commerce (GMCC) mission to Brazil, Diaspora Arts Coalition (DAC) mission to Nigeria and the Republic of Benin, Dominican International Chamber of Commerce (DICC) mission to the Dominican Republic, and Jamaica USA Chamber of Commerce (JAUSACC) mission to Jamaica.

Three (3) **incoming** third-party missions were certified and funded by the ITC. Those were: Greater Miami Chamber of Commerce's incoming mission from the Canary Islands; Florida Foreign Trade Association's (FFTA) incoming mission from Colombia, and FFTA's incoming mission from the Dominican Republic. The economic impact of both the incoming and outgoing missions can be found later in this report.

In supporting the efforts of Foreign Trade Offices and other trade organizations, through the use of its database, the ITC assists in match-making with Miami-Dade County companies.

EXECUTIVE DIRECTOR'S REPORT (Continued)

Through our Sister Cities Program, the ITC signed one (1) new Sister Cities' Agreement between Miami-Dade County and the Federation of St. Kitts and Nevis in the Caribbean. We received incoming delegations from Goyang City in South Korea, which was headed by the Mayor of Goyang City. A delegation from Leeds in the United Kingdom also visited Miami-Dade County in the hopes of establishing a Sister Cities Relationship between our two communities. We participated and staffed the Sixth Sister Cities Hemispheric Forum in Iquique, Chile and served on several of its panels. Staff also attended and participated in the Sister Cities International's Annual Conference in Fort Worth, Texas.

The Sister Cities Program continued its cultural exchange by organizing and participating in Miami Dade College's Hospitality and Food Expo. It also conducted an Art Exhibition, supported the Sister Cities International Annual Awards Program 2004, organized a "Young Artist Competition", and awarded a scholarship to a student.

The ITC continued its Trader-Maker Alliance program in order to promote Miami-Dade County as the Gateway to the Americas and to educate business communities in other North American cities on the use of Miami-Dade County as a logistics hub and international marketplace.

In conjunction with the Aviation Department, the ITC conducted five (5) briefings to promote air cargo and passenger development through Miami International Airport in support of the Aviation Department's International Route Development initiative. Those briefings were conducted in London, England; Helsinki, Finland; and in Madrid, Spain. In Madrid, we met with three airlines, thereby allowing the ITC to meet its required total of five (5) briefings.

In addition to the above activities, we also organized, staffed and participated in many meetings, workshops, conferences etc., throughout the year.

Our program for the upcoming year is an ambitious one, and I look forward to continuing to work with the community at large to ensure another productive and successful year.

I want to thank the Mayor for giving me this exciting opportunity, in addition I would like to thank the Mayor, the Chair and Members of the Board of County Commissioners, the County Manager, the ITC Board of Directors, and the Sister Cities Coordinating Council for their continued leadership and support. I must also thank my professional staff who continues to challenge me, advise me, and support my many efforts to continue the work of the ITC. Their hard work and dedication goes a long way in ensuring the continued success of the ITC.

Sincerely,



Manuel J. Gonzalez
Executive Director

ITC BOARD MEMBERS



Hon. Jose "Pepe" Diaz
**Miami-Dade County Commissioner,
ITC Chair
Appointee of the County Manager**



Mr. Gilbert Lee Sandler
**Vice Chair
Appointee of the Mayor**



Mr. John Abisch
**Representing Florida Custom
Brokers & Forwarders
Association**



Mr. Ramon Flores
**Representing City of Miami
International Trade Board**



Mr. William Alexander
Representing CAMACOL



Mr. Alex L. Gonzalez
**Representing The Board of
County Commissioners District Thirteen**



Mr. Miguel Amion
**Representing the Board of County
Commissioners District Nine**



Mr. Francisco Gonzalez
**Representing The Greater Miami
Chamber of Commerce**



Mr. Jose Luis Castillo
**Representing The Board of
County Commissioners
District Seven**



Mr. Marlon Hill
Appointee of the Mayor



Mr. Tony E. Crapp, Sr.
Representing Port of Miami



Mr. William Anderson
**Representing Greater Miami
Convention & Visitors Bureau**



Mr. Manny Mencia
Representing Enterprise Florida



Ms. Jill Klaskin-Press
**Representing The Board of County
Commissioners District Four**



Mr. J. David Peña
**Representing the Board of
County Commissioners District
Eight**



Mr. Burton Landy
Representing The Beacon Council



Mr. Pete Pizarro
Appointee of the ITC Chair



Mr. Walter A. Loy
**Representing Miami-Dade Sister
Cities Coordinating Council**



Mr. Sang Whang
**Representing Miami-Dade Chamber of
Commerce**



Mr. Dwayne A. Wynn
Representing Mayor's African Trade Task Force



Mr. Rick Zelman, Esq.
Representing Florida International Bankers Association



Hon. Fernando Quiñonez-Meza
Dean of the Consular Corps



Mr. Guillermo "Bill" Rammos
Appointee of the Mayor



Mr. Maurice Ferre
Appointee of the Mayor



Chief Sandrell Rivers
Representing The Board of County Commissioners District Three



Ms. Jacqueline Del Cristo-Minges
Representing The Board of County Commissioners District Twelve



Ms. Janá Sigars-Malina
Representing the Board of County Commissioners District Seven



Mr. Rafael J. Diaz-Balart
Representing The Board of County Commissioners District Six



