

## Mission to Prague, Warsaw, and Istanbul Opens New Trade Opportunities for Miami-Dade



### Message from ITC Chair Commissioner Natacha Seijas

Having just returned from an important trade promotion mission to the Czech Republic, Poland, and Turkey, I feel considerable pride for the accomplishments of our delegation. The primary objective of the Jay Malina International Trade Consortium is to create opportunities for international trade by promoting Miami-Dade County as a Global Gateway. The three stops: Prague, Warsaw, and Istanbul showed that they hold great promise.

I want to highlight the participation of the private sector in our mission. The eight delegates represented commercial sectors which included pharmaceutical, and also dermatological supplies, real estate, export-import, industrial drilling equipment, dietary supplements, and heavy construction machinery. And at each of the cities we visited they had the opportunity to meet representatives of their sectors in those countries.

Their meetings were arranged by the ITC, which worked closely during the preparatory stage of the mission, with the local chambers of commerce. It gave me great satisfaction to see how a mission of Miami-Dade County government was instrumental in bringing business men and women from our community in contact with their counterparts thousands of miles away. Already we have begun to receive reports from our private sector delegates of the beginning of communications and business relationships. What a great example of what happens when government and the private sector cooperate in a project.



On the left: ITC mission delegates and Turkish hosts are pictured in Istanbul. Below, private sector delegates conduct business with their sector counterparts in Prague.

The ITC's historic mission to the emerging economies in the Czech Republic, Poland and Turkey was by all measures a resounding success. It was also, according to participants, possibly one of the most demanding missions ever undertaken, covering three countries in ten days.

But after returning home the members of the delegation were filled with enthusiasm as they related their accomplishments. They had traveled through eight time zones while often keeping 12 and 14 hours of appointments a day in each city.

While Turkey was the last stop in the itinerary, it looms large in its potential as a trading partner with Miami-Dade County. But so do Poland and the Czech Republic.

A summary of the mission's accomplishments:

- The Turkish government is committed to increasing exports to the U.S. by 25 per cent a year and Miami-



Dade is one of its main targeted entry points.

- Turkish officials said that a trade delegation would come to Miami-Dade in October, and would explore opening a trade office in Miami-Dade.

*(Read more on page 2)*

## Sister Cities' Youth Summit on Citizen Diplomacy Draws 100 Students



A group of students gather around a table to discuss global issues that will impact the workforce of tomorrow. One of the objective of the Summit was to consider how global forces shape tomorrow's employment opportunities.

Last April 15 the 2nd annual Youth Summit on Citizen Diplomacy took place at the Miami Dade College North Campus, and the Sister Cities program was once again a sponsor of this important event. Other sponsors included Miami Dade College, the Miami Dade County Public Schools, the Miami Council for International Visitors, and the Casimiro Foundation

More than 100 high school students assembled to consider how global forces are shaping tomorrow's employment opportunities, and to be challenged to promote peace through citizen diplomacy.



**Miami-Dade County's Sister Cities**

- Asti, Italy
- Asuncion, Paraguay
- Commonwealth of the Bahamas
- Cayman Islands, B.W.I.
- Iquique, Chile
- Kingston, Jamaica
- Lamentin, Guadeloupe
- Maldonado, Uruguay
- Mendoza, Argentina
- Monagas, Venezuela
- Pereira, Colombia
- Petit Goave, Haiti
- Pucallpa, Peru
- St. Kitts & Nevis Islands
- San Jose, Costa Rica
- Santa Cruz, Bolivia
- Santo Domingo, Dominican Republic
- São Paulo, Brazil
- Stockholm, Sweden
- Tenerife, Canary Islands, Spain
- Taipei, Taiwan
- Turks & Caicos Islands
- Veracruz, Mexico

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*To the left: At a meeting at the Czech Republic's Ministry of Foreign Affairs, from left to right are Chris Mangos, Miami-Dade Aviation Department; ITC Executive Director Tony Ojeda; ITC Chair, Commissioner Natacha Seijas; the Honorable Tomas Fojar, First Deputy Minister of Foreign Affairs; Roddy Gomez, Assistant on International Affairs to Mayor Carlos Alvarez; Judge Margarita Esquiroz, and ITC Trade Development Specialist Maria Dreyfus-Ulvert.*

