



THIRD QUARTERLY REPORT

April-June 2007





Jay Malina International Trade Consortium Quarterly Report

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Board of Directors

During the Third Quarter the Jay Malina International Trade Consortium (ITC) Board of Directors continued implementing the goals of its 2006-2007 Strategic Plan while expanding its reach by enhancing trade opportunities with successful missions, growing the organization's exposure with more events and protocol participation, and having very active committees that met more often than scheduled.

The quarter's results included a successful mission to South Africa. Among accomplishments of the mission were negotiations with South African Airways to reestablish its air route between Miami-Dade and Johannesburg, as well as the agreement to sign memoranda of understanding between economic development organizations in Miami-Dade and in Johannesburg and Cape Town. ITC Chair Natacha Seijas and the Mayor of Cape Town, Helen Zille, signed a Declaration of Intent that will lead to the first Sister Cities Affiliation agreement between an African city and Miami-Dade County.

Another initiative was a first-ever Fly-In to Washington, D.C. led by ITC Chair Seijas. The ITC delegation met with Senators Bill Nelson, Bob Menendez and top staffers from the Miami-Dade Congressional Delegation and from several federal government departments. The ITC asked the members of Congress for support by requesting a \$300,000 appropriation to be used in the ITC trade missions program.

The ITC Board approved a budget for the 2007-2008 fiscal year as presented by the Budget Committee. And the Asian Trade Initiatives Ad Hoc Committee recommended a mission to India. The Global Affairs Committee and the Europe and Middle East and Western Hemisphere Trade Initiatives Ad Hoc Committees, were very active as well in defining goals and focusing on the tasks ahead.

The Sister Cities Coordinating Council was, also very active. Highlights include:

- The first ever mission to the Bahamas was carried out as the quarter ended on June 27 to the 30th. The purpose of the trip was to reaffirm the close cultural and economic ties between the residents of the Bahamas and the residents of

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Miami-Dade County. Led by Commissioner Dennis Moss, