



**Message from the ITC  
Board Treasurer,  
Marlon A. Hill, Esq.:**

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.

2007 is off to an excellent start for the ITC. As you will see in this issue, several important milestones have been reached. Among the most important are the removal of the sunset provisions on the continued existence of the ITC and the approval of the Strategic Plan for 2007-2008.

The ITC has also welcomed several new staff members. This will allow the ITC office to more fully implement its Strategic Plan and to further the international business interests of Miami-Dade County residents and businesses. In addition, the ITC has formed new committees to further our advocacy on regional trade issues and interests.

We encourage you to be engaged with the ITC's mission and objectives and to challenge us in working together to showcase Miami-Dade County as a gateway of international trade and culture.

## STRATEGIC PLAN FOR 2007-2008 FISCAL YEAR APPROVED!



ITC Board Meeting on February 14 at the Performing Arts Center. From Right to Left: Tony Ojeda, Jr., ITC Executive Director; Eric Rodriguez, Attorney; Commissioner Natacha Seijas, ITC Chair; Janá Sigars-Malina, ITC Vice-Chair; and Board Members: Alfredo Hidalgo-Gato, Dr. Denis Rod; Walter Loy, and Fernando Melo.

The ITC Board of Directors unanimously approved the strategic plan for Fiscal Year 2007-2008 at the Board Meeting held on February 14 at the Carnival Center for the Performing Arts. The final version includes the ITC's new mission statement which is, "to create opportunities for international trade and cultural understanding by promoting and strengthening Miami-Dade County as a global gateway."

The ITC will focus on four strategic goals in 2007-2008 as determined by the ITC Board and Sister Cities Coordinating Council. The goals are to:

- Increase awareness of Miami-Dade County as a global gateway.
- Strengthen Miami-Dade County's position as an international trade center.
- Promote cultural and international understanding.
- Conduct active advocacy for international trade at federal, state, and local levels.

As part of the Strategic Plan, the ITC will work closely with relevant stakeholders to support the mission of the ITC and ultimately, support Miami-Dade County's Economic Development goal. With this in mind, ITC Chair, Natacha Seijas, appointed five Ad Hoc Committees which will be chaired by ITC Board Members. They are:

African Trade Initiatives Chaired by Bernadine Bush;  
Asian Trade Initiatives Chaired by Alex Gonzalez;  
Europe & Middle East Initiatives Chaired by Walter Loy;  
Western Hemispheric Initiatives Chaired by David Peña.

### ITC SUNSET CLAUSE REMOVED

The Sunset provision in the ordinance that created the International Trade Consortium has finally been voted out of existence. Last January 25 at the meeting of the Board of County Commissioners, during the second reading of the ordinance that would have extended the sunset provisions for ITC for another five years, Commissioner Jose "Pepe" Diaz moved and Commissioner Joe Martinez seconded an amendment that effectively removed the sunset provisions from our enabling ordinance. This ordinance took effect ten days later. From now on the ITC is not subject to five-year life cycles.



## 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

## U.S. CHAMBERS IN LATIN AMERICA GATHER IN MIAMI FOR "OUTLOOK ON THE AMERICAS 2007"

Representatives of the US Chamber of Commerce and the Association of American Chambers of Commerce in Latin American (known as AMCHAMS) met for a two day strategic planning retreat in Miami on the 8<sup>th</sup> and 9<sup>th</sup> of February. Maria Dreyfus-Ulvert, Trade Developer for ITC participated in AACLA's (Association of American Chambers of Commerce in Latin America and the US Chamber of Commerce) annual luncheon entitled "Outlook on the Americas 2007".

During the luncheon, Daniel W. Christman, Senior Vice President for International Affairs at the US Chamber of Commerce and a retired lieutenant general emphasized that one of the most important issues for the US business community this year was to support the approval of the US Trade Promotion Agreement with Peru, Colombia and Panama by the US Congress. According to General Christman, the passage of these Trade Promotion Agreements might face resistance. However, they are considered to be of strategic importance to the US given the cultural affinity and friendship of these countries with the United States.

Walter Bastian, Deputy Assistant Secretary for the Western Hemisphere at the US Department of Commerce highlighted the important contribution of US Business in the economies of Latin American and Caribbean countries. This was reaffirmed by Charles Shapiro, Principal Deputy Assistant Secretary for Western Hemisphere Affairs of the US State Department who stated that over the past 5 years, US companies have invested US\$10-11 Billion dollars in the region.

