

ITC Board Approves Business Development Missions To Three Continents

The ITC Board of Directors voted at its September meeting to authorize business development missions to countries in three continents. It was one of the Board's more historic actions to further the organization's goals of promoting Miami-Dade County's role as a Global Gateway.

The Board approved a mission to Europe and the Middle East, whose theme is "A Business Development Mission to Emerging Economies - Poland, Czech Republic and

Turkey", which will be held on April 12 to 23rd 2008. And it also approved the ITC's first mission to Latin America, which will visit Peru and Chile, two of the region's most rapidly growing economies.

The missions to Latin America will likely take place in July, 2008.

ITC Chair, Commissioner Natacha Seijas, endorsed the recommendations of the two ad hoc committees that recommended the respective

missions. "These committees worked very hard and the results of their work will ensure the success of our missions," she said.

Walter Loy, Chair of the European and Middle Eastern Trade Initiatives Ad Hoc Committee, explained in detail the process of selection of his committee: "the Committee decided after in-depth discussions that three emerging countries should be targeted: In Europe, Poland and the

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Fifth Sister Cities Art Exhibit Kicks Off



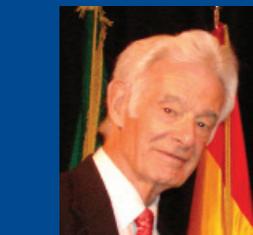
From left to right: Walter Loy, Chair of the Miami-Dade Sister Cities program; Dr. Jose Vicente, President of the Miami Dade College North Campus; Diedre Thomas, the Miami Dade College student receiving the Sister Cities scholarship; Malou Harrison, Dean of Students, Miami Dade College North Campus; Norma Amaro, Chair of the Miami-Dade Sister Cities Arts Committee; Dr. Gina Cortes-Suarez, Interim Campus President of the Miami Dade College InterAmerican Campus; Tony Ojeda, Executive Director of the ITC, and Adam Peters, Senior Coordinator of the Miami-Dade Sister Cities program. The scholarship, which has been awarded since the Art Exhibit began five years ago, is awarded from the funds raised by during the exhibit, which is being held at the Tower Theater until October 14.

Training on Protocol To Assist International Guests

A half-day symposium on protocol techniques in order to assist and welcome foreign guest and dignitaries will be offered by the ITC on October 19 at the Miami Marriott Hotel. The workshop is hosted and sponsored by the ITC and will be administered by the Florida International University's Transnational and Comparative Study Center.

The program is open to the Mayor and members of his staff, the Board of County Commission and its staff, to ITC Board of Directors members, members of the Sister Cities Coordinating Council, and to all Miami-Dade County department directors.

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**Message from Walter A. Loy
Chair, European and Middle
Eastern Trade Initiatives
Ad Hoc Committee**

The building of bridges - economic, cultural, and political - between nations is not new. However, what is innovative, I dare say daring, for Miami-Dade County is to venture into new territory to link relations and cement commercial ties with three countries, Poland, the Czech Republic and Turkey, which are relatively unknown and untapped (to us) in import/export terms - and explore opportunities for us as well as for them, in one stroke, at one time.

From a strictly personal point of view, having lived and/or worked in all three countries recommended, and several dozens more, I am convinced that the choice of the three destinations by the ITC Western European And Middle Eastern Trade Initiatives Ad Hoc Committee, the ITC Board of Directors and the skilled, erudite ITC staff is positively the correct one! The forthcoming mission in 2008 must be recognized, I believe, as just the beginning of commercial and cultural relationships. To use for a moment agricultural terms, the fields must be plowed... attentively, in disciplined fashion, with intensive, cordial and timely follow-ups after all visits. Hopefully, reciprocal missions to Miami-Dade County from Poland, the Czech Republic and Turkey can be encouraged.



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 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

Assistant USTR Moore Praises ITC Missions In Talk to Board of Directors

Coinciding with the announcement that the ITC will be sending a mission to Chile and Peru next spring, Tiffany M. Moore, Assistant U.S. Trade Representative, visited with the ITC Board during its September meeting and shared her enthusiasm for the ITC's choice of destinations.