Mr. Willie Gort
Representing The Board of County Commissioners District Ten



Mr. Roberto A. Torricella
Appointee of the Mayor



Mr. German Leiva
Representing District Export Council of Florida



Mr. Alfredo Hidalgo-Gato
Appointee of the Mayor



Mr. Fernando Melo
Representing World Trade Center Miami



Mr. Angel Zayon
Appointee of the ITC Chair



Mr. Joe Perez Jones
Appointee of the ITC Chair



Mr. Ed Patricoff
Appointee of the ITC Chair



Mr. Manuel J. Gonzalez
Executive Director

Vacant
Representative from Miami International Airport

ITC STAFF MEMBERS

Mr. Manuel J. Gonzalez
Executive Director

Desmond Alufohai
Trade Development Specialist

Clarence Bird, Jr.
Assistant to the Director

Jeannette Dominguez
Senior Executive Secretary

Cornelius Herelle
Senior Trade Development Specialist

Annette Molina
Marketing Specialist

Jimmy Nares
Chief of Finance and Administration

Mayda Rescendi
Sister Cities Program Assistant

The ITC is Miami-Dade County's Official Agency for two-way trade between Miami-Dade and the world.

Background

In November 2002, the Miami-Dade Board of County Commissioners created the Jay Malina International Trade Consortium (ITC) from what was the Trade Mission Center of the Americas, Inc., (TMC), and the Office of Protocol, International Trade, and Commerce housed in the Office of Miami-Dade County Mayor Alex Penelas. The Agency was named after its founding father, the late Jay Malina who was a very active participant in Miami-Dade County's international trade community.

The ITC is now a County Department and is Miami-Dade County's Official Agency for two-way trade between Miami-Dade County and the world. Through its Missions, Sister Cities Program, and Protocol functions, the ITC is fast becoming the County's International Affairs Office.

ITC commissioned the Washington Economic group (WEA) to prepare an economic impact study on international merchandise trade in Miami-Dade County.

The study quantified the substantial economic impacts on jobs, labor income, business output, and public revenues of international merchandise trade in goods shipped through Miami-Dade County's International Airport, the Port of Miami, and the terminals along the Miami River.

The study results clearly indicated the pivotal importance of the international trade sector for the economic well-being of County residents by revealing:

An estimated 121,000 jobs in Miami-Dade County are supported by two way merchandise trade.

An estimated \$5.1 billion of annual labor income is generated by two way merchandise trade.

International merchandise trade activity provides \$179 million annually in fiscal revenues to local governments and taxing authorities within Miami-Dade County.

An additional \$182 million in fiscal revenue is generated annually for the State of Florida.

Jobs supported by the international trade sector pay higher than the average wage in Miami-Dade County. The average annual employment earnings in the sector are \$41,700 per job. -- This is 16 percent higher than Miami-Dade County's average annual wage.

The international merchandise trade sector is a critical component of Miami-Dade County's economy.

Committees

The ITC now has four (4) committees, down from eight in the previous year. Some of the committees were one-time committees (e.g. the Committee on Economic Impact Study), while others were seen to be duplicating efforts and were consolidated. This was done in an effort to allow for better focus and more efficient use of resources. The committees have been meeting regularly to discuss key issues and provide important input on ITC policies. When necessary, the committees also make specific recommendations to the ITC board.

The four (4) new consolidated committees are:

Committee on Advocacy (formerly Committee on Advancement and Committee on Advocacy) Rick Zelman, Chair. Committee responsible for recommending policies that affect trade issues in Miami-Dade.

Committee on Marketing (formerly Committee on Speaker Bureau and Committee on Marketing, Website, and Calendar). Chief Sandrell Rivers, Chair. Committee responsible for the marketing and promotion of the ITC as well as developing an effective web-based calendar highlighting ITC activities.

Strategic Planning Committee. Jacqueline Del Cristo Minges, Co-Chair, Rafael Diaz Balart, Co-Chair, Jana Sigars Malina, Co-Chair. Committee responsible for developing the strategic/business plan for the ITC.

Committee on Trade Missions (formerly Committee on Trade Missions and Committee on In-Trade) J. David Peña, Chair. Committee responsible for setting mission priorities for the ITC. This committee identifies the best areas and countries to which the ITC should take missions, and from which to receive missions. The Committee also makes recommendations on the allocation of ITC funding for both incoming and outgoing third-party missions.

ITC Committee Meetings	Meeting Dates
Strategic Planning	December 15, 2003
Trade Missions	December 18, 2003
Speakers	February 18, 2004
In Trade	March 1, 2004
In Trade	March 31, 2004
Advocacy	April 7, 2004
Trade Missions	April 19, 2004
Marketing	May 13, 2004
Advocacy	May 25, 2004
Advocacy	August 19, 2004
Marketing	September 27, 2004

Committee Meetings

In an effort to be more effective, the ITC committees meet on a regular basis to discuss key issues and to provide important input on ITC policies. On the left is a list of the meeting dates.

Board Meetings

In the last year, the ITC held a total of five (5) Board of Directors' Meetings. There were also two (2) Board Retreats. On the right is a list of the meeting dates.

ITC Board Meetings	Board Retreats
December 17, 2003	
	February 21, 2004
May 6, 2004	
June 26, 2004	June 26, 2004
August 19, 2004	
November 9, 2004	

Board Retreat

The ITC held two (2) Board Retreats. The first Retreat was held on February 21st, 2004 at the Airport Hilton on Blue Lagoon Drive in Miami. The second was held on June 26, 2004 at the Biltmore Hotel in Coral Gables. The retreats were held to establish the program priorities for the ITC, and to introduce and initiate new Board Members and staff.



Board Members in session at the ITC Retreat on February 21st, 2004.



