



**Message from Alex Gonzalez,  
 Chair of the ITC's Asian  
 Trade Initiatives Ad Hoc  
 Committee :**

On behalf of the Board of Directors of the Jay Malina International Trade Consortium (ITC), I'd like to welcome you to the ITC's newsletter, the Miami-Dade Global Trader.

This month has been particularly busy as ITC staff worked intensely on the final preparations for the Business Development Mission to South Africa, which is off to an excellent start. Additionally, ITC Chair Natacha Seijas and Executive Director Tony Ojeda made an important stop in D.C. for official business before departing on the mission.

The Asian Trade Initiatives Committee has recommended India as the destination for the next business development mission. Additionally, the Western Hemisphere Trade Initiatives Committee has targeted six potential mission destinations for Fiscal Year 07-08; and plans for a Sister Cities Mission to the Bahamas are already in progress.

Another important development is that the ITC now has a promotional video which was unveiled at the Board Meeting held on April 11. This item will be used to showcase our community as a Global Gateway.

We encourage you to visit [www.miamidade.gov/itc](http://www.miamidade.gov/itc) to keep abreast of the latest events and developments of the ITC.



## Commissioner Seijas Leads Successful ITC "Fly-In" to Washington, D.C.

Commissioner Natacha Seijas with Senator Bill Nelson are flanked by Tony Ojeda, ITC Executive Director on the right and Board Member Dwayne Wynn on the left



ITC Chair, Commissioner Natacha Seijas led an ITC delegation to Washington, D.C. that met with Senators Bill Nelson of Florida and Bob Menendez of New Jersey as well as with staff of members of the Miami-Dade Congressional Delegation. The delegation also met with ranking representatives of federal government departments as well as diplomats from India and Brazil.

Commissioner Seijas asked the senators and members of the Congressional delegation support for a \$300,000 appropriation to be used to expand the ITC's Trade Missions Program. The additional funding would allow ITC to conduct two more business-development missions and to attract more business participation. In addition some of the funding would permit for a program in seminars and workshops on trade issues

The members of the ITC delegation also urged support for continued progress in free trade issues. They also expressed concern regarding the impact that con-



Sen. Menendez and Com. Seijas

straints on visas for international executives are having on trade and international business in South Florida.

Said Commissioner Seijas of the "Fly-In": "The trip was most productive. We got the message to the federal government and to the Congressional Delegation."

The "Fly-In" took place on Thursday, April 12 and Friday, April 13 and included a full schedule of meetings both days. The ITC delegation, which included Board Member Dwayne Wynn and Executive Director Tony Ojeda, also met with officials from the House of Representatives Committee on Foreign affairs.

Some of the Fly-In highlights included meetings with the following officials:

- Everett Eissenstat, Assistant United States Trade Representative for the Americas.
- Ana Guevara, Deputy Assistant Secretary of the U.S. Commerce Department.
- Al Martinez-Fonts, Assistant Secretary of the Department of Homeland Security.

Meetings with the Foundation for Democracy in Africa and the Corporate Council on Africa were also held in anticipation to the South Africa mission that left on April 15.

ITC Executive Director Tony Ojeda said of the trip: "We are very excited about the Washington Fly-In by the receptiveness we found. We had the fantastic meetings with officials in very high levels in the federal government. And we found the trade representative of India to be most excited about our upcoming mission in the fall and he offered full assistance as we plan our trip there."





## 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 Guave, Haiti

Pucallpa, Peru

St. Kitts & Nevis Island

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

## ITC Headed for India next September

The ITC will be headed to India next September. At its April meeting the Board of Directors approved a recommendation by the Asian Trade Initiatives Committee naming that country as the target for its next mission.

Board member and Committee Chair Alex Gonzalez said the committee held four meetings to plan and select the mission to an Asia country or countries.

"Based on a series of criteria developed during the meetings, and on trade data obtained by ITC Staff, the Committee recommends to the ITC Board that India should be targeted," said Gonzalez in his memo to the Board.

One of the important statistics the Committee considered is that India's trade with Miami-Dade County grew 49 per cent from 2005 to 2006. And yet that is a fraction of India's trade with the United States, which is \$26.8 billion. The U.S. is India's largest trading partner.

India has the world's 12<sup>th</sup> largest economy and the third in Asia after Japan and China. As a market, it is considered a prime target. There are 350 million Indians who are part of the country's growing middle class.

In his report to the Committee recommending India, ITC Executive Director Tony Ojeda pointed out some of the most significant aspects of India's potential as a trade partner.

