



**Message from Bernadine Bush, Chair of the ITC's African 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.

The ITC is moving into Spring with much enthusiasm. Final preparations are underway for the Business Development Mission to South Africa taking place April 15-26, during which participants will have the great opportunity to build relationships with top business people and community leaders in the dynamic cities of Johannesburg, Cape Town, and Pretoria.

The ITC family is also proud to note that the Mayor's State of the County Address placed significant emphasis on the great value of international trade to Miami-Dade County.

In an effort to fulfill the mission of the ITC, the Asian Trade Initiatives Ad Hoc Committee, and the Global Affairs Ad Hoc Committee have held their first meetings. The Western Hemisphere Trade Initiatives Committee will hold its first meeting on March 21.

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.



## Mayor Alvarez Embraces Global Trade Initiatives

**Mayor Carlos Alvarez delivering his 2007 State of the County Address at the Carnival Center for the Performing Arts on February 20.**



Mayor Carlos Alvarez devoted a prominent spot in his recent State of the County address to highlight the importance of international trade to Miami-Dade County. Using the word international several times and pointing to the significant increase of trade with Asian markets while discussing his plans for the Port of Miami and Miami International Airport, the Mayor addressed the issue about 5 minutes into his speech.

He urged the audience, "we must capitalize... on the international thirst for our community. We must move forward... and we are." And he proudly pointed out that, "Asian markets continue to realize our boundless potential."

"We have to do more to lure and keep our cruise and cargo customers," said the Mayor, while discussing the stiff competition from other ports. Calling the Port and the Airport, "the places that breathe life into our County, he pointed out that, "combined they generate an estimated \$365 billion dollars – and 352,000 jobs – for our local economy."

And he stressed the importance of improving the key trade and travel facilities when he added, "we cannot live and prosper unless (the Port and Airport) are recognized as

world-class facilities dedicated to excellence."

"There is no doubt that Miami-Dade County has emerged as one of the world's most important business centers. The more than 1,200 multinational corporations that have established operations in South Florida realize the many advantages of doing business and living in our great community," said Mayor Alvarez.

"As we grow, diversify and gain worldwide attention as an international business hub, we hope to continue to attract and retain successful companies. And, I look forward to working with all of them to ensure that Miami-Dade County remains the ideal location for each of their businesses," added Mayor Alvarez.

ITC Executive Director Tony Ojeda said the Mayor's statements during his State of the County address and his additional comments on global trade are significant. "This is a clear indication of Mayor Alvarez's commitment to the goals of growing and enhancing Miami-Dade's position in the world's financial and trading map. It is not surprising to me but I am sure that the international business community will take notice and be very pleased. Our community is a big player in that field and the Mayor's support will help to continue to grow its global business."

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## 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

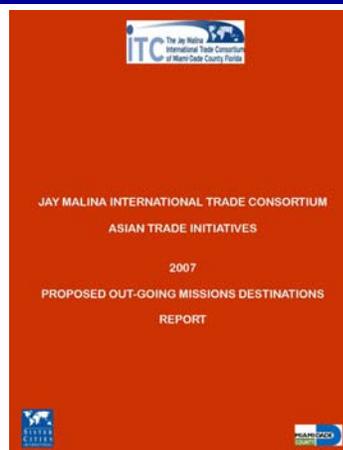
Taipei, Taiwan

Turks & Caicos Islands

Veracruz, Mexico

## ASIAN TRADE INITIATIVES AD HOC COMMITTEE PUBLISHES PROPOSED OUT-GOING MISSIONS DESTINATIONS REPORT

The ITC's Asian Trade Initiatives Ad Hoc Committee has published the 2007 Proposed Outgoing Missions Destination Report. The report includes background information on the selected countries from the regions of North Asia, South Asia, South East Asia and the Pacific, as well as trade statistics.



The committee's mandate is to recommend programs and projects that will improve and enhance trade, economic and cultural relations between Miami-Dade County and the Asian continent. The committee will also recommend to the ITC Board of Directors what country or countries should be targeted for a mission to Asia in



the fall.

The seven countries profiled in the report are: India, Indonesia, Japan, the Philippines, South Korea, Taiwan, and Vietnam. For more information, or to receive a copy of the full report, please contact Desmond Alufohai at [alufoha@miamidade.gov](mailto:alufoha@miamidade.gov) or (305) 375-5808.