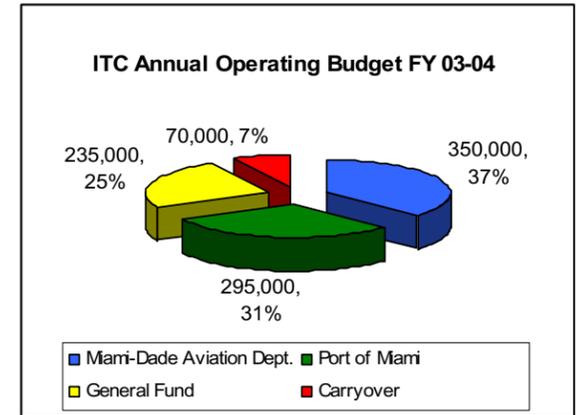
Board Members in session at the ITC Retreat on June 26th, 2004.

ITC Financial Overview

2003-2004

The ITC had an annual operating budget in FY 03-04 of \$950,000 from the following sources: \$350,000—Miami-Dade Aviation Department; \$295,000—Port of Miami; \$235,000—General Fund; and \$70,000—Budgeted Carryover.

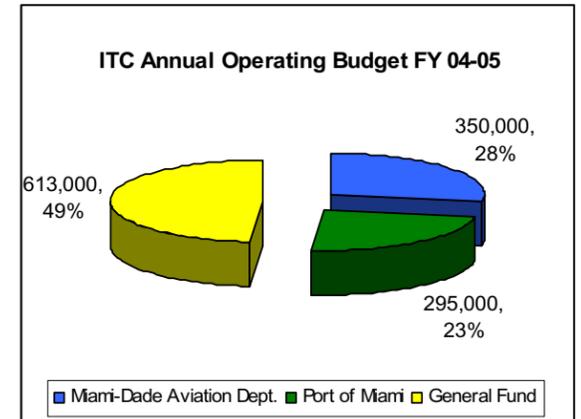
Total = \$950,000



2004-2005

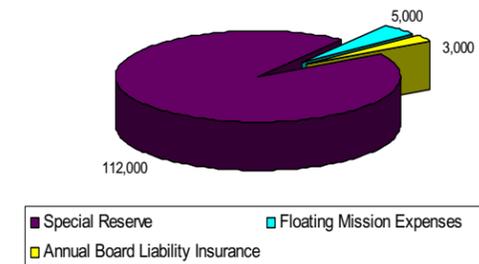
In September 2004, the ITC's FY 04-05 operating budget totaling \$1,258,000 was approved by the Miami-Dade Board of County Commissioners. Funding for this budget came from the following sources: \$350,000—Miami-Dade Aviation Department; \$295,000 —Port of Miami; and \$613,000—General Fund.

Total = \$1,258,000



Other Financial Resources

When the ITC was created in November of 2002, the Board of County Commissioners authorized it to take over the assets of the Trade Mission Center of the Americas, Inc. (TMC). The TMC has combined assets of \$120,000 of non County funds (not part of the ITC's Departmental operating budget) which can be disbursed at the discretion of the ITC Board of Directors (also the TMC Board of Directors). The Board has allocated these funds as follows:



Air Cargo/Route Development Missions:

**Air Cargo/Business Development Mission to Singapore, Hong Kong and Shanghai, China
March 5-17, 2004**

Miami-Dade County Commissioner and the Chair of the Jay Malina International Trade Consortium, [ITC], the Hon. Jose “Pepe” Diaz headed a business development mission from March 5-17, 2004 to Asia. The Miami-Dade trade delegation, consisting of 17 members from significant local economic development and trade organizations, visited the cities of Singapore, Hong Kong and Shanghai. Representatives from the Greater Miami Chamber of Commerce, The Latin Chamber of Commerce, The Beacon Council, The Port of Miami, Miami International Airport and Miami Dade’s business community, also joined the ITC in this Mission to Asia.

The main goals of the Mission were to: 1. engage the authorities/parties at the various locations and to educate them of the opportunities that exist in Miami-Dade County; 2. to educate the Miami-Dade County mission delegates of the opportunities in the countries visited, and to provide them with business match-making appointments; and, 3. to promote air cargo routes between the cities visited and Miami-Dade.

By all accounts, the Mission was a success. The Mission was taken to three cities in two countries: Singapore, Hong Kong, and Shanghai. Like Miami, Singapore and Hong Kong are gateway cities. Shanghai, is the main commercial hub of mainland China. Each of these cities offers unique benefits for our community such as: growth in trade, commerce, and the potential for direct air cargo routes to and from Miami International Airport.

Singapore

Ever since the ITC and the US Technology Center met during the Mission of September 2003, negotiations on closer cooperation between the two organizations have been ongoing. The highlight of the mission to Singapore was to cement the cooperation between the two parties.



Signing of MOU with the US Technology Center.



Delegation embarking on the first business day of the mission.

Below are some of the highlights of the Singapore portion of the Mission. On this mission the ITC signed a Memorandum of Understanding (MOU) with The U.S. Technology Center. This Agreement provides for mutual cooperation and assistance between the ITC and the U.S. Technology Center. It will facilitate trade opportunities between Miami-Dade and Singapore by exchange of data, providing technical assistance and support to enterprises wishing to do business in these cities.