"Chile has had an FTA with us since 2002 and it doubled growth in trade every year since then," said Moore. "That is the case of every country with which we have FTAs, and the benefit is both ways, because our exports to those country has grown equally."

She stressed that the benefits for U.S. companies exporting to those countries are the same as the benefits for companies from countries with FTAs that want to grow their exports to the U.S.

"Those trade agreements not only allow our companies duty free access to those countries, but it also gives us an edge against Chinese exports to those countries, so it is a double advantage for us," added Moore. "Those agreements are very significant for us because it means the countries that sign them put everything on the line, and that is why the Chinese have not been able to sign one."

She explained that an FTA requires a country to commit to "the rule of law, respect for intellectual and property rights, and other stringent require-



ITC Chair, Commissioner Natacha Seijas and Assistant U.S. Trade Representative Tiffany Moore

ments. That is why out of our 150 trading partners we have only signed 18 FTAs."

In the case of Peru, which has negotiated an FTA with the U.S. and is waiting for Congressional approval, the administration is confident it will be confirmed this year, she added.

Ms. Moore called the ITC, "one of the most highly regarded local trade agencies in the U.S.," and urged the Board members to the extent that they can to support FTA's as a necessary tool to grow trade and American exports.

Missions Receive Strong Support From Committee Chairs Loy and Pena

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Czech Republic; in the Middle East, Turkey. And, they also concluded, that all three countries can be visited in one trip of approximately ten days, to avoid double flight expenses which would be incurred otherwise, and have a positive psychological impact upon government officials and private enterprise."

In explaining the rationale for the countries selected, Mr. Loy added: "Poland and the Czech Republic are relatively new members of the European Union. Turkey is aspiring to join. Poland is one of the fastest growing economies in Europe and its strategic location should offer extensive business opportunities both ways. The Czech Republic has one of the most industrialized economies in Central and Eastern Europe. It was the first post-communist country to receive investment-grade rating by international

credit institutions. The country's stability, well-developed infrastructure, and skilled labor have been pivotal in its economic growth."

"Turkey, which straddles Europe and Asia, was considered the best candidate for a Middle East-Miami Dade County linkage. It is a sweeping country in land and people (population over 72 million) with extensive natural resources and one of the highest rates of sustained grow. The gross domestic product is expected to grow by 6.1 per cent in 2007. Only Istanbul can be visited this time, but that metropolis, extending simultaneously into Europe and Asia, is the logical launching site as it is the engine that fuels the economy for much of the country."

David Peña, Chair of the Western Hemisphere Trade Initiatives Ad Hoc Committee, presented his

Committee's recommendation of Peru and Chile to the Board. He spoke of the reasons that those countries were selected: "Peru and Chile are the logical choices for us. They are countries that are on the cutting edge of free trade agreements. Peru is one the countries that is in line to be accepted into an FTA with the United States in the near future, and Chile is one the countries which has enjoyed an FTA with us. We want to see what has happened in Chile, and what is the potential for Miami-Dade County. There is already a large amount of trade but the growth potential is very significant. And we want to see how Peru, which is getting ready to enter into an FTA with us if the expected Congressional approval comes through, is preparing to become a fully free trade partner with us."

ITC Sponsored Seminar on Regional Trade Trends Launches WorldCity's Miami Trade Numbers Edition

One of the ITC's most significant outreach projects, the sponsorship of *Miami TradeNumbers 2007*, the yearly publication by *WorldCity* magazine that highlights and analyzes trade statistics and trends for this region, was formally presented at a half-day event that featured key executives and experts on trade.

Tony Ojeda, Executive Director of the ITC, attended the event, where the role of the agency was recognized during the presentation of the program by *WorldCity* President Ken Roberts. The current, 2007 edition of the publication shows that during 2006, the last year U.S. Customs records are available, the Miami Customs District handled a record \$72.1 billion worth of goods, the first time it surpassed \$70 billion.

