



THE JAY MALINA  
INTERNATIONAL TRADE CONSORTIUM  
OF MIAMI-DADE COUNTY, FL. U.S.A.



**Message from the ITC Chair:**

On behalf of Mayor Alex Penelas, the Board of County Commissioners, residents, and members of the international trade community, welcome to the first issue of the Jay Malina International Trade Consortium's (ITC) newsletter, the Miami-Dade Global Trader.

The mission of the ITC is to promote two way merchandise trade through Miami-Dade County. In addition to its skilled multilingual and multicultural human resources Miami-Dade counts on state-of-the-art infrastructure to support global trade through Miami International Airport (MIA) and the Dante B. Fascell Port of Miami. Our communications infrastructure, international banking community, and professionals facilitate trade related activities to meet the demands of the global business environment.

Welcome to the ITC your one-stop-center for all your international trade needs.

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# MIAMI-DADE GLOBAL TRADER

VOLUME 1, ISSUE 1

JULY 2004

## International Trade and Miami-Dade County's Economy

The international merchandise trade sector is a critical component of Miami-Dade County's (MDC) economy. The Jay Malina International Trade Consortium of Miami-Dade County recently commissioned the Washington Economic group (WEA) to prepare an economic impact study on international merchandise trade in Miami-Dade County.

The study quantifies 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 indicates 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 authority 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.

While international merchandise trade activity is clearly recognized as a defining characteristic of Miami-Dade's economy, it is important to get a sense of the magnitude of this sector's contribution to the local economy as a whole. The purpose of this study is to utilize a model of the County's economy to estimate the economic impact of international merchandise trade.

For more information:  
[www.miamidade.gov/ITC/impact.asp](http://www.miamidade.gov/ITC/impact.asp)

### Economic Impacts from International Merchandise Trade Activity: 2003

	Transportation Services and Trade Financing	Exports of Manufactured Goods	Total Impacts
Economic Indicator	42,638	78,606	121,244
Employment (Jobs)	1,694	3,360	5,054
Labor Income (Million \$)	39,725	42,745	41,683
Average Earnings Per Worker (\$/year)	4,436	10,521	14,957
Economic Output (Million \$)	2,320	4,829	7,149
Gross Regional Product (Million \$)	471	1,145	1,616
Capital Income (Million \$)	57.9	116.7	174.6
Local Govt Taxes and Fees (Million \$)	58.8	57.9	116.7

## Caribbean Activities



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

The Jay Malina International Trade Consortium of Miami-Dade County (ITC) has targeted the Caribbean countries as an important trading block through its Caribbean Trade Initiative program (CTI). The purpose of this initiative is to establish trade partnerships and alliances that enhance two-way trade and investment between Miami-Dade and the Caribbean countries by assisting small and/or minority owned Miami-Dade businesses on becoming involved in trade with the Caribbean markets, and raising

awareness in the Caribbean of the advantages of using Miami-Dade's airports and seaport as a "Gateway to the Americas" and the world.

Under this initiative ITC conducted this past May a trade mission to Trinidad & Tobago and Barbados. The mission's participants attended a Trade and Investment Convention organized by the Trinidad and Tobago Manufacturers Association and participated in 14 one-on-one business matchmaking meetings. Six business match-

making meetings also took place in Barbados. From these 20 business meetings, 40 additional meetings or appointments took place. The result of this productive trade mission were expected sales of \$790,000 over the next year.

For more information:  
[www.miamidade.gov/ITC/about\\_caribbean\\_initiative.asp](http://www.miamidade.gov/ITC/about_caribbean_initiative.asp)

**"I am honored to represent Miami-Dade County on this historic trade mission..."**

## Trade Development Mission to Santo Domingo

Miami-Dade's Sister Cities Program and the Dominican International Chamber of Commerce are organizing a trade mission to Santo Domingo, Dominican Republic on September 15-19. At the request of Miami-Dade County Commissioner Jose "Pepe" Diaz, Commissioner Rebeca Sosa, will lead the trade mission with the purpose of increasing trade opportunities between the

County and its second-largest trading partner country. Sponsors of the mission include the Jay Malina International Trade Consortium (ITC), Enterprise Florida, American Airlines and Hotel Intercontinental Quinto Centenario in Santo Domingo. This is the first time these organizations have joined together for a business development mission to the country. Santo Domingo has had a Sister Cities relationship

with Miami-Dade since 1975 and is the County's second largest trading partner after Brazil. Miami-Dade County exports \$2 billion to the Dominican Republic and imports \$2.1 billion for a total trade value of \$4.1 billion. Commissioner Sosa expressed, "I am honored to represent the County on this historic trade mission. The County has enjoyed a mutually profitable relationship..."