- The US Technology Center offered their incubator space for a Miami-Dade County representative in Singapore. The two parties discussed the opening of a Miami-Dade Office in Singapore.
- The Beacon Council Representative and Commissioner Diaz met with a Senior Vice President of a tanker company. This corporation is planning to relocate its headquarters from Singapore to Miami in the summer of 2004.
- This move will create 30 new jobs over the next three years. The company plans capital investment of approximately \$300,000 and occupy 4,000 sq. ft. of office space.
- The Beacon Council Representative met with the Economic Development Board of Singapore (EDB) to discuss cooperative and business ventures.
- Meetings were held with the Civil Aeronautic Agency to discuss joint efforts for passenger and air cargo service between Singapore and Miami-Dade.
- Private sector delegates established direct business links with their counterparts which will produce significant business exchanges between Singapore and Miami-Dade.



Briefing by the Economic Development Board, Singapore.

Hong Kong

In Hong Kong, the delegation started the mission with an in country briefing by the US Commercial Service. The briefing served to educate mission participants, especially members of the private sector, of the requirements for doing business in and through Hong Kong. In Hong Kong:

- The Greater Miami Chamber of Commerce signed a Memorandum of Understanding (MOU) with the Hong Kong General Chamber of Commerce.
- Commissioner Diaz met with senior representatives of the Hong Kong Aviation Authority, and senior officials of large airlines to discuss air-cargo and passenger route development to Miami-Dade County.
- Commissioner Diaz also met with the Director of Commercial Services of the Hong Kong Airport Authority to discuss joint marketing efforts between both airports, and to explore the establishment of passenger and air cargo service between Hong Kong and Miami.



After the briefing at the U.S. Commercial Service in Hong Kong.



The Three Chambers: CAMACOL, Hong Kong General Chamber of Commerce and The Greater Miami Chamber of Commerce.

MISSIONS

- The delegation met with the Hong Kong Federation of Industries.
- Commissioner Diaz and delegates met with Deputy Secretary for Commerce, Industry and Technology of the Government of Hong Kong, Mr. Raymond Young, and with the Assistant Director of Invest Hong Kong, Mr. John Rutherford, to discuss increased trade linkages between Hong Kong and Miami-Dade.
- Private sector delegates established direct business links with their counterparts which will produce significant business exchanges between Hong Kong and Miami-Dade.



Hong Kong businesses meeting with the delegation at the Hong Kong Federation of Industries.

Shanghai

Delegates were pleasantly surprised at the dynamism of Shanghai including the level of development and commercial activity.

In Shanghai members of the delegation:

- Established direct linkages with the Shanghai Chamber of Commerce the most important Chamber of Commerce in the Region. Invited Chamber's Vice Chairman to visit Miami with a Shanghai business delegation.
- Established direct contacts with the Shanghai Regional International Trade Office.
- Toured the 15,000 employee ZMPC Gantry Crane Factory. The Port of Miami is acquiring two cranes from this company.
- Representative of the Beacon Council met with the Director of Commercial Affairs for Enterprise Ireland to obtain information of the Shanghai market.
- Private sector delegates established direct business links with their counterparts which will produce significant business exchanges between Shanghai and Miami-Dade.



At the Shanghai Regional Government Trade Office.



At the Shanghai Chamber of Commerce.

MISSIONS



Vice Chairman of the Shanghai Chamber of Commerce, Commissioner Diaz, and Tony Ojeda.



Commissioner Diaz and the Director of the Shanghai Regional Government Trade Office.

Airport Briefings:

The ITC conducted five (5) briefings, in conjunction with the Aviation Department to promote air cargo and passenger development through the Miami International Airport. These briefings are in support of the Aviation Department's International Route Development initiative. They were conducted in London, England; Helsinki, Finland; and in Madrid, Spain. In Spain they attended the 10th World Route Development Forum (Route 2004). At this Forum the presentations were made to airlines from England, Finland, Japan, Jordan, Egypt, Morocco, and Poland. In Madrid, they met with three airlines, thereby allowing the ITC to meet its required total of five (5) briefings.

ITC's Outgoing and Incoming Missions:

Business Development Mission to Trinidad & Tobago, May 16 – 20, 2004
(under the Caribbean Trade Initiative)

The Executive Director of the Jay Malina International Trade Consortium [ITC] Mr. Manny Gonzalez, led a 16-person delegation on a business development mission to Trinidad from May 16 – 20, 2004. The delegation participated in 14 one-to-one business matchmaking meetings and joined more than 700 local and foreign businesses that displayed their goods and services at the Trade and Investment Convention (TIC) held at the Hilton Trinidad Hotel and Convention Center. The Trade & Investment Convention was organized by the Trinidad and Tobago Manufacturers Association.



His Excellency Mr. Patrick Manning – Prime Minister of the Republic of Trinidad and Tobago was on hand on Monday, May 17, 2004, for the official opening ceremony. The Miami-Dade delegation attended the Trade and Investment Convention and met with businesses specific to their respective industry for one-to-one pre-arranged business appointments.



Delegates pose with Ambassador Roy Austin - standing at the middle in dark suit.

ITC Executive Director Manny Gonzalez and Tourism and Industrial Development Company of Trinidad & Tobago Limited [TIDCO] acting president Mr. Vishu Dhanpaul, held initial talks to explore closer cooperative ties and relationship through a Memorandum of Understanding.

On Tuesday, May 18th the delegation continued with their one-to-one business matchmaking appointments. Later that afternoon, His Excellency Ambassador Roy Austin and staff of the US Embassy hosted the delegates at the premises of the embassy.