*The three photos below show private sector mission delegates at their business-to-business meetings with their industry counterparts.*



*(Continued from page 1)*

- Negotiations started with Turkish Airlines and are ongoing; the goal is to re-establish a direct flight between Miami International Airport and Istanbul. That flight was suspended after the September 11, 2001 events.
- Polish trade officials agreed to bring a trade mission to Miami-Dade and would also consider opening a trade office.
- LOT Airlines, the national airline of Poland is evaluating a direct flight to Miami from Warsaw after it receives its fleet of Boeing 787's in 2010.
- In Prague a very important accomplishment was the decision by municipal officials to move forward with the initiative for that city and Miami-Dade to become Sister Cities.
- Czech trade officials also said they would be bringing a trade mission to Miami-Dade in the near future and would be reevaluating the reopening of a Czech trade office in Miami-Dade County.
- In each city the private sector members of the delegation had ample opportunity to meet with their industry counterparts and reported productive contacts in each of the sectors visited.

With leading global economic indicators pointing to Eastern Europe as well as Turkey as one of the top growth regions for 2008 and into the future, the ITC's choice was not difficult.

Said ITC Chair, Commissioner Natacha Seijas, who lead the mission: "The objectives of the mission were to explore ways to increase bilateral trade between the Czech Republic, Poland and Turkey and Miami-Dade County, as well as, to promote Miami as the 'Gateway of the Americas' and a platform for international trade. I am very proud to say that we met and surpassed our objectives."

Said ITC Executive Director Tony Ojeda: "In all my time of taking ITC missions around the world I can say that this mission is at the very top in terms of the breath of our reach and the promise that there is in the three countries we visited. Turkey, Poland, and the Czech Republic are expanding and growing dramatically and all of them are looking to the U.S. and particularly to Miami as a place where they can reach U.S. markets and as a beachhead for Latin America and the Caribbean."

## ITC Joins Beacon Council in a Mission to Italy



*Participants in the Beacon Council/Coral Gables Chamber of Commerce Mission to Italy join their Italian counterparts during the mission.*

Frank Nero, President and CEO of the Beacon Council, Carolina Rendeiro, Chairperson, and Mark Trowridge, President and CEO of the Coral Gables Chamber of Commerce, led a joint economic development mission to Italy on May 6th to the 14th, 2008.

The objective of the mission was to promote Miami-Dade County as Global Business Center of the Americas by highlighting advantages and business opportunities Miami offers Italian companies across various sectors.

The mission delegation included a total of 9 participants. ITC Assistant Director Jimmy Nares, represented our office. In Milan, Florence, and Pisa, Mr. Nares gave a branding presentation of both the ITC and Miami-Dade County at a well attended meeting at Toscana Promozione in Florence. To date, as a result of the contacts made during the mission, the ITC has provided business leads to an Italian company of Miami-Dade County companies that may be able to exports air conditioning and heating systems to Italy, and will be meeting with the president of an Italian company that produces plastic containers for the pharmaceutical and cosmetic industries about the possibility of exporting their products to Miami-Dade.

Italy is a very important trade partner of Miami-Dade County (17th largest) which accounted for \$1.5 billion worth of merchandise trade in 2007. In fact, aside from countries in Latin America and the Caribbean, which comprise 12 of Miami-Dade County's top 15 trading partners, Italy is only behind China, France and the United Kingdom in terms of trade with Miami-Dade County.

## ITC-GMCC Joint Mission to Peru and Chile Scheduled for September

The historic first joint mission between the Greater Miami Chamber of Commerce (GMCC) and the ITC to Peru and Chile is scheduled for September 20th to the 27th. And with the complex logistics of such a project, the planning is well underway.

The ITC's Maria Dreyfus-Ulvert, Trade Development Specialist making the arrangements, is scheduled to travel to both capitals, Lima and Santiago, late in June to conduct pre-mission planning visits that involve selecting meeting venues, scheduling high-level meetings, and making sure the ITC delegates do not skip a beat during their action-packed mission.

Said ITC Executive Director Tony Ojeda: "The mission will be an excellent opportunity for Miami-Dade representatives to expand into new markets in Peru and Chile."