"Staff believes that it is essential that Miami-Dade County take the lead in Florida and move aggressively to establish trade and cultural relations with this important trade partner in Asia," he said.

In coming months ITC staff will start developing the logistics for the mission.

In other action, the ITC Board of Directors:

- Made a special presentation to former Board Member Lee Sandler in recognition of his years of service and contribution to the ITC;
- Voted to increase the amount any single organization can obtain from ITC for trade missions from \$5,000 to \$6,000.



Lee Sandler, former ITC Board Member received a plaque and Certificate of Appreciation from the ITC Chair, Commissioner Natacha Seijas in recognition of his many contributions as a founding member of the organization. Mr. Sandler was a member of the Board of Directors from 2002-2007, and served as the first ITC Chair.

## First Year Report Highlights a New Era at ITC.



Executive Director Tony Ojeda

One year after returning to the ITC as executive director, at the April meeting Tony Ojeda reported to the Board of Directors on the progress he has made in moving the organization's mission and agenda forward.

Said Mr. Ojeda, "I am very proud of these accomplishments, and I know you too share in our pride. We are recognized not only at home but also abroad as an active participant in the County's efforts to move its international program forward."

Among the accomplishments he reported:

- Implemented the recommendations of the Department of Audit and Management for greater accountability.
- Removed, with support of the Board of County Commissioners, the Sunset provisions from the ITC Ordinance;
- Reorganized departmental operations, streamlined the budget and hired a full staff;
- Developed the agency's first Strategic Plan;
- Established procedures for the selection of countries to be visited;
- Reorganized and revitalized the department's communications and outreach with a redesigned newsletter, new collateral materials, the department's first ever DVD and increased the communications to the Board and Coordinating Council;
- Conducted an ITC mission to Trinidad and Tobago and is leading one now to South Africa; and also led a Sister Cities mission to Asti, Italy;

## Sister Cities will Lead ITC Mission to the Bahamas in June

ITC is planning a summer mission to the Bahamas to include government, cultural, and trade components. Commissioner Denis C. Moss will lead the mission which is being coordinated by the Miami-Dade County's Sister Cities Program.

From June 27-June 30, mission participants will be able to experience first hand the strong bond that exists between the Bahamas and Miami-Dade County, which share a very active Sister Cities relationship. The strong ties that exist between both communities prompted the Sister Cities Coordinating Council to choose the Bahamas as the destination for this mission.

Highlights of the mission will include meetings with top government officials, visits to the College of the Bahamas and Hotel Training Institute, and business matchmaking sessions primarily focusing on the following sectors:



**From left to right: Jimmy Nares, ITC Assistant Director, Hon. Alma Adams, Consul General of the Bahamas, H.E. Arthur D. Hanna, Governor General of the Bahamas, and Tony Ojeda, ITC Executive Director.**

- Vehicle and Auto Parts,
  - Hotel and Restaurant Supplies,
  - Computers and Computer Parts,
  - And Boats, Ships, and Maritime Equipment.
- For more information, please call Adam Peters at (305) 375-5808.



**Left to Right: Hon. Rafidah Aziz, Malaysian Minister of International Trade & Industry; Mr. Bernhard Schutte - CEO Digital Media Network, Inc; and Mr. J.A. Ojeda, Jr. ITC Executive Director.**

## Malaysia-USA Conference Focused on Trade

On April 10 the Malaysian Ministry of International Trade & Industry and the Malaysian Trade Center [MATRADE] organized the first ever "Malaysia-USA Business Opportunities" forum at the Hilton Miami Airport Hotel. The event was chaired by Mr. Bernhard Schutte, CEO, Digital Media Network, Inc.

In her opening remarks Minister Rafidah Aziz stated that the objective of her mission to Miami, was to "further solidify the bilateral Free Trade Agreement between Malaysia and the United States." She noted that the Malaysian Trade Center is now fully operational in Miami and can provide up to date trade information about Malaysia to interested local businesses in South Florida.

Mr. J.A. Ojeda, Jr., ITC's Executive Director welcomed Minister Rafidah and her delegation and presented a gift on behalf of Commissioner Seijas and the ITC Board of Directors.

## ITC Staff Participates in the 20th Asian-Pacific Business Outlook

More than 400 delegates from the United States and Asian countries gathered at the University of Southern California Marshall School of Business, Los Angeles to attend the 20th Annual Asian-Pacific Business Outlook [APBO] Conference. The conference was held from March 26 - 28, 2007, and organized in partnership with the U.S. Department of Commerce.