Following the Ambassador's welcome address, delegates were briefed by the US Embassy staff on the following topics:

- Economic Overview of Trinidad and Tobago - Mr. David Miller, Economic Officer
- Political Overview of Trinidad and Tobago - Mr. Rupert Vaughan, Political Officer
- The Role of US Commercial Service - Mr. Terry Sorgi, Snr. Regional Commercial Officer

The Minister of Trade and Industry, Honorable Kenneth C. Valley hosted delegates to a cocktail reception on Tuesday evening at the Savannah Terrace, Hilton Trinidad hotel. The reception provided an additional forum for the delegates to meet and network with businesses and members of the diplomatic corps and government officials.

Discussions between the ITC and Ministry of Trade and Industry explored the possibility of a reciprocal trade delegation from Trinidad that is scheduled to visit Miami-Dade County in the near future. Executive Director Manny Gonzalez, Mr. Harvey Borris – Consul Information for the Trinidad and Tobago Consulate General of Miami, and some delegates attended a live Radio show on POWER 102 FM Radio station to promote the ITC and the objectives of its mission to Trinidad.

On Wednesday, May 18th, the delegation visited the Point Lisas Industrial Port Development Corporation Limited (PLIPDECO). PLIPDECO was established in 1966 to create a new center of excellence with facilities for port and industrial estate. With a 51% government shareholding and a 49% ownership by major investors, PLIPDECO supervises the growth of industrial activities, starting with the manufacture of steel products and expanding into petrochemicals and various processing. It also provides logistics and distributes industrial goods.

Delegates were treated to a cultural extravaganza as part of the closing ceremonies held at the House of Angostura, Port of Spain.



ITC ED Mr. Manny Gonzalez making a presentation to Hon. Minister Kenneth Valley on behalf of the ITC Chair and Board of Directors.



ITC ED Mr. Manny Gonzalez, Acting President of Tourism & Industrial Development Company of Trinidad & Tobago Ltd (TIDCO) and some delegates at the TIDCO booth.

Business Development Mission to Barbados, May 20-22, 2004

(under the Caribbean Trade Initiative)



The ITC delegation of 16 persons led by Manny Gonzalez, Executive Director of ITC, left Trinidad & Tobago and arrived in Barbados where they continued with their business development mission. They were hosted to a luncheon and a briefing program by the Barbados Investment & Development Corporation [BIDC] on Thursday, May 20th. The luncheon keynote speaker – Mr. Anton Norris, BIDC’s Acting Chief Executive Officer focused on investment opportunities in Barbados. The forum provided first-hand information to the delegates regarding investment opportunities in Barbados.

Later that evening, Her Excellency Mary Kramer, the United States Ambassador to Barbados and the Eastern Caribbean hosted the delegation to a networking cocktail reception at her residence.

Then on Friday, May 21st the delegation visited the Barbados Small Business Association and thereafter conducted a tour of the Pelican Industrial Estate. The tour of the industrial estate provided the opportunity for delegates to meet with small and local business owners. Six (6) business matchmaking meetings took place in Barbados.

Also, the Barbados Tourism Investment Inc. hosted the delegation to a networking luncheon. The topics presented included:

- Barbados Hotel & Tourism Authority
- Tourism Global
- World Cup Barbados
- Tourism Development Corporation
- Needham’s Point Residential Estate
- BTI Tourism Opportunities

Sandrell Rivers thanked everyone on behalf of the delegation. Ms. Rivers and other delegates also met with the media to promote the ITC and the mission objectives.



Cross-section of delegates and guests at the BIDC briefing – Accra Beach Hotel, Barbados.



Ms. Deborah Nurse of BTI (standing next to Sandrell Rivers) and some ITC delegates.



Sandrell Rivers makes a presentation to Ambassador Mary Kramer and Mr. Kramer on behalf of the ITC Chair and Board.



Sandrell Rivers makes a presentation to Mr. Anton Norris on behalf of the ITC Chair and Board of Directors.

Results from the missions to Trinidad & Tobago and Barbados:

- 20 business meetings were scheduled between Trinidad & Tobago as well as Barbados
- 40 meetings/appointments took place with a reported expected sales \$790,000 over the next 12 months
- Total business appointments = 60

MISSIONS

AFRICA RECONNECT

Business Development Mission and International Cultural Exchange Program to West Africa

From August 2 to 15, 2004, seventeen [17] delegates consisting of artists and business persons, from Miami-Dade County, Key West and Washington D.C. participated in an unforgettable and historic Business Development mission and International Cultural Exchange Program to Nigeria and the Republic of Benin. The purpose of the trip included networking opportunities, business symposium, international relations, arts & culture, educational workshop and exchanges.

The trip was organized by Diaspora Arts Coalition and co-sponsored and supported by the Jay Malina International Trade Consortium of Miami-Dade County (ITC), among others. Chief Sandrell Rivers, an ITC Board member led the mission. Joining her in the mission was another member of the ITC Board of Directors as well as one staff person from the ITC.



Cotonou, Benin: Mission Leader Sandrell Rivers presents the Key to the County to Honorable Luc Gnacadja – Minister of Planning, Urban Affairs & Environment.

Delegates visited the cities of Cotonou and Ouidah in Benin from August 5 – 8, 2004. His Excellency Mr. Wayne Neill – United States Ambassador to Benin hosted the delegates to a welcome reception at his residence.

The delegates also had business networking opportunities with the Benin Chamber of Commerce and Industry, Benin Junior Chamber of Commerce and the Ministry of Planning, Urban Affairs and Environment. The performing artists from South Florida were among those featured in the International Gospel and Roots Festival.