### ITC WELCOMES A NEW TRADE DEVELOPER



Maria Dreyfus-Ulvert joined the ITC as the new Trade Developer on February 6, 2007. Ms. Dreyfus-Ulvert will focus on the Western Hemisphere as well as Europe and the Middle East. She was most recently working as the Commercial Attaché to the Consulate of Nicaragua in Miami.

She has a B.A. in Government with a Certificate in Latin American Studies from Georgetown University, and an M.A. in International Affairs from Columbia University. She has served as Program Specialist for the United Nations Development Program; as well as Minister Counselor to the Nicaraguan Mission to the United Nations; and Deputy Director of the European Division of the Ministry of Foreign Affairs of the Republic of Nicaragua.

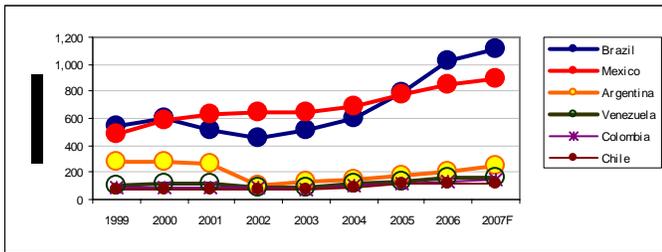
## INCOMING TRADE MISSION FROM GUATEMALA, MIAMI'S EIGHTH LARGEST TRADE PARTNER

The ITC sponsored an incoming Trade Mission from Guatemala, hosted by the Guatemala Trade and Investment Office. The Mission, comprised of ten Guatemalan companies seeking to establish business relations with companies in South Florida, was in Miami-Dade County from February 14th through the 16th.

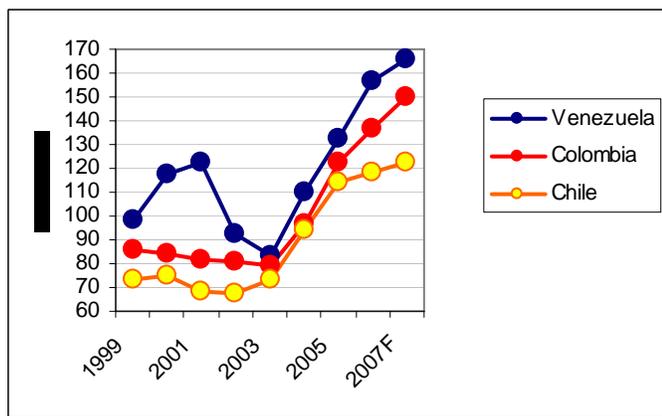
Tony Ojeda, Jr., Executive Director of the ITC, David J. Pena, Esq., Chair of the Western Hemisphere Trade Initiatives Ad Hoc Committee, and Maria Dreyfus-Ulvert, ITC Trade Developer met with the mission participants, representing companies from different sectors ranging from hygiene products to linens, during a luncheon on February 14th. In 2005, Guatemala was Miami's eighth largest trade partner up 3.8% from the previous year with a total trade value of \$2.3 billion. Two-fifths of U.S. imports from Guatemala to the U.S. last year entered through South Florida.

Arrangements for the mission were made by the American Chamber of Commerce of Guatemala, and the Guatemala Trade and Investment Office in Miami. Participating offices included Enterprise Florida, the ITC, the Guatemala Florida Chamber of Commerce and Florida International University.

**Nominal GDP**



**Nominal GDP**



LATIN TRADE MAGAZINE

**LATIN AMERICA TRADE FORECAST FOR 2007**

The economic forecasts for trade with and within Latin America are positive, according to Mike Zellner, publisher of Latin Trade, a leading publication that monitors trends in the region. At a recent presentation in Miami for Latin American marketing executives, Zellner said that while some economic indicators would suggest some caution, the expectation is for sustained growth across all front. Maritime, air cargo and air traffic are expected to continue to grow within the region at a steady and sustained pace, as the charts in this section indicate.

Of Miami-Dade's leading trading partners in the region, Brazil and Mexico are expected to outpace all others both in real numbers and in growth relative to 2006.