Chile is Miami-Dade's 8th largest trading partner with a total trade value of \$2.4 billion in 2006. The United States and Chile have a comprehensive free trade agreement that eliminates bilateral tariffs, lowers trade barriers, promotes economic integration, and expands opportunities for the people in both countries. In fact, bilateral trade between the US and Chile doubled since the US-Chile Free Trade Agreement took effect on January 1st 2004. Roughly \$558.6 million of Chilean imports arrive via Miami International Airport, and about \$105.3 million are processed at the Port of Miami.

Peru is Miami Dade 13th largest trading partner with a total trade value of \$1.6 billion in 2006. In 2006, the United States and Peru entered into a trade promotion agreement that will enter into force



*Members of the Greater Miami Chamber of Commerce (GMCC), ITC, and Chilean diplomats, gathered recently to plan the Joint Mission to Peru and Chile.*

once Peru has taken the necessary steps to ensure implementation of its obligations. The agreement will provide U.S. exporters duty free access to the Peruvian market, and provide new market access for U.S. consumer and industrial products. Miami International Airport processed roughly \$387.9 million worth of cargo (much of which is perishable food), and the Port of Miami processed another \$135.9 million.

Mission registration materials will be available in July. For more information please contact Maria Dreyfus-Ulvert at [dreyfus@miamidade.gov](mailto:dreyfus@miamidade.gov) or 305-375-3885.



**Carlos Alvarez**  
Mayor

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**José "Pepe" Diaz**  
District 12

**Natacha Seijas**  
District 13

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Clerk of Courts

**George M. Burgess**  
County Manager

**Robert A. Cuevas, Jr.**  
County Attorney

## Commissioner Rebeca Sosa Welcomes ITC Hosted Mission from the Dominican Republic



Commissioner Rebeca Sosa – in purple blouse at the center of the photo – addresses the delegation from the Dominican Republic at a luncheon held at the Miami Free Trade Zone last April 21st. The delegates spent the morning at seminars learning about how to do business in Miami-Dade County, and the rest of their stay in business meetings with representatives of their respective commercial sectors. The ITC was one of the sponsors of the mission.



From left to right: the Honorable Karl Samuda, Minister of Industry, Investment and Commerce of the Government of Jamaica, listens to the presentation by Jeanie Lisenby, ITC Marketing and Outreach Manager.

## Jamaican Trade Expo Draws Hundreds of Companies

The International Trade Consortium participated in the Jamaican Business Expo 2008 on May 29th-30th at the Broward County Convention Center in Fort Lauderdale FL. The event was sponsored by the Jamaica USA Chamber of Commerce, and the theme was "Buy Jamaican-Brand We Love".

The two day event featured local and Jamaican exhibitors and was well attended by both the private sector business as well as government officials. The opening breakfast featured keynote speaker, Robert Gregory, President of Jamaica Trade & Invest (JTI).

Mr. Gregory passionately believes in the potential of the Jamaican workforce, through proper preparation, becoming a world class competitive force in niche market export products.

## Sister Cities Invites Artists to Participate In its Art Exhibit

The Miami-Dade County Sister Cities Program and Miami Dade College are inviting artists to participate in the Sixth Annual Miami-Dade Celebrates the Art of Its Sister Cities exhibit that will be held from September 23rd through October 7th, 2008 at Miami Dade College's Tower Theater. This year's theme will be "Celebrating Our Diversity".

The deadline for submitting entries is July 21st, 2008.

The art exhibit and sale will be composed of works by artists representing those countries which have Sister Cities affiliations with Miami-Dade County, as well as works of art that reflect the Mission of Sister Cities International which is to promote peace, mutual respect, understanding and cooperation.

The schedule for the exhibit is as follows:

- Deadline for submitting art work – July 21
- Meet the Artists Reception – August 28
- Opening Night Reception – September 23
- Cultural Friday – September 26
- Closing Night and Drawing – October 7

## Events

09/07/08  
ITC Board Meeting  
Lawson E. Thomas Courthouse Center  
175 NW First Street  
Ricardo Bran 305-375-1254  
rbran@miamidade.gov

06-09/08/08  
CAMACOL  
Business Development Mission to Honduras  
Betly Gradera 305-631-6555 ext. 220

Please note that dates are subject to change.  
To announce upcoming events please call 305-375-4750.



**Commissioner Natacha Seijas**  
ITC Chair

**Tony Ojeda**  
Executive Director

**The Jay Malina**  
International Trade Consortium

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