## U.S. TRADE STRATEGIES AND PROTOCOL FOCUS OF FIU CONTRACT

At February's Board meeting, Tony Ojeda, Jr., ITC Executive Director provided a brief history and overview of the Florida International University (FIU)/ITC contract. Each year, since its inception in 2002, a work plan with new directives is agreed upon to fulfill the mandate of the FIU/ITC contract. The activities listed below will be

completed by September 30, 2007.

1. A benchmark study to evaluate and compare international trade and business promotion offices in other U.S. cities.
2. A business briefing series of four events with speakers and question and answer sessions led by academicians,

corporate, and government leaders.

3. A protocol symposium to emphasize the importance of protocol in both the public and private sectors.
4. A study abroad program through which a minimum of four students will receive scholarships to participate in an FIU study abroad program.

## THE ITC'S GLOBAL AFFAIRS COMMITTEE HOLDS ITS FIRST MEETING

At its initial meeting the newly created Global Affairs Committee identified its vision statement, set priorities and agreed that as part of its role it would like to involve the Board of Directors more consistently with the discussion of key global issues as they affect Miami-Dade County.

"I believe that ITC Chair (Natacha Seijas) created this committee as something new that would help establish a framework of initiatives that could be undertaken that would broaden the organization's approach to doing its work,"

said Dwayne Wynn, Chair of the ITC Global Affairs Committee.

The vision statement that was approved states: "Our role is to provide continuity and a consistent approach to Miami-Dade County's global vision and outreach initiatives."

Committee member David Peña, Esq. said the committee might want to foster a more interactive approach to trade issues, identifying opportunities for specific industries in Miami-Dade for trade with different countries that might

need products and services available here.

"There is now a critical need for garlic in India, we could be calling on the farmers in Homestead and alerting them to those possibilities, working in conjunction with the U.S. Commercial Service, which has an infrastructure for this," he said.

The committee members attending the first meeting, in addition to Chair Wynn, were ITC Board Members Ms. Bernadine Bush and Mr. Peña.



## US AND BRAZIL SIGN HISTORIC TRADE AGREEMENT ON BIO-FUELS

During his visit to Brazil President George W. Bush and President Luiz Lula da Silva discussed Brazilian-U.S. cooperation in forging a global ethanol market. Brazilian Foreign Minister Celso Amorim and U.S. Secretary of State Condoleezza Rice signed a Memorandum of Understanding that calls for coordination between Brazil and the United States to establish international standards for biofuels to be commercialized in international markets.

The MOU expresses the intent to cooperate through a three-pronged

approach:

Bilateral (U.S. and Brazil to advance the research and development of next generation biofuels technology leveraging).

Third countries (U.S. and Brazil to bring benefits of biofuels to select third countries).

Global (U.S. and Brazil to expand the biofuels marketplace through the cooperation of uniform standards and codes).

Though prior to President Bush's visit President Lula claimed that he would insist that the U.S. end the 54 cent tariff

on ethanol, there was little talk of the tariff, and the MOU does not make mention of it at all. Bush has stated that the tariff will remain in effect at least until 2009, when it is set to expire.

While the agreement is largely symbolic and does not offer many details on how the U.S.-Brazil Ethanol Alliance will be implemented, the signing of the MOU is extremely significant. Not only is it a huge step in the right direction of consolidation of a regional energy alliance, but it also shows that U.S.-Brazil relations are closer than they have been in the last couple of decades.

### ITC and Greater Miami Chamber Host Consular Corps



From Left to Right: Walter Loy, Dean and Chair of the Sister Cities Coordinating Council; Admiral Jim Stavridis, Commander, U.S. Southern Command; and Hon. Carmenza Jaramillo, Consul General of Colombia and Dean of Miami-Dade County's Consular Corps.



From Left to Right: Alfredo Hidalgo-Gato, ITC Board Member; Hon. Margarita Esquiroz, Miami-Dade Circuit Court Judge, and member of the Sister Cities Coordinating Council; and Dwayne Wynn, ITC Board Member.



From Left to Right: Tony Ojeda, Jr., ITC Executive Director; Hon. Manuel G. Vieira Merola, Consul General of Uruguay; Maria Dreyfus-Ulvert, ITC Trade Developer; and Cesar E. Rodriguez Zavalla, Deputy Consul General of Uruguay.