The trends for continued economic integration in the region are all positive, he said, with bilateral and some regional accords expected. He indicated that there are some reasons for caution in 2007. Among them: Impact of global economic slowdown; declining oil prices; the end of record commodity prices; competitiveness v. rest of emerging world and political instability in some countries.

**CANADIAN AMBASSADOR TO THE U.S. VISITS MIAMI-DADE COUNTY**

Nearly 400 attended a dinner hosted by the Canadian Consulate General in Miami in honor of the Canadian Ambassador to the U.S., Michael Wilson. At the dinner, which took place at the Country Club of Coral Gables, ITC executive director Tony Ojeda presented the key to Miami-Dade County to Mr. Wilson on behalf of Miami-Dade Mayor Carlos Alvarez. The ITC was one of the sponsors of the dinner.

Mr. Wilson acknowledged Miami-Dade's role as a gateway to the Americas when he spoke and said that was one of the reasons why he had wanted to visit the county on an official trip. He was greeted and briefed by local and state officials.

Emphasizing Canada's interest in our region, he said that his government has studied the relationship with Florida and believes the trade between Canada and Florida exceeds \$6 billion and that such trade is responsible for generating nearly

**"I believe it is important that Canadian companies need to take notice of the sort of advantage that you have here for commerce and for the movement of capital. Be it telecommunications, design, trade, you are the gateway to Americas and Canada needs to pay attention."**  
 - Michael Wilson, Canadian Ambassador to the United States

400,000 jobs in our state.

But he said the main reason for visiting Miami-Dade was in recognition of the key strategic role it plays in the hemisphere. He said that it is part of a broad shift in policy by the Canadian government in which it will pay more attention and have a higher profile in issues related to the Western Hemisphere, particularly Latin America.

"You already know how important

Miami is in a broader sense, and I wanted to see first hand the implications of the role that South Florida plays as a key component of the region.

I believe it is important that Canadian companies need to take notice of the sort of advantage that you have here for commerce and for the movement of capital. Be it telecommunications, design, trade, you are the gateway to Americas and Canada needs to pay attention," said Wilson.



Michael Wilson, Canadian Ambassador to the U.S.

He said that Canadians have invested \$100 billion in Latin America and believes that number will keep growing in the future.



## GRANT WRITER JOINS ITC

Maury Litwick has filled the part time Grant Writer position authorized in the current fiscal year.

Mr. Litwick is currently serving as part time staff member to the Miami-Dade County Office of Intergovernmental Affairs in Washington, D.C., and he will work on a part time basis for ITC. He will be responsible for identifying and submitting grant funds request to federal and private sector agencies for related projects. He will also work closely with our congressional delegation for funding special ITC trade related events. In addition, he will organize at least two events in Washington, D.C. for members of our congressional delegation, senior members of trade and internationally related cabinet departments, foreign embassies, and private foundations. His goal is to raise \$100,000 for ITC projects and activities.

Mr. Litwick has a B.A. in Communications from the University of Maryland and has undertaken studies at the National Defense University in Washington, D.C. He has worked in the congressional staff of U.S. Representative Chris Cannon, and U. S. Representative John T. Doolittle. He has experience in working the Appropriations Committee of the U.S. House of Representatives as well as with senior members of the White House staff. He has also worked as a Legislative Assistant in the legal offices of Greenberg, Traurig.



## STATE OF THE PORTS

The port and the airport, the two engines of trade at Miami-Dade County issued their yearly reports this Month.

The directors of Miami International Airport and the Port of Miami delivered their annual State of the Ports reports, which took place the first time at the Carnival Center for the Performing Arts. The Knight Concert Hall was almost full when Jose Abreu of Miami International and Bill Johnson, Port Director, delivered their reports.

MIA had a very happy story to tell. Abreu reported that 2006 was the best year for the airport since 9/11 for passenger traffic. More than 32 million passengers flew in or out of MIA. That was an increase of 1.5 million, or 5 percent, from 2005.

"The largest contributor to our growth last year was American Airlines," reported Abreu. "They set a new record at MIA, carrying nearly 20 million passengers. These are all encouraging signs for our largest airline and for our airport."