Said Ojeda: "We are proud to be the sponsors of *MiamiTrade Numbers* once again, because it is considered the go-to source of factual trade information and is used around world to make business decisions. The ITC's mission to promote Miami-Dade as a global gateway for trade is well served by this sponsorship."

In presenting the morning-long event held at the Sofitel Hotel, Roberts indicated that the panel was chosen to give participants an up to the minute perspective of trade in the region. **Said Roberts:** "The overriding theme is to give a sense of perspective of where Miami is compared to other markets, so that is why we invite trade experts on aviation, real estate, finance, maritime cargo and others."

Following are some of the key points made by the speakers at the seminar:

John Price, President of InfoAmericas: "It is sometimes difficult to breakdown the benefit that various industries bring to Miami, but the logistics industry contributes to the Miami economy in very significant ways.

There are 30,000 to 35,000 people employed just in the logistics and transportation of trade goods; that is over and beyond all other aspects of trade, which are huge."

David Konfino, President of Regions Bank International: "The growth of trade here and around the world is largely the result of the strength of the overall global economy and the significant changes in trade. One of the key drivers is the virtual elimination of the letter of credit. With open credit now in use international trade can take place more quickly. An open account gives greater flexibility and facilitates supply chain financing to take place seamlessly."

Chris Mangos, Miami International Airport Marketing Director: The biggest news for us is the advance of Asia in the trade mix at the airport. That has contributed to MIA cargo being 12 percent over last year from January through July of 2007. We now have 12 freighters a week into Asia. We believe that Korea Airlines will soon have a daily flight. We are in the process of attracting Cathay-Pacific Airlines, the carrier for Hong Kong, and that will have a great impact with the connections into mainland China. Alitalia has started freighter service from Milan to Miami. The airport is looking at markets in Europe such as Poland. I foresee that beyond north-south traffic Miami will be getting significant east west traffic. In that context the upcoming mission that the ITC will be taking to India is an important initiative to break into that dynamic Asian market. All in all Latin America remains our main market. We handle 80 per cent of all U.S. air cargo from Latin America and 77 percent of all cargo going out to Latin America."

Steve Gomez, managing director of CBRE Global Logistics: "We have some pricing issues in industrial real estate. Miami can be an expensive market. There is no softness in industrial real estate. We have

a 5 percent vacancy. There is not much land to develop and so it is a tight market."

Jamie Mahoney, Vice President for Supply Chain, Auxis: "Miami has to be aware of the new competition it is facing from new alternatives to us. Ports elsewhere and new modes of transport are changing the market. For instance Kansas City is building a huge intermodal inland port which will be fed by new rail and roads from ports in Mexico. Those are goods coming from Asia. That could happen from other regions and bring the goods to Kansas City."

Peter Scholten, Vice President, the Americas, Martinair: "I have lived all over the world and I see a real need for Miami to work harder at being more service oriented and customer driven in general. Our very essence is to provide service in trade as in everything else. But we don't to a very good job of being flexible and accommodating our clients when compared with the Asians... We recognize the role of Miami as the center of action in this region, that is why we are moving our headquarters from Boca Raton to Miami. I want to be closer to where the business is."

In concluding the event *WorldCity Magazine* President Roberts said that one of the advantages of having separate editions for cities across the country is that he gets to see the way trade issues are handled in various regions. "The fact is that by and large ports and airports are efficient in dealing with their logistics and the upgrading and modernizing, but what in many cases is proving to be a huge challenge is in getting the cargo in and out of ports and airports. Miami has a particular challenge because it has grown so much around the port and the airport, while in other places those facilities are outside of the main urban hub. That will be an issue here to watch."

Training on Protocol To Assist International Guests

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ITC Executive Director Tony Ojeda said of the symposium: "As Miami-Dade County has become the Gateway to the Americas and beyond, we in county government have a unique opportunity to shape the impressions of Miami-Dade County that international guests take back with them to their homes and throughout the world. This Protocol Symposium will offer useful and practical protocol techniques designed to avoid cultur-

al misunderstandings and how to better communicate with our international guests."

