

South African Delegations Reciprocate ITC Mission to Their Country



Message from Bernadine Bush,
ITC Board of Directors Member,
Chair, African Trade Initiatives
Ad-Hoc Committee

Strong trade relationships with other countries are not born overnight - they are carefully cultivated and developed over time.

I am very pleased to have seen the relationship between Miami-Dade County and South Africa flourish in recent years. In 2006, County officials hosted Her Excellency Barbara Masekela, South African Ambassador to the U.S. In 2007, after our committee made the recommendation, the ITC led a business development mission to Johannesburg, Pretoria, and Cape Town, South Africa. During this mission, invitations were extended to our new friends to visit Miami-Dade. I feel very gratified that ITC received two reciprocating missions from South Africa this July. Negotiations to re-establish a direct air route between Miami and Johannesburg, which would increase bilateral trade between our communities, have been ongoing and both delegations have vowed to continue to work on making this prospect a reality. I am also very excited about future collaborations and cultural exchanges with Cape Town as Miami-Dade will be entering into a Sister City agreement with that city.

This comprehensive approach of developing lasting trade relationships is at the core of the ITC's mission of promoting Miami-Dade County as a global gateway by enhancing international relations, cultural understanding, and trade.

It has been most exhilarating to be a part of the process of strengthening our ties with South Africa.



Pictured on the left are, from left to right: Miami-Dade Commissioner Audrey Edmonson; CAMACOL President Capt. William Alexander, co-sponsor of the event; Mrs. and Mr. Richard Mdakane, the Honorable Speaker of the Gauteng Legislature; and Miami-Dade Commissioner and ITC Chair Natacha Seijas at the dinner ITC hosted for the visiting Speaker of the Gauteng Provincial Legislature. Below is a matchmaking session organized by ITC for the South African Department of Trade and Industry trade mission.

Two high-level agencies from South Africa brought missions to Miami-Dade County during July. ITC had extended invitations to both during its mission to that country last year.

Both delegations, one from the Gauteng Provincial Legislature and the other one from South Africa's Department of Trade and Industry (DTI), were led by top level officials. The Gauteng delegation was led by the Speaker of the Legislature, Richard Mdakane. Accompanying him were his wife and two other members of the legislature. The DTI delegation was led by Iqbal Sharma, Deputy Director General of the department.

Gauteng is South Africa's most populous province, with 10.6 million residents, and it has as its provincial capital the city of Johannesburg. Both delegations had as overall goals the expansion of trade with Miami-Dade as a platform for a Western Hemisphere trade strategy. The ITC hosted receptions in honor of



each of the delegations during their visits.

The Gauteng delegation explored the possibility of reestablishing the South African Airlines direct air route between Miami and Johannesburg, which it discussed during a meeting with the Miami-Dade Aviation Department. Its visit also fostered partnerships with the ITC, both in the areas of trade and culture. The DTI delegation studied the possibility of establishing a Trade Office here.

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Dale Webb, left, from the Protocol Center, and former ITC Board of Directors member Lee Sandler, of Sandler, Travis & Rosenberg, exchange a hearty greeting at the ITC's second Protocol Symposium. For the full story please turn to page 2.

Did You Know?

- 82% of all fresh-cut flowers imported into the U.S. come into Miami International Airport (MIA). Also, 98% of all fresh-cut flowers imported by the U.S. from Colombia come into the country through MIA. (source: World City)
- The Miami River has been recognized as Florida's 4th largest port (Source: Florida Atlantic University, April 2008). Miami River cargo transshipment is estimated at \$4 billion per year.



Protocol Symposium Prepares County Employees to Receive Foreign Dignitaries

In recognition of the global role that Miami-Dade County has attained in commerce, tourism, trade and as a major center of diplomatic offices, the ITC hosted the second annual Protocol Symposium for government and private sector personnel. Eighty five persons attended the symposium, which was held on June 16, 2008 at Jungle Island.

ITC Chair Natacha Seijas, who opened the program, provided an insight into its purpose: "All of us in this room are recognizing a very important fact of life in Miami-Dade County. We live in a global community and, as such, a crossroads of the world. We need to be prepared to deal with officials and high level delegations from every corner of the globe."

The program was organized by ITC with the assistance of Florida International University. The workshops were conducted by Miami's Protocol Center, led by Dale Webb and Pauline Winnick, well-known local corporate and marketing executives. The event, which lasted five hours, included workshops with topics such as International Awareness and Multi-Cultural Competency;



Top, from left to right, ITC Executive Director Tony Ojeda; Pauline Winnick, of the Protocol Center; Sonia Garza-Monarchi, keynote speaker; Dale Webb, of the Protocol Center; Sebastian Arcos, of Florida International University; and Adam Peters, of the Miami-Dade County Sister Cities program. Below is a partial view of the audience at the Symposium.