Left, Marcelo Salas, IT Director, Manny Gonzalez from ITC, Cecilia Arroyo, Trade Commissioner, Hon. Jose "Pepe" Diaz, ITC Chair and Silvana Gattini, NAFTA Dept. Manager of Pro-Chile

## ITC's Program Activities

### Air Cargo and Route Development Missions:

- ◆ In conjunction with the Aviation Department's International Route Development initiative, 2 presentations were made in London, England and in Helsinki, Finland (June)

### Third-Party Incoming Trade Missions:

- ◆ Assisted Ambassador Sue Cobb from Jamaica in

business matchmaking, for an incoming mission to Broward from Jamaica. Using ITC's database, matchmaking was conducted that resulted in scheduling 80 meetings/appointments. (June)

- ◆ Assisted the Greater Miami Chamber of Commerce (GMCC) Incoming Mission from Chile which resulted in 1,142 business matchmaking leads for 24 Chilean companies with

the assistance of Santiago Chamber of Commerce & Pro-Chile. (June)

### Third-Party Outgoing Missions:

- ◆ Certified and funded Greater Miami's Chamber of Commerce's outgoing mission from Brazil. Reported was 23 leads out of 51 appointments which resulted in \$ 2.5 million in immediate sales (May)

## THE VI SISTER CITIES HEMISPHERIC FORUM

As a part of the Sister Cities International Program, Sister Cities of Miami-Dade County, Florida, maintains a strong network of affiliations with cities throughout the world. These relationships have been most productive and have served to create better understanding and promote culture, trade and tourism. Since 1995 in cooperation with its sister cities, Miami-Dade County has collaborated in five Sister Cities Hemispheric Forums. The Forums are now important gatherings that discuss major municipal issues of interest to cities like economic development, environmental protection, municipal finance, and tourism.

As per an agreement between the Mayor of Miami-Dade County with the Mayor of Iquique, Chile, Iquique served as the host city for the VI Sister Cities Hemispheric Forum on June 1-5, 2004. Iquique is a port city located in the South American pacific coast with access to Bolivia, Argentina, Paraguay and Brazil. It has an interesting history, and a growing economy. The main topics discussed at the Forum were; cities and their development, role of the airports and seaports, tourism,

clean energy and sustainable development for the cities, and free trade agreements. Keynote speakers of the forum were representatives from the Port of Miami, Miami-Dade's Empowerment Zone, Florida International University and the Jay Malina International Trade Consortium of Miami-Dade County.

The first Forum was hosted by the city of Indianapolis, Indiana, USA in July, 1995. The focus of the Forum was the role of municipalities in the Free Trade Treaty signed by Argentina, Brazil, Paraguay and Uruguay in South America (MERCOSUR).

The second Forum was hosted by the city of Maldonado, (Punta del Este), Uruguay March, 1996. The forum focused on the sustainable development of municipalities within the ongoing process of hemispheric cities.

The third Hemispheric Forum was held in Santo Domingo, Dominican Republic, in October, 1996 on the 500th anniversary of the discovery of America, and the foundation of the Municipality of Santo Domingo which is considered one of the oldest cities in the Americas. The main topic of the forum was the proposed Free Trade

Area of the Americas for the year 2005.

The fourth Forum was held in the city of Miami Beach, Florida, U.S.A., in July, 1998. It was held in conjunction with the Sister Cities International Conference. This Forum discussed the challenges that municipalities would encounter in the future, as well as the decisive role of the new computer revolution.

The fifth Hemispheric Forum was hosted by the Spanish island of Tenerife in March, 2002. The forum discussed the crucial relationship between the Americas and Europe, as well as the role that Sister Cities play in establishing and strengthening cultural, social and political links between the continents.

For more information please visit: [www.miamidade.gov/sistercities/](http://www.miamidade.gov/sistercities/)



**The Honorable Jorge Soria, Mayor of Iquique, Chile (Right) and The Honorable Alex Penelas, Mayor of Miami-Dade County (Left) sign the Conference**



**The Honorable Jose "Pepe" Diaz, Miami-Dade County Commissioner and ITC Chair (Shown above) officially opens the Forum.**

## Sister Cities Activities

- Delegation from South Korea met with Commissioner Jose "Pepe" Diaz to discuss possible Miami-Dade led mission to the city of Goyang, South Korea (March)
- ♦ Certified and funded Greater Miami's Chamber of Commerce's incoming mission from Canary Islands, Spain. Fourteen participants made up of government officials and businesses. No reported sales. (April)
- Miami-Dade Community College's in collaboration with the Sister Cities' Program sponsored the Hospitality Food and Expo at the Miami-Dade Community College's Wolfson Campus (May)
- Incoming delegation from the City of Leeds, Yorkshire, England (June)

The Deputy Chief of the Chamber of Commerce, Mr. Ian Williams and the head of International Relations for the Leeds City Council, Mr. Adrian Strain, attended several meetings with representatives of ITC's member organizations with the goal of establishing a Sister Cities relationship.