While in Nigeria [August 8 – 14, 2004], delegates visited the cities of Badagry, Lagos, Abeokuta and Abuja. Delegates met with officials at the Royal palaces of the King of Badagry, Lagos State and King of Egbaland in Ogun State. The Honorable Brian L. Browne, Consul General of the US Consulate General in Lagos and his staff conducted an in-country briefing of the relations between Nigeria and USA.



Lagos, Nigeria: Dwayne Wynn [foreground] and delegates at the Cool FM Radio Dan Foster Show promoting Miami-Dade County.

The Abeokuta Chamber of Commerce, Mines and Agriculture and Nigerian American Chamber of Commerce also hosted a reception and symposium on behalf of the delegates in Abeokuta and Lagos, respectively. During their visit to Ministry of the Federal Capital Territory in Abuja, delegates were briefed of the business opportunities in Abuja by the Permanent Secretary Mr. Deji Omotade.

The participants reported that five [5] leads were obtained out of twenty-six [26] appointments in total. The leads obtained are expected to generate approximately \$1.5 million in additional sales during the next thirty months.

REPORT

ITC Certified Third-Party Missions (2003-2004 Fiscal Year)

	Organization	Mission destination / source	Mission dates	No. of participants	Immediate sales	Expected future sales	Total
1	Greater Miami Chamber of Commerce	Brazil (Outgoing)	May 17-19, 2004	29	\$2,500,000	\$0	\$2,500,000
2	Diaspora Arts Coalition	Nigeria/Rep. of Benin (Outgoing)	Aug. 2-15, 2004	17	0	1,500,000	1,500,000
3	Dominican International Chamber of Commerce	Dominican Republic (Outgoing)	Oct. 6-10, 2004	17	135,000	6,060,000	6,195,000
4	Jamaica USA Chamber of Commerce	Jamaica (Outgoing)	Oct. 7-10, 2004	10	50,000	200,000	250,000
5	Greater Miami Chamber of Commerce	Canary Islands (Incoming)	Apr. 18-20, 2004	14	\$0	\$0	\$0
6	Florida Foreign Trade Association	Colombia (Incoming)	June 6-10, 2004	25	60,000	29,600,000	29,660,000
7	Florida Foreign Trade Association	Dominican Republic (Incoming)	Oct. 31-Nov. 4, 2004	47	25,000	4,482,000	4,507,000
TOTALS:				159	\$2,770,000	\$41,842,000	\$44,612,000

ITC Certified Third-Party Missions (2002-2003 Fiscal Year)

Organization	Mission destination/source	Mission dates	No. of participants	Immediate sales	Expected future sales	Total
1 Arab American Chamber of Commerce	Morocco (Outgoing)	Oct. 19-26, 2002	7	\$0	\$900,000	\$900,000
2 Miami Dade Chamber of Commerce*	Kenya (Outgoing)	Feb. 15-21, 2003	16	0	1,000,000	1,000,000
3 Latin American Chamber of Commerce	Nicaragua (Outgoing)	Aug. 13-17, 2003	5	100,000	1,000,000	1,100,000
4 Florida Foreign Trade Association	Dominican Republic (Incoming)	Apr. 6-11, 2003	15	65,000	5,715,000	5,780,000
5 Florida Foreign Trade Association	Colombia/ Ecuador (Incoming)	June 1-6, 2003	10	\$435,000	\$5,340,000	\$5,775,000
6 Consulate of Uruguay	Uruguay (Incoming)	Sept. 24, 2003	300	N/A	N/A	0
TOTALS:			353	\$600,000	\$13,955,000	\$14,555,000
*Expected Joint Venture Agreement figures						
Percent Change from '02-'03 fiscal year to '03-'04 fiscal year (+increase / -decrease)						
			Number of Missions (3rd party)	No. of Participants	TOTAL SALES	
			16.67%	-54.96%	206.51 %	

ITC's Projects and Activities:

Outreach:

Completed project to have an **Economic Impact Study** produced to help measure the financial impact of trade for Miami-Dade County. Received report from Washington Economics Group and began to disseminate information to the public.

Database – Outreach:

Processed a bid waiver to enter into an agreement with current Database Consultant (Indigo Key) to update and expand database. The update enhanced business matchmaking capabilities and made trade missions more effective.

Outreach/ Matchmaking:

The ITC assisted the U.S. Ambassador to Jamaica (Sue Cobb) in business matchmaking for an incoming mission to Broward from Jamaica. With the use of the ITC database, conducted matchmaking which resulted in the scheduling of **80 business appointments/ meetings**.

The ITC assisted the GMCC with business matchmaking for its incoming mission from Chile. Through the used of the ITC database, identified and referred 1,142 Miami-Dade businesses as potential business partners for the visiting Chilean delegation.

Trade Numbers

In conjunction with WorldCity, the ITC annually underwrites the publication of “Miami Trade Numbers”. The publication present in a user friendly form, information highlighting Miami-Dade’s top trading partners, and provides information on goods imported into and, goods exported out of Miami-Dade County. This publication is recognized throughout the hemisphere as one of the most important statistical guides of its kind, and is referred to frequently by scholars and members of the international community.

Conferences and Trade Shows:

Sponsored and participated in the trade show - World Trade Week Expo 2004. Occupied exhibit space and manned a booth to disseminate information about the ITC and Miami-Dade County to approximately 3,000 to 4,000 business executives from South Florida involved in the trade industry.

The ITC sponsored and participated in Africando 2004

Sponsored and participated in Tigers of Asia Trade Show. Occupied exhibit space and manned a booth to disseminate information about the ITC and Miami-Dade County to approximately 250 companies from Asia, and the United States.