Meeting Etiquette; Small Talk/Networking, and Introductions.

Luncheon keynote Speaker Sonia Garza-Monarchi, is the former executive director of the Houston International Protocol Alliance. Her presentation focused on real world protocol mistakes that governments at various levels have made, and how the situations could have been avoided.



Trade Updates in the Americas

House Approves Bill Revising DR-CAFTA

The House of Representatives approved on July 29 legislation extending the Generalized System of Preferences and making certain amendments to the U.S.-Dominican Republic-Central America Free Trade Agreement.

Extension of Trade Preference Programs

The Andean Trade Preference Act and the Generalized System of Preferences, two programs relied upon by international companies to gain duty-free treatment for a wide array of products imported into the United States, are scheduled to expire at the end of this year.

Brazilian Duty Rates

A Brazilian law that took effect June 23 allows executive authorities to change the duty rates on certain imports without prior notice.

Brazilian Customs Procedures

The Brazilian Internal Revenue Department, in partnership with the Aeronautic Technological Institute and the University of Campinas, is developing a new computer system designed to foster both the security and facilitation of trade.

Mexico Pursuing FTA with Central America

Mexico has initiated negotiations with a number of Central American countries in an effort to consolidate the three free trade agreements it presently has with them into one stand-alone agreement.

U.S. Commerce Dept. Announces that Miami exports are Eighth in the U.S.



U.S. Secretary of Commerce, Carlos Gutierrez, announced in July that the Miami-Ft. Lauderdale-Miami Beach metropolitan area was the eighth-largest export market in the United States.

The announcement placed the region's exports for the first half of 2007 at \$12.3 billion. This data is different from the numbers reported by the U.S. Customs in that it specifically identifies merchandise that was exported from the South Florida region, while Customs' data included all merchandise that went out of the country from ports and airports, much of which is in transit and does not originate here.

According to the report, the Miami region accounted for 62 per cent

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ITC also provided business-to-business matchmaking services during an afternoon session organized for the DTI delegation. ITC used its trade database of Miami-Dade County businesses to arrange meetings between South African and Miami-Dade businesses. The eight visiting South African companies or agencies were matched with 23 companies or agencies from Miami-Dade County in one-on-one meetings, resulting in 56 meetings during the matchmaking session.



Sister Cities International Conference Focuses on Communities

More than 600 representatives from 20 countries gathered in Kansas City, Missouri, to attend the 52nd Sister Cities International Annual Conference held July 16th through 19th. The theme of this year's conference was Sustainable Peace Through Livable Communities. Conference attendees heard presentations discussing the importance of environmental concerns as they relate to world peace. U.S. Senator Sam Brownback was the keynote speaker. Adam Peters, Senior Sister Cities Coordinator represented Miami-Dade County at the Conference. Sister Cities International is a nonprofit organization that creates partnerships between U.S. cities and their counterparts abroad. The network represents 2,500 communities in 134 countries. Miami-Dade County has Sister Cities agreements with 23 cities in five continents.



U.S. Senator Sam Brownback (R-Kansas), thanked the citizen diplomats in attendance at the Sister Cities International 52nd Annual Conference in Kansas City, MO. for their efforts to promote world peace and global understanding.

Sister Cities Art Exhibit Kicks off September 23rd

The Miami-Dade County Sister Cities Program and Miami Dade College are getting ready for 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". This exhibit will be open to the public. Net proceeds from the exhibit will benefit the Miami-Dade County Sister Cities Program.

Miami-Dade Invites Dakar to Join in Sister City Affiliation

The Sister Cities Program has mailed a letter to the Mayor of Dakar, Senegal, requesting that his city adopt a resolution similar to one approved by the Board of County Commissioners in July recommending a Sister Cities affiliation between Miami-Dade County and Dakar. That action is required before the two mayors can officially enter into a Sister Cities affiliation. Dakar would become Miami-Dade's first Sister City in Africa, joining the county's other 23 Sister Cities in five other continents.

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

Free Trade Promotional Tour Bus Visits the Port of Miami



As part of a nationwide grassroots educational initiative, a colorful bus is touring 28 states promoting Free Trade. The bus visited Miami-Dade on July 28th, drawing a crowd of the county's trade community to an 8:30 a.m. ceremony. Sponsored by the Consumer Electronics Association, the tour is helping deliver the message that eliminating trade barriers helps American exports, and helps create new jobs and spur economic development here at home. The top trade and economic development executives from this area were in attendance, including ITC, which was represented by Assistant Director Jimmy Nares. The bus tour started in New York City on July 21st and will travel through the country to California. It will stop at both the Democratic and Republican National Conventions in Denver and Minneapolis, respectively.