The APBO conference brought together Foreign Commercial Service officials and Asian business experts to share

their ideas and experiences about the opportunities and challenges in the Asia/Pacific marketplace. Ambassador Ralph Boyce - Thailand; Ambassador Patricia Herbold - Singapore; Ambassador Christopher LaFleur - Malaysia; And Ambassador Michael Marine - Vietnam, were keynote speakers at the conference.

Mr. Alufohai had one-on-one meetings with the U.S. Foreign Commercial Service officials from India, Taiwan, South Korea and Japan.

**Carlos Alvarez**  
Mayor

**Board of County  
Commissioners:**

**Bruno Barreiro**  
Chair

**Barbara J. Jordan**  
Vice-Chair

**Barbara J. Jordan**  
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**Dorrian D. Rolle**  
District 2

**Audrey M. Edmonson**  
District 3

**Sally A. Heyman**  
District 4

**Bruno A. Barreiro**  
District 5

**Rebeca Sosa**  
District 6

**Carlos A. Gimenez**  
District 7

**Katy Sorenson**  
District 8

**Dennis C. Moss**  
District 9

**Sen. Javier D. Souto**  
District 10

**Joe A. Martinez**  
District 11

**José "Pepe" Diaz**  
District 12

**Natacha Seijas**  
District 13

**Harvey Ruvín**  
Clerk of Courts

**George M. Burgess**  
County Manager

**Murray A. Greenberg**  
County Attorney

## WHAT'S NEW AT THE ITC?

Commissioner Rebeca Sosa, District 6 has appointed Mr. Ray Flores as her representative to the ITC Board of Directors. Mr. Flores is the Area Director of External Affairs for Bellsouth Telecommunications.

### ITC Hires New Senior Sister Cities Coordinator

The Sister Cities Program has a new Sr. Sister Cities Coordinator. Mr. Adam C. Peters was appointed to this position by ITC Executive Director Tony Ojeda effective March 19.

Mr. Peters has a Masters Degree in Business from the University of Miami and a Bachelor of Arts from Florida State University. He has an extensive resume with an interesting background.

He served as Vice Consul for Trade at the Consulate of the United Kingdom



**Adam Peters**

here in Miami where he was involved in promoting trade between our community, and the UK, and in organizing and supporting trade missions.

During this assignment he traveled extensively throughout the US and the UK.

Mr. Peters also has a strong financial background in banking and insurance, as well as experience in merchant banking. He has traveled throughout Central and South America, and lived in Chile where he learned to speak and write Spanish.

The Sister Cities program will benefit from Mr. Peters' knowledge and experience as new projects and activities are undertaken.

## EVENTS

#### ITC Business Mission to South Africa

April 15-26

Commissioner Natacha Seijas will lead a business delegation to South Africa. Delegates include Commissioners Sally Heyman and Audrey Edmonson, CAMACOL, the Beacon Council, and the GMCVB. The purpose of the mission is to discuss the possibility of increasing trade, create a Sister Cities relationship and establish a direct air-link with South Africa. Meetings with high level officials have been organized as well as with local economic development agencies.

#### Youth Summit on Citizenship Diplomacy

April 18: 8:00AM - 2:00PM

Miami Dade College

Wolfson Campus - Chapman Center

Alyce Neji (30 5)995-1706

The first ever Youth Summit, sponsored by ITC and the Miami-Dade Sister Cities Program, and hosted by Miami Dade College, Miami Dade Public Schools and the Miami Council for International Visitors, will bring together about 100 students for round table discussions and working sessions. The summit will focus on Cultural Awareness, International Business and Globalization, and International Conflict Resolution.

#### Committee to Explore Sister Cities Relationships

April 19: 12:00PM - 1:00PM

111 NW 1st St.

(305) 375-5280

#### Sister Cities Bahamas Committee

April 22: 3:00PM - 04:30PM

Bethel House Museum

18201 SW 102 Ct.

Adam Peters

(305) 375-5420

#### "Opportunities in International Trade"

April 27: 10:45 a.m.  
to 12:15

Moderator: Ian

McCluskey, Pub-

lisher of WorldCity

Magazine. Panelists:

Messieurs Albert

Oses, Lee Sandler,

and John Price.

the Hyatt Regency

Miami, 400 S.E. 2<sup>nd</sup>

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3111

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ITC Chair

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Executive Director

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Please note that dates are subject to change.

To announce upcoming events please call  
(305) 375-4750.