Sponsored/ participated in the Caribbean Latin American Action’s 27th Miami Conference on the Caribbean Basin.

Sponsored and participated in the Americas Linkage Conference. Occupied exhibit space and manned a booth to disseminate information destinations about the ITC and Miami-Dade County to over 200 participants with more than 120 coming from international destinations.

Sponsored and participated in the First International Congress about Governing. Occupied exhibit space and manned a booth to disseminate information about the ITC and Miami-Dade County.

Sponsored and participated in the Foundation for Democracy in Africa’s AGOA Civil Society Forum in Washington D.C.

Other Sponsorships:

Pillars Award 2004

Sponsored a Florida Builder’s Association’s meeting, which included participants from Latin America.

Greater Miami Convention & Visitors Bureau Annual Meeting

U.S. China Business Forum at the Miami Free Zone

Other Outreach Activities:

Staffed and supported the Inter American Conference of Mayors in June 2004 and assisted with the coordination of the event’s activities.

Participated in 2 television programs on Miami-Dade TV which highlighted the trade industry in Miami-Dade County. Also issued press releases about trade events.

Attended a business luncheon hosted by the Consul General of Japan, Ko Kodaira.

ITC held a training workshop for the Trade Commissioners in South Florida.

Attended meeting of Enterprise Florida in Tampa where all of Florida’s Trade Partners were briefed on their efforts to promote Florida globally.

ITC hosted a group of journalists and representatives from Latin America and briefed them on Miami’s suitability to become the FTAA Permanent Secretariat.

Mayor’s African Trade Task Force:

The ITC continues to provide staff support to the Mayor’s African Trade Task Force (MATTF). The MATTF normally met on the first Thursday of every month.

Miami-Dade Sister Cities Program

Mission Statement

“The mission of our Sister Cities Program is to create and strengthen partnerships between the County and international communities through increased global cooperation and understanding at the municipal level, and to further the goals of the Sister Cities International (SCI).”

Sister Cities is a nonprofit citizen diplomacy network creating and strengthening partnerships between U.S. and international communities in an effort to increase global cooperation at the municipal level, to promote cultural understanding and to stimulate economic development. SCI leads the movement for local community development and volunteer action by motivating and empowering private citizens, municipal officials, and business leaders to conduct long-term programs of mutual benefit.

Sister Cities Coordinating Council

The Sister Cities Coordinating Council consists of citizen volunteers who meet on the third Thursday of every other month. Through the efforts of our Coordinating Council, and our members, we work together to promote international trade and commerce, to develop intercultural understanding, and to promote tourism and economic development. Our program also serves to enrich the quality of life of the residents of Miami-Dade County. Currently the Council has the following vacancies: Lamentin, Guadeloupe; St. Kitts & Nevis Islands; Santa Cruz, Bolivia; Taipei, Taiwan, and Turks & Caicos Islands.

Coordinating Council Meeting Dates
January 15, 2004
March 24, 2004
May 26, 2004
June 24, 2004
September 9, 2004
November 18, 2004

Sister Cities Committees

- Scholarship Committee
- Arts Committee – Miami Dade College
- Protocol Committee
- Fundraising Committee
- Mission to Santo Domingo Committee
- Iquique Conference, Planning Committee
- Incoming Mission from Pereira
- Hospitality Expo – Miami Dade College

Sister Cities Coordinating Council



Mr. Walter A. Loy
Dean & Chair
Cayman Islands, B.W.I.



Mr. Luis Lopez
Vice Chair
Sao Paulo, Brazil

 <p>Asti, Italy Ms. Emma Tibaldeo</p>	 <p>Sao Paulo, Brazil Mr. Luis Lopez Vice Chairman of the Council</p>
 <p>Bahamas, Commonwealth of Mr. Rodney Barreto</p>	 <p>Kingston, Jamaica Ms. Laurice Hunter Scott</p>
AT LARGE MEMBERS	
 <p>Iquique, Chile Dr. Allan Rosenbaum</p>	 <p>Mr. Jack Elmore</p>
 <p>Petit Guave, Haiti Ms. Linda Cesar-Noel</p>	 <p>Ms. Malou Harrison</p>
HONORARY MEMBERS	
 <p>San Jose, Costa Rica Ms. Norma Amaro</p>	 <p>Dr. Billy K. Yeh</p>
	 <p>Manny J. Gonzalez Executive Director</p>

Sisters Cities Coordinating Council [continued]

Asuncion, Paraguay
Ms. Shelly Smith-Fano

St. Kitts & Nevis Islands
Vacant

Honorary Member
Mr. Lynden James

Santo Domingo, Dominican Republic
Mr. Roddy E. Gomez

Maldonado, Uruguay
Mr. Hugo Castro

Stockholm, Sweden
Ms. Eva Swift

Monagas, Venezuela
Mr. Jorge Mesa

Taipei, Taiwan
Vacant

Pereira, Colombia
Mr. Ricardo Tribin

Tenerife, Canary Islands
Ms. Silvia Unzueta

Pucallpa, Peru
Vacant

Turks & Caicos Islands
Vacant

Santa Cruz, Bolivia
Vacant

Veracruz, Mexico
Dr. Carmen McCrink

At Large Members
Mr. Gene Prescott
Ms. Jackie Salazar-Bofill



Miami-Dade County Sister Cities Program 2003-2004 Projects

March 1, 2004 - Delegation from Goyang City, South Korea

A delegation of businessmen headed by the Hyun-suk Kang, Mayor of Goyang City, visited Miami Dade County to discuss trade, connecting Asia with Central and South America. They also discussed the possibility of a Sister Cities relationship between the two communities and extended an invitation to the Mayor of Miami-Dade County to visit Goyang.