Mission to Peru and Chile Ready to go on Sept. 20

The ITC and the Greater Miami Chamber of Commerce have just about finalized arrangements for their first ever joint outbound mission to Lima, Peru and Santiago, Chile. The mission, which will take place from September 21st to the 27th, will facilitate business relations between South Florida and Latin American companies. Mission participants will be presented with opportunities to connect with business and government leaders during briefings, networking events, and other officials meetings.

The registration includes ground transportation in Peru and Chile to official mission events; airport transfers to and from hotels; two official lunches and, access to discounted airfare and hotel prices. For further information please contact Maria Dreyfus-Ulvert at 305-375-3885.



From left to right: John McCartney, of the U.S. Commercial Service; the Honorable Phillip St. Hill, Deputy Consul General of Barbados in Miami; Jacqueline Harper, of Global Handshake, the Barbadian organizing agency; Ralph Puga, President of the Florida Foreign Trade Association, and Luis Cuervo, of Enterprise Florida, and ITC Board member.

FFTA Hosts Inbound Delegation from Barbados

The Florida Foreign Trade Association (FFTA) hosted a delegation that included 11 business executives and entrepreneurs representing 6 companies from Barbados at a workshop and business matchmaking session held at the Miami Free Zone on July 7th.

Ralph Puga, the FFTA President, in welcoming the delegation pointed out that his agency focuses on expanding trade with countries from the Latin American and Caribbean region, which already have an active trade relationship with Florida.

The Barbados Deputy Consul General in Florida, the Honorable Phillip St. Hill, said that Florida was the key destination for his country's exports to the U.S., which include rum, fish, linens, as well as electronic components.

Enterprise Florida co-hosted the event and Puga reminded the audience that many other organizations were partnering with FFTA in support of its programs. In May, FFTA welcomed a large delegation from the Dominican Republic, which was co-hosted by the ITC. At that event, Commissioner Rebeca Sosa was the main speaker.

MIAMI-DADE TRADE UPDATE

- The Department of Atlantico, Colombia, is planning to bring a trade delegation to Miami-Dade in November. Marina Araujo, liaison for the government of Atlantico, is part of the team planning the mission.
- The Miami-Dade County Office of Intergovernmental Affairs (OIA) was represented at a Colombia Free Trade meeting with Congressman John Salazar (D-CO), was presented with a copy of the Miami-Dade County resolution on the proposed Free Trade Agreement with Colombia. He was also invited to visit Miami-Dade County in order to learn of the important role that trade plays in our community.
- The Latin Chamber of Commerce (CAMACOL) hosted a luncheon honoring its special relationship with Spain. The Spanish Trade Commissioner in Florida, Belen Cristino, pointed out the many things that Florida and Spain have in common, both culturally and commercially. CAMACOL President Capt. William Alexander thanked Spain for its support of CAMACOL's activities.
- CAMACOL took a business development mission to Tegucigalpa, Honduras from August 6th to the 9th. ITC staff participated in this mission supporting CAMACOL's trade efforts.

Events

08/21/08
Coordinating Council Meeting
 Miami-Dade Sister Cities Program
 Stephen P. Clark Center
 29th Floor Conference Center
 Adam Peters 305-375-5420

09/10/08
Board of Directors Meeting
 Jay Malina International Trade Consortium
 Thomas E. Lawson Courthouse
 11th Floor Conference Room
 Ricardo Bran 305-375-5808

09/15-17/08
Conference: How to Enter the
North American Market
 Brazilian-American Chamber of
 Commerce of Florida
 Colonnade Hotel, Coral Gables
 For information: 305-579-9030

09/21-27/08
Joint Outbound Mission to Peru and Chile
 Greater Miami Chamber of Commerce (GMCC)
 Jay Malina International Trade Consortium (ITC)
 GMCC - Liane Ventura 305-577-5445
 ITC - Maria Dreyfus-Ulvert 305-375-3885

09/23-10/7/08
Sixth Annual Art Exhibit
 of its Sister Cities
 Miami-Dade Sister Cities Program
 The Tower Theater
 Mayda Rescendi 305-375-5280



Carlos Alvarez, Mayor

Board of County Commissioners:

- Bruno Barreiro, *Chairman*
- Barbara J. Jordan, *Vice Chairwoman*
- Barbara J. Jordan, *District 1*
- Dorrin 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 Ruvin, *Clerk of Courts*
- George M. Burgess, *County Manager*
- Robert A. Cuevas, Jr., *County Attorney*

The Jay Malina
 International Trade Consortium

Commissioner Natacha Seijas, ITC Chair
 Tony Ojeda, Executive Director

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Roberto Fabricio, Editor