### Uruguayan Consulate Hosts Tourism & Investment Workshop

A workshop on "Tourism and Investments in Uruguay" will be held on March 16 at 10:30 am at the Adolfo Ibañez University. Featured topics that will be covered in the workshop include: investment opportunities, tourism products, and benefits that the ports of Uruguay can offer to cruise lines.

There will be an opportunity for participants to network with top leaders, from both the public and private sectors, of Uruguay's tourism industry, who will be in Miami-Dade County for the "Seatrade Cruise Shipping

Convention."

This workshop is being presented by the Consulate General of Uruguay in Miami, on behalf of the Ministry of Tourism and Sports, Uruguay XXI-Trade and Investment Agency and the National Ports Administration of Uruguay.

In 2005, Uruguay was ranked 39<sup>th</sup> amongst Miami-Dade County's top trade partners.

For more information, please contact the Uruguayan Consulate General at (305) 443-7253 or [consulado@uruguaymiami.com](mailto:consulado@uruguaymiami.com).

## TRADE MISSION FROM HONDURAS VISITS MIAMI

A Business Delegation from Honduras, one of Florida's Top Trading Partners, visited Miami from the February 26 to the March 2. A group of 19 Honduran delegates from 13 different companies participated in business matchmaking meetings with an average of 10 to 15 appointments with Miami-Dade Companies.

The delegation included Mr. Allan Daniel Ramos, Mayor of Puerto Cortes, as well as Mr. Carlos Izaguirre, representing Empresa Nacional Portuaria

of Honduras. Puerto Cortes is Honduras' biggest port in the Atlantic (also used by other DR-CAFTA countries such as El Salvador and Nicaragua). A project is underway to create a 300 mile long canal seco (dry) that will connect Puerto Cortes on the Atlantic Ocean with Puerto Cutuco in El Salvador. It is expected to be completed in January 2009.

Mr. Roberto Torricella, ITC Board Member, participated in events held on February 26. David Peña, Esq., Chair of

the Western Hemisphere Trade Initiatives Committee of the ITC Board also attended. A key to Miami-Dade County was presented to Mayor Ramos.

According to World City, Honduras is one of Florida's top trading partners, enjoying the fifth or the sixth position over the last three years. In 2005, total trade between Honduras and the U.S. was \$7.0 billion; \$3.5 billion enters the U.S. through Miami.

### China-Latin America Trade and Other Ties Examined by UM

The Center for Hemispheric Policy of the University of Miami has published a series of papers based on the work of the Center's task force on China and Latin America. The latest paper entitled "Chile and China: Building Relations Beyond Trade" was written by task force speaker Patricio Navia, and his colleague Juan Montalva. This paper and others previously sent are available on the Center's website: [www.miami.edu/chp](http://www.miami.edu/chp).



### CONSUL GENERAL OF CHINA IN HOUSTON VISITS ITC

From Left to Right: Dr. Denis Rod, ITC Board Member, Mr. Tony Ojeda, Jr., ITC Executive Director, Hon. Hua Jinzhou, Consul General of The People's Republic of China in Houston, and his wife, Ping J Li, and Mr. Joe Chi, President of the China Latin America Trade Center.

## JOIN THE GREATER MIAMI CHAMBER FOR AMERICAS LINKAGE 2007 LATIN AMERICA & CARIBBEAN PROGRAM

There is still time to register and promote your services abroad by participating in the Americas Linkage Program. The goal of the program is to, "market Florida as a business center, stimulate trade and establish strategic alliances between Florida, Latin America and the Caribbean." Please note that the deadline to submit information for the Americas Linkage Directory is March 16. For more information please contact: [jgonzalez@miamichamber.com](mailto:jgonzalez@miamichamber.com).