April 17-20, 2004 - Delegation from the Canary Islands, Spain

A delegation of businessmen headed by Adam Martin Menes, President of the Canary Islands visited Miami-Dade County on April 17-20, 2004. The delegation met with local businessmen, elected officials and chambers of commerce to discuss business opportunities and two-way trade. A luncheon sponsored by the Greater Miami Chamber of Commerce and the Sister Cities Coordinating Council was held at the Biltmore Hotel on April 20, 2004, for the President and the delegation. Commissioner Diaz and the President discussed the possibility of a trade mission to the Canary Islands after October 2004.

May 21, 2004 – Food and Hospitality Expo

Miami Dade College in collaboration with Miami-Dade Sister Cities Program organized a one day Food and Hospitality Expo at the Wolfson Campus which included cooking demonstrations, educational seminars and a job fair. The Hospitality Expo offered students and the public the opportunity to learn more about the many career options available in South Florida hospitality industry. Cruise lines to beverage manufacturers, companies that form an integral part of the wide range hospitality services were actively recruited at the **Professional Job Fair**. The President of the College also hosted a breakfast for the participants and invited guest.

June 1-5, 2004 - Sister Cities Program VI Hemispheric Forum

The VI Hemispheric Forum sponsored by the Miami-Dade County Sister Cities was held in Iquique, Chile, June 1-5, 2004. Among the issues discussed at this year's Forum were the role of local governments in relation to the globalization process, defining opportunities and challenges from free trade agreements, environmental issues and tourism. Participated in various panels and served as keynote speaker for one of the panels. Previous forums have been held in Punta del Este, Uruguay; Santo Domingo, Dominican Republic; Indianapolis, Indiana; Miami Beach, Florida and Tenerife, Canary Islands.



Commissioner Jose "Pepe" Diaz addressing the VI Sister Cities Hemispheric Forum in Iquique, Chile.

June 15-17, 2004 - Delegation from Leeds, U.K.

Adrian Strain, Head of International Relations, Leeds City Council and representatives from the Leeds Chamber of Commerce were in Miami Dade County to meet with local organizations, chambers of commerce and representatives from the Port of Miami. The delegation discussed ways to increase trade between the two communities, and the possibility of a trade mission to Leeds in 2005. In January 2004, the Miami-Dade County Board of County Commissioners approved a Sister Cities relationship with Leeds, and a formal agreement between the two communities is expected to be signed this year.

September 10- 26 - Sister Cities Art Exhibit

The Miami-Dade County Sister Cities Program Coordinating Council in collaboration with Miami Dade College hosted the annual "Miami-Dade Celebrates the Art of its Sister Cities". The exhibit was located at Miami Dade College's Tower Theater and opened to the public from September 10-26, 2004. A reception was held on opening night. In conjunction with this event a souvenir magazine was widely distributed and educational seminars were held during the exhibit. The art show and sale consisted of works by local artists representing one of the twenty- one countries of the Sister Cities Program. The net proceeds from sponsorships and sales went to benefit the Student Exchange Scholarship Program.

- Through the Sister Cities Miami-Dade Arts Committee supported the Sister Cities International Annual Awards Program 2004 in the "Innovative Arts & Culture" category.
- Through Sister Cities Miami-Dade organized a "Young Artist Competition".

September 15-19, 2004 – Mission to Santo Domingo, Dominican Republic



Mr. Cesar Carasa , Vice Mayor of West Miami, Commissioner Rebecca Sosa, Commissioner Dr. Barbara Carey-Shuler, Mr. Juan Cento, FedEx, Gen. Luna Paulino, Director of Sto. Domingo Civil Service, Commissioner Jose "Pepe" Diaz, Domingo Contreras, Sec. Gen. of Sto. Domingo , and Commissioner Rolle about to embark on the Mission to Haiti and the Dominican Republic.

The Miami-Dade County Sister Cities Coordinating Council and the Dominican International Chamber of Commerce took a commercial mission to Santo Domingo on September 15-19, 2004. The planning committee had secured businesses and organizations in Santo Domingo to help with the coordination of various events and the business matchmaking. A kick-off reception was held at the Don Quijote Restaurant in Coconut Grove. American Airlines also agreed to be a sponsor by providing group rate low fares for the mission participants.

The scheduled trade mission to Santo Domingo became Miami-Dade County's "Mission of Hope" for the much needed disaster relief to residents of Haiti and Dominican Republic after suffering the devastation left by Hurricane Jeanne. Collection

REPORT

centers were established throughout the county and approximately 231,482 pounds of relief supplies were collected from Miami-Dade residents. In addition, County Commissioners also contributed more than \$100,000 from their office budget to purchase much needed supplies. The corporate partners volunteered the transportation of the donated goods to the affected countries and throughout the month of October, relief supplies were shipped to Haiti, Dominican Republic, Bahamas, Grenada and Jamaica.



Commissioners Rolle, Diaz and Sosa looking on as the relief supplies for Haiti and the Dominican Republic are loaded onto the FedEx Plane.

New Sister Cities Affiliations:

Sister Cities Agreement:

Miami-Dade County Commissioner Jose “Pepe” Diaz and Denzil L. Douglas, the Prime Minister of St. Kitts and Nevis Islands met at the Hilton Miami Airport Towers on Saturday, September 11, 2004 to sign a Sister Cities Agreement between Miami-Dade County and the Federation of St. Kitts & Nevis.



Delivering Excellence Every Day