And in cargo the story was just as good. MIA's cargo grew by 4 percent. Of the airport's cargo, 84 percent, or 1.7 million tons is international. This continues to keep MIA as the top U.S. airport for international freight, and the only one in the U.S. among the world's top



Left to Right: Jose Abreu, Director of Miami International Airport; and Bill Johnson, Director of the Dante B. Fascell Port of Miami-Dade.

cargo airports.

"Last year we reached an historic milestone in the lucrative Asian market," said Abreu. "Korean Air Cargo began service from Seoul... and with our established China Airlines service to Taiwan, that means we have seven weekly freighter flights to and from Asia."

At the Port of Miami, Port Director Bill Johnson had a slate of developments for which he was justly proud, although the Port handled slightly less cargo than in 2005.

But on the cruise ship side, the Port of Miami continued to grow and to claim top billing as the world's largest cruise ship terminal.

Passenger totals grew by 3.5 percent to 3.7 million in 2006, 125,000 more than in 2005. And 757 ship dockings took place in 2006, as compared to 734 in 2005.

While the Port's gross revenue grew 3.6 percent, the actual tonnage decreased by 8.6 percent. This, Johnson explained,

was due mainly to the consolidation of a number of large cargo operators who transferred their business to Port Everglades.

He said that the challenge of a changing sea cargo industry as well as what many operators say is congestion in access to the Port is creating a new set of challenges

for which he made specific recommendations.

"The port is in a great position, and with our aggressive agenda for growth, we can make it even better. Our approach is to look at the port as a business, and work in concert with our cargo and cruise partners to achieve our common goal of increasing the number of cruise passengers and the volume of cargo moving through the Port of Miami."

Both MIA and the Port of Miami face traffic challenges which both directors are addressing in cooperation with other local governments. MIA is working to expand its 25<sup>th</sup> Street corridor to connect the cargo access to the Palmetto Expressway and the port is working to develop a tunnel with direct access to State Road 836 and to improve general traffic patterns that will facilitate truck access.

The recommendations for improved road access to both facilities will cost nearly a billion dollars.

## PRE-MISSION VISIT TO SOUTH AFRICA CALLED A SUCCESS

In preparation for the ITC Business Development Mission to South Africa next April Senior Trade Development Specialist Desmond Alufohai traveled to Johannesburg and Cape Town in January to secure commitments for appointments at the highest levels and to review travel logistics.

ITC Executive Director Tony Ojeda said that Alufohai's pre-mission trip was a success.

"Based on his report I am extremely excited by the level of meetings we will be conducting and by the high quality of the arrangements and accommodations," said Ojeda. "Commissioner Natasha Seijas will be leading the mission and we expect one of the best missions ever."

The 11-day mission, April 15 to April 26 will start in Johannesburg and conclude in Cape Town.

Alufohai, who met with top political, trade, commerce and tourism officials in South Africa's two largest cities, said Miami-Dade's mission is already generating a lot of excite-

ment in the African country with the largest economy and with the greatest growth potential.

"I was very impressed with how enthusiastic they are that we are coming," said Alufohai. "A

lot of them have been here and others know the name of Miami-Dade and they see the potential."

"Two of the most alluring potentials for growth in trade is that South Africa will be hosting the World Cup in 2010, which is generating a huge amount of economic activity already, and that the South Africans recognize Miami-Dade's strategic position as a platform for trade with the Americas," he added.

His pre-mission trip included dozens of meetings with the leading officials who will be meeting and briefing the



Left to Right: Mduduzi Mbada, Secretary of ANC Caucus; Head of the office of the Chief Whip, Gauteng Legislature; Richard Mdakane, Speaker, Gauteng Legislature; and Desmond Alufohai, Senior Trade Developer for the ITC.

ITC mission.

Among the potential business opportunities are a great need for professional services, including of scientists, engineers, architects and mathematicians. South Africa's leading exports to Miami-Dade now included technology, car parts and minerals.

The ITC mission will also include meetings and briefings with U.S. Embassy officials.

An official call to register for what promises to be a terrific mission will be going out in the next few days.

## SISTER CITIES PROGRAM TO HOST YOUTH SUMMIT

The Miami Council for International Visitors (MCIV) is collaborating with the Miami-Dade County Sister Cities Coordinating Council, and Miami-Dade College to host a Youth Summit on April 18, 2007. The idea spawned from a National Sister Cities event. The summit, fully supported by the ITC, will bring together over two hundred students from more than ten Miami-Dade public high-schools, many of which have International Baccalaureate Programs, to hold in-depth round table discussions and working sessions with a focus on Cultural Awareness, International Business & Globalization, and International Conflict Resolution.

