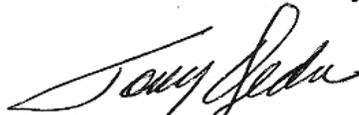


MEMORANDUM

TO: ITC Board of Directors

DATE: April 2, 2004


FROM: J.A. Ojeda, Jr.
Executive Director

SUBJECT: End of Mission Report

I am pleased to submit for your review a copy of our End of Mission Report for the ITC Mission to Singapore, Hong Kong, and Shanghai, March 5 to 17, 2004. This was the first time that an ITC mission led by Commissioner Jose "Pepe" Diaz traveled to the Orient with the participation of the Greater Miami Chamber of Commerce, the Beacon Council, CAMACOL, the Port of Miami, and Miami International Airport. Representatives of the Miami-Dade business community also joined our group.

The mission was a great success, and it served to open the doors for increased trade between these important Asian cities and Miami-Dade County. All of the private sector participants had meaningful and productive meetings with their business counterparts that have the potential of providing direct economic benefits to our community. Commissioner Diaz and members of our delegation also had high level discussions with air carriers to explore possible direct air cargo routes to and from Miami-Dade County.

Please let me know if you should require additional information.

Cc: Hon. Jose "Pepe" Diaz, County Commissioner, ITC Chair

Enc.

Stephen P. Clarke Center
111 N.W. 1st Street, Suite 2560
Miami, FL 33128

Tel: (305) 375-1254



End of Mission Report



**Air Cargo/Business
Development Mission to
Singapore, Hong Kong &
Shanghai**

March 5th to 17th 2004

Hon. Jose “Pepe” Diaz
ITC Chair

J.A. Ojeda, Jr.
ITC Executive Director

Submitted by ITC Staff



Purpose

To explore business opportunities and air cargo/business development between Singapore, Hong Kong, Shanghai and Miami-Dade County.

To educate Singapore, Hong Kong and Shanghai authorities of the business possibilities between Miami-Dade and their respective countries.

To highlight Miami-Dade as the gateway to the Americas and an ideal location for doing business in the hemisphere.



Introduction

This was the first time that a Miami-Dade trade delegation consisting of the significant local economic development and trade organizations visited the cities of Singapore, Hong Kong and Shanghai. The delegation was headed by County Commissioner and ITC Chair Jose “Pepe” Diaz. The Greater Miami Chamber of Commerce, The Latin Chamber of Commerce, The Beacon Council, The Port of Miami and Miami International Airport joined the Jay Malina International Trade Consortium in the Mission. Representatives of Miami Dade business community also participated. The Mission was in part to support the Airport’s route development efforts in parts of Asia. A total of seventeen (17) persons joined the mission.

Planning the Mission

The Mission was put together primarily by staff of the ITC, The Greater Miami Chamber of Commerce, The US Technology Center, The US Commercial Service in Singapore, Hong Kong and Shanghai together with the Hong Kong Trade Development Council, and the various Chambers of Commerce and trade organizations at all three destinations.

The main focus of the Mission was to engage the authorities/parties at the various locations and to educate them of the opportunities that exist in Miami-Dade County. Second, to educate the Miami-Dade County mission delegates of the opportunities in the countries visited, and to afford participants the opportunity to meet with their counterparts in match-making appointments. And, third, to promote air cargo routes between the cities visited and Miami-Dade.

Mission Briefing

The formal briefing was conducted by the ITC on February 27th to prepare participants for the mission. At the briefing, participants received their airline tickets, and the briefing book which contained the mission agenda, country briefings (historical, cultural and economic information), weather information, and lists of mission participants.

Mission

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 has unique economic qualities that can have positive economic results for our community: increase 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. Below are some of the highlights of the Singapore portion of the Mission. On this mission:



Delegation embarking on the first business day of the 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 to make a capital investment of approximately \$300,000 and occupy 4,000 sq. ft. of office space.



Signing of MOU with the US Technology Center.



Briefing by the Economic Development Board, Singapore.

- 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.



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 airline to discuss air-cargo, and passenger route to Miami-Dade County.
- Commissioner Diaz also met with Commercial Services Director of Hong Kong Airport Authority to discuss joint marketing efforts between both airports, and explore the establishment of passenger and air cargo service between Hong Kong and Miami.
- 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.



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.



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.



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.



Mission Participants

Commissioner Jose “Pepe” Diaz, Miami-Dade County Commissioner and ITC Chair
Hon. Ana Maria Pando, Judge,, 11th Judicial Circuit Court of Florida
Mr. Tony Ojeda, Executive Director, ITC
Captain William Alexander, President, CAMACOL
Mr. Bradley Arkin, Executive VP Global Sourcing, Perry Ellis International
Mr. Rodney Carey, Chief Financial Officer, Empowerment Trust
Ms. Isabel Davila, Greater Miami Chamber of Commerce
Mr. Alex Gonzales, Director Government Affairs, Waste Management and ITC Board
Mrs. Martha Gonzalez, Project Director, Alex Gonzales and Associates
Mr. Cornelius Herelle, Sr. Trade Development Specialist, ITC
Mr. Sean Kelly, President, Baby City Diapers
Mr. Eddie King, Senior VP Investments, Smith Barney
Mr. Evelio Ley, President, International Center of Commerce of the Americas
Mr. Jose A. Martinez, Sr. Vice President, Beacon Council, Inc.
Mr. Ernesto Rodriguez, International Air Service Development Manager, Miami-Dade
Aviation Department
Mr. Khalid Salahuddin, Assistant Director, Port of Miami
Mr. Alex Siman, ALX Trading