The program will consist of the following components:

How Protocol Enhances Cities' Competitiveness - The Experience of Los Angeles. This segment will be directed by Dr. Ginger Barnard, former Deputy Chief of Protocol / Executive Director of the County of Los Angeles Protocol Office.

Critical Knowledge for Anticipating and Avoiding Cross Cultural Mishaps. Dr. Gary Ferraro, professor emeritus at the University of North Carolina at Charlotte.

Common Missteps in Miami and How to Avoid Them. This workshop will be conducted by Dale Webb and Pauline Winick founders of the Protocol Centre in Coral Gables.



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Mayor

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Barbara J. Jordan
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District 13

Harvey Ruvin
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County Manager

Robert A. Cuevas, Jr.
County Attorney

"India: The Other Mega Market," Was Theme Of ITC Co-Sponsored India Days Conference

ITC Executive Director Tony Ojeda and ITC Senior Trade Specialist Desmond Alufohai, attended the opening ceremony of "India Days," an event hosted by the India-US Chamber of Commerce Inc., of South Florida and co-sponsored by the ITC. Broward County Mayor Josephus Egglelletion, Jr., was on hand to welcome delegates at the event's opening held at Nova Southeastern University.

The theme of the Conference was "India: The Other Mega Market," and featured a panel discussion on "Doing Business in India: Best Practices and Case Studies." ITC Director Ojeda discussed the forth-coming Miami-Dade County Exploratory Mission to India with Mr. Gavai, Consul General of the Consulate of India in Houston, Texas.



From left to right: Desmond Alufohai, ITC Senior Trade Specialist; Mr. Shashishekhar M. Gavai, Consul General of India in Houston; Ms. Madhu Metha, President of India-US Chamber of Commerce in Florida and ITC Executive Director J. A. "Tony" Ojeda, Jr.

New SBA Legislation Will Allow Small Businesses To Compete in Global Markets

In September, the House of Representatives passed H.R. 2992: The SBA Trade Programs Act of 2007. This bill will enable many small businesses to grow by helping them increase exports and compete more successfully in a global market.

The legislation addresses a range of issues important to the ITC, including the development of trade policies that support small businesses in domestic and foreign markets, the establishment of programs to boost exports of entrepreneurs, and a national study to compare the rates of exports from each state and major metropolitan region to the availability of SBA staff participating in Export Assistance Centers.

This legislation also directs SBA to increase loan limits for small and medium-sized exporters participating in export working capital and international trade programs.

Representative John Hall (D-NY) introduced The SBA Trade Programs Act of 2007 and provided an insight into his bill for the ITC: "Small businesses are the engine that drive our economy. In our increasingly shrinking world, it's becoming more important than ever that our small businesses can compete successfully in the global economy, and that's what my bill tries to help them do.

He added: "My bill will help all kinds of small businesses to grow by increasing exports to the world market. It also will help to protect intellectual property, one of the greatest strengths of the U.S. economy. More and more young companies are creating products that contain intellectual property, and they need technical assistance and trade protection targeted to their unique needs."

Events

10/02/07 05:00 PM – 06:30 PM
Center for Hemispheric Policy Hosts U.S. Ambassador To Honduras Charles Ford
Biltmore Hotel, Coral Gables
Alana Gutierrez at 305-284-3707

10/06/07 10:00 AM – 2:00 PM
Freight Transportation Advisory Committee Holds a Freight and Transportation Job Fair
Jose Caleb Community Center
5400 NW 22nd Ave. Miami
305-499-9490

10/19/07 8:00 AM – 1:00 PM
Protocol Symposium to Communicate with International Guests ITC / Miami-Dade County
Miami Marriott Bayshore Dr.
For attendance details see story page 1.

10/23/07 8:00 AM – 2 PM
Planning for Success under DR-CAFTA
Florida International University / ITC
Hilton Hotel at Blue Lagoon Dr.
Sebastian Arcos – 305-348-7250

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Executive Director

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Roberto Fabricio
Editor

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