**Hon. Jose "Pepe" Diaz, Miami-Dade County Commissioner & ITC Chair (Left) along with Hon. Adan Martin Menis, President of the Canary Islands, Spain (Right)**



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Stephen P. Clark Center  
111 N.W. First Street,  
Suite 2560  
Miami, Florida 33128

Phone: +305-375-5808  
Fax: +305-679-7895  
Email: [itc@miamidade.gov](mailto:itc@miamidade.gov)

**We are on the Web!**  
<http://www.MiamiDade.gov/ITC>



M.D.T.V. Listing:  
Getting to Know Your County  
Commissioner with Hon. Jose  
"Pepe" Diaz "Trade Relationship  
Between Miami-Dade County &  
Chile" —Invited Guest: Jose  
Mellado, President of Fjord Sea-  
food  
♦ **July 21 at 7:30 & 8:00 PM**



**"Miami-Dade County's Official Agency for International Trade..."**

## UPCOMING EVENTS

### July 30 to August 1:

Tigers of Asia Trade Show  
Coconut Grove Expo Cen-  
ter— For more information,  
contact Haydee Rodz at 305-  
445-3788

### August 2 to 15:

Diaspora Arts Coalition Mis-  
sion to Africa sponsored and  
certified by The Jay Malina  
International Trade Consor-  
tium. Countries to be visited:  
Nigeria and the Republic of  
Benin — For more informa-  
tion, please call 305-375-5808

### August 6 to 9:

Florida Fashion Focus Trade  
Show— Radisson Center —  
For more information, contact  
Donna Skinner at 888-249-  
1377

### August 19:

The Jay Malina International  
Trade Consortium Board of  
Directors' Meeting—Miami Int'l  
Airport Hotel, Concourse E,  
Conf. Rm C&D, 7th Floor— For  
more information, please call  
305-375-5808

### August 23 to 25:

IV Strategic Conference on  
Financial Technology and Mar-  
keting CL@B 2004- Interconti-  
nental Hotel, 100 Chopin Plaza  
— For more information con-  
tact Lucia Tracy at 786-866-  
5814

### August 28 to 31:

Miami International Gift &  
Decorative Accessories Trade  
Show— Miami International  
Merchandise Mart— For more  
information, contact Donna  
Guess at 678-285-3976

### Sept. 3 to 7:

Miami Home Design and Re-  
modeling Show (Home Show) -  
Miami Beach Convention Cen-  
ter— For more information,  
contact Steve Plotkin at 888-  
353-3976

### Sept. 7 to 10:

Incoming Mission from the City  
of Pereira, Colombia—For  
more information please call  
305-375-5808

### Sept. 10 to 26:

Second Annual Miami-Dade  
County Sister Cities Art Ex-  
hibit — For more information,  
please call 305-375-5808

### Sept. 15 to 19:

Miami-Dade Sister Cities Pro-  
gram Mission to Santo Do-  
mingo sponsored by The Jay  
Malina International Trade  
Consortium and the Dominican  
International Chamber of Com-  
merce — For more informa-  
tion, please call 305-375-5808

### Sept. 12 to 15:

Comptel /Ascent Alliance 2004  
Fall Conference and Trade  
Exposition—Fontainebleau  
Hilton Resort and Towers—  
For more information, contact  
Amy McCormick at 202-296-  
6650

### Sept. 15: (Tentative)

Miami International Economic  
Development Summit— Loca-  
tion to be determined— For  
more information contact Tho-  
mas "Dax" Paradis at 877- 327-  
4141

### Sept. 15 to 19:

Miami-Dade Sister Cities Pro-  
gram and the Dominican In-  
ternational Chamber of Com-  
merce Mission to Santo Do-  
mingo sponsored by the Jay  
Malina International Trade  
Consortium and Enterprise  
Florida — For more informa-  
tion, please call 305-375-5808

### Sept. 16 to 18:

Africando Conference— Port  
of Miami— For more informa-  
tion, contact Bryant Salter  
at 305-569-2656

### Sept. 19 to 23:

Tissue World Americas 2004 -  
Miami Beach Convention Cen-  
ter— For more information,  
please contact Agnes Gehot,  
326 Avenue Louise, BTE 22, B-  
1050, Brussels, Belgium

### Sept. 20 to 21:

2nd Annual Renewable Energy  
in Latin America— Wyndham  
Miami Beach Resort— For  
more information, contact  
781- 860-6103

### Sept. 26 to 28:

The Jay Malina International  
Trade Consortium/Airport  
Briefing to Routes 2004 Airline  
Route Planning Conference in  
Madrid, Spain— For more in-  
formation please call 305-375-  
58

### Sept. 26 to Oct. 2:

Export Marketing Mission to  
Guatemala, El Salvador & Hon-  
duras by Enterprise Florida—  
For more information, contact  
Luis Cuervo at 305-569-2650

### Sept. 28 to Oct. 3:

The Jay Malina International  
Trade Consortium Mission to  
Tenerife, Canary Islands,  
Spain— For more information,  
please call 305- 375-5808

### Sept. 28 to 30:

CDMA Americas Congress—  
Miami Beach Convention Cen-  
ter—For more information,  
contact Wendy Barnes at 888-  
670-8200

**Please note that all dates  
and locations listed above  
are always subject to  
change.**

**If you would like to  
announce your upcoming  
events, please call 305-  
375-5808**