#### PROGRAM DATES & FEE SCHEDULE (in U.S Dollars)

City (subject to change & cancellation)	Dates (subject to change & cancellation)	Registration Fee**		Roundtrip * Airfare on AA (plus taxes/fees)	Hotel Rates* Per night
		Member/ Partner***	Non-Member***		
Sao Paulo, Brazil	April 9-10, 2007	\$250	\$600	\$350	\$140
Belo Horizonte, Brazil	April 11-12, 2007	\$250	\$600	\$350 to SaoP	TBA
Curitiba, Brazil	April 13-14, 2007	\$250	\$600	\$350 to SaoP	\$78
Santiago, Chile	April 19-20, 2007	\$250	\$600	\$350	\$139
Bogotá, Colombia	April 26-27, 2007	\$250	\$600	\$225	TBA
Santo Domingo, D.R.	May 3-4, 2007	\$250	\$600	\$150	\$85
Buenos Aires, Argentina	May 8-9, 2007	\$250	\$600	\$350	TBA
San Jose, Costa Rica	May 14-15, 2007	\$250	\$600	\$225	\$134
Panama City, Panama	May 17-18, 2007	\$250	\$600	\$175	\$165
Mexico City, Mexico	May 21-22, 2007	\$250	\$600	\$175	TBA
Monterrey, Mexico	May 23-24, 2007	\$250	\$600	\$175 via Dallas/DFW	TBA

\* Visas (Brazil & Chile) and additional fees and taxes are not included. Intercity flights, Transfers between airports and hotels are not included in program cost.

\*\* Registrations received after March 16, 2007 will incur a additional \$50.00 fee

\*\*\* \$150 additional for member spouse & \$300 for non-member spouse  
Standard room rates; double occupancy rates might be slightly higher.

## MIAMI-DADE'S TOP WESTERN HEMISPHERE TRADING PARTNERS

(2006 Data)

## Malaysian Minister of Trade and Tourism Hosts Seminar in Miami

Malaysia's Minister of International Trade and Tourism, Y.B. Dato' Seri Rafidah Aziz will be the featured host at a seminar on "Business Opportunities in Malaysia" to be held on Tuesday, April 10 at the Hilton Miami Airport. The Minister will deliver the keynote address and be part of the one-on-one meetings between seminar participants and members of the Malaysian delegation that will take place after the luncheon hosted by the Minister. The ITC will be one of the many local supporters and collaborating organizations in organizing the seminar in Miami.

Minister Aziz will also be leading a trade and investment promotion mission to the United States from April 9-April 17. A team of about 40-50 Malaysian senior government officials and leading business people will accompany the Minister.

In conjunction with the visit, the Miami office of MATRADE, which is the external trade promotion arm of Malaysia's Ministry of International Trade and Industry (MITI), and the New York office of the Malaysian Industrial Development Authority (MIDA) are cooperating in the organization of the seminar.

MIDA is the government agency under the Ministry of International Trade and Industry responsible for coordinating and promoting industrial development in the country. During the first three quarters of 2006, Malaysia's trade with Miami totaled \$162 million.

In an interview with World City Magazine, Malaysian trade officials stated that they see Miami as not only a final destination for products but also as a transshipment point to the Caribbean, Colombia and Venezuela. Colombia and Venezuela are among Malaysia's top ten trade partners.

### Footnotes to Chart on Western Hemisphere Trade with Miami-Dade County

\* Trade with Canada is believed to be under represented because truck and rail trade is counted at the point of entry, the US-Canadian border.

Source: 2006 trade information provided by World City. Free Trade Agreement information provided by US Department of Com-

RANK	COUNTRY	TRADE VALUE (US \$ million)	FREE TRADE AGREEMENT
1	Brazil	\$ 8,883.5	
2	Venezuela	\$ 4,968.2	
3	Dominican Republic	\$ 4,567.1	DR-CAFTA Implemented as of March 1, 2007
4	Colombia	\$ 4,388.0	Negotiated & awaiting Implementation.
5	Costa Rica	\$ 3,874.9	DR-CAFTA Negotiated & awaiting implementation
6	Honduras	\$ 3,507.6	DR-CAFTA Implemented as of April 1, 2006
7	Chile	\$ 2,431.3	Chile-US FTA Implemented
8	Guatemala	\$ 2,242.5	DR-CAFTA Implemented as of July 1, 2006
9	El Salvador	\$ 1,829.1	DR-CAFTA Implemented as of March 1, 2006
10	Argentina	\$ 1,696.8	
11	Peru	\$ 1,629.9	Negotiated and pending Implementation
12	Mexico	\$ 1,491.4	NAFTA Implemented
13	Ecuador	\$ 1,328.4	Negotiated and pending implementation
14	Bahamas	\$ 1,260.8	
15	Panama	\$ 1,046.5	Negotiated and pending implementation
16	Haiti	\$ 947.7	
17	Nicaragua	\$ 840.6	DR-CAFTA Implemented as of April 1, 2006
18	Paraguay	\$ 836.4	
19	Trinidad and Tobago	\$ 806.3	
20	Jamaica	\$ 747.9	
21	Netherland Antilles	\$ 489.0	
22	Aruba	\$ 407.3	
23	Canada *	\$ 388.1	NAFTA Implemented
24	Cayman Islands	\$ 333.9	
25	Barbados	\$ 281.4	
26	Uruguay	\$ 268.4	
27	Bolivia	\$ 247.5	