Students from Miami-Dade College will serve as moderators, and panelists who currently work in the international arena will share their experiences with the students. Walter Loy, Dean and Chair of the Sister Cities Coordinating Council, observes, "that this summit will give our local students the opportunity to expand their awareness of the importance of citizen diplomacy, and to find ways in which they too, can play significant roles in strengthening ties between Miami-Dade County and the international community."

The participants will receive Student Ambassador Certificates and they will also have the opportunity in the future to get involved with the MCIV by meeting with overseas pacesetters.



Pictured Above: Rolando Doglioni, during his visit to Miami-Dade County from Asti, Italy, Mrs. Doglioni, Tony Ojeda, Jr., Executive Director of the ITC, and Emma Tibaldeo, Member of the Sister Cities Coordinating Council.

## WHAT'S NEW AT THE ITC?

- Congratulations to Jill Klaskin-Press who was appointed to the Board of Examiners (BOE) for the Universal Public Purchasing Certification Council (UPPCC). Ms. Klaskin Press will serve a two year term as a representative of the National Institute of Governmental Purchasing (NIGP). The BOE is the UPPCC body responsible for the development of examinations administered to all public sector purchasing professionals and for making decisions on matters relating to certification, recertification and revocations. The UPPCC is the only body that is internationally recognized for certifying public purchasing professionals.
- The Sister Cities Coordinating Council is pleased to welcome three new at large members, JC Alexander, Judge Margarita Esquiroz, and Corinna Moebius.



Jill Klaskin-Press, ITC Board Member

## CONSULAR CORNER

Miami-Dade County is fortunate to have approximately 70 Consulates and foreign trade offices located within its jurisdiction. The ITC will be dedicating a section of *The Miami-Dade Global Trader*, to highlighting the activities and initiatives of our local Consular Corps. Please contact Cleopatra Contreras at (305) 375-4750 or cleo@miamidade.gov to submit information.

# EVENTS

### February 21: Uniform Customs and Practice for Documentary Credits Forum

A National seminar series organized by the United States Council for International Business, presented by the Florida District Export Council and the U.S. Commercial Service Hyatt Regency Miami  
400 S.E. 2nd Avenue  
Miami, FL  
Stephanie Heckel  
Tel: 1-954-356-6640  
Fax: 1-954-356-6644  
stephanie.heckel@mail.doc.gov

### February 22: Arts Committee - Sister Cities Coordinating Council Meeting

Stephen P. Clark Center  
111 N.W. First Street, Suite 2560  
Miami, FL  
Mayda Rescendi  
Tel: 305-375-1254  
mresc@miamidade.gov

**February 25 - March 2:** Incoming Trade Mission from Honduras  
Florida Foreign Trade Association (FFTA) in partnership with Enterprise Florida  
Contact: FFTA (305) 471-0737  
info@ffta.com

**February 28:** Asian Trade Initiatives Ad Hoc Committee Meeting  
Stephen P. Clark  
111 N.W. First Street, Suite 2560  
Miami, FL  
Desmond Alufohai  
Tel: 305-375-1254  
alufoha@miamidade.gov

**February 28:** The Fifth Annual Beacon Awards  
Parrot Jungle Island  
1111 Parrot Jungle Trail  
Miami, FL  
Tel: 305-579-1342

**March 14:** ITC Executive Committee Meeting

Stephen P. Clark Center  
111 N.W. 1st Street, 3rd Floor Conference Room  
Miami, FL  
Ricardo Bran  
Tel: 305-375-1254  
Fax: 305-679-7895  
rbran@miamidade.gov

**March 15:** Sister Cities Coordinating Council Meeting  
Stephen P. Clark Center  
111 N.W. First Street, Suite 2560  
Miami, FL  
Mayda Rescendi  
Tel: 305-375-5280  
mresc@miamidade.gov

**April 15 - 26:** Out-Bound Trade Mission to South Africa  
Desmond Alufohai  
Tel: 305-375-3526  
alufoha@miamidade.gov

Please note that dates are subject to change.

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



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