## WHAT'S NEW AT THE ITC?

### CHANGES TO THE ITC BOARD

The following changes have taken place in the ITC Board of Directors:

Mr. Roberto Torricella and Mr. Alfredo Hidalgo-Gato were reappointed by Mayor Alvarez. The Mayor appointed Mr. Ralph Gazitua. Mr. Lee Sandler's term expired.

Mr. Sonny Wright was appointed by the Foundation for Democracy in Africa in place of Mr. Emmanuel Uche.

County Manager George Burgess appointed Cynthia Curry, Senior Advisor to the County Manager as the new ex-officio ITC Board Member. She replaces Assistant County Manager Alina Tejada Hudak.

### NEW COMMITTEE APPOINTMENTS

Commissioner Natacha Seijas, Chair of the ITC Board, made the following committee appointments at the last board meeting:

Mr. Jose Luis Castillo was named Chairman of the Internal Management and Mr. Dwayne Wynn was named Chairman of the Global Affairs Committee.



Jose Luis Castillo



Dwayne Wynn

### MAYOR APPOINTS HONORARY CHAIRS FOR SISTER CITIES PROGRAM

Mayor Carlos Alvarez appointed eight County Commissioners to serve as Honorary Chairs for the Miami-Dade County Sister Cities program.

Appointments are as follows:

#### Chair Bruno Barreiro

San Jose, Costa Rica, and Santa Cruz, Bolivia;

#### Vice-Chair Barbara Jordan

Cayman Islands, B.W.I., Petit Guave, Haiti, and Pucallpa, Peru;

#### Commissioner Dorrin Rolle

Kingston, Jamaica, Maldonado, Uruguay, and Turks Caicos Islands;

#### Commissioner Sally Heyman

Pereira, Colombia, Taipei, Taiwan, and Veracruz, Mexico;

#### Commissioner Rebeca Sosa

Iquique, Chile, Tenerife, Canary Islands, and Santo Domingo, Dominican Republic;

#### Commissioner Carlos Gimenez

Mendoza, Argentina, and Sao Paulo, Brazil;

#### Commissioner Katy Sorenson

Asti, Italy, and Stockholm, Sweden;

#### Commissioner Dennis Moss

Commonwealth of the Bahamas, Lamentin, Guadalupe, and St. Kitts and Nevis.

## EVENTS

**March 16:** Tourism & Investments in Uruguay Workshop

Meet travel and tourism officials to develop and strengthen the business relations with Uruguay

Adolfo Ibanez University  
1200 Brickell Ave, #300  
Miami, FL

Cesar Rodriguez  
Tel: 305-443-7253 ext. 10  
consulado@uruguaymiami.com

**March 20:** Coordinating Council Arts Committee Meeting

Stephen P. Clark Center  
111 N.W. 1st Street, 25th Floor  
Miami, FL  
Mayda Rescendi  
Tel: 305-375-5280

mresc@miamidade.gov

**March 21:** ITC Western Hemisphere Committee Meeting

Bank of America Building  
701 Brickell Avenue, Ste 1650  
Miami, FL

Maria Dreyfus-Ulvert  
Tel: 305-375-3885  
dreyfus@miamidade.gov

**March 26:** Asian Trade Initiatives Ad Hoc Committee Meeting

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

Desmond Alufohai  
Tel: 305-375-1254  
alufoha@miamidade.gov

**April 18:** A Youth Summit sponsored by ITC and the Miami-Dade County Sister Cities Program, and hosted by Miami Dade College, 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. For more information, please contact Mayda Rescendi at (305) 375-5280.

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Executive Director

**The Jay Malina**  
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Please note that dates are subject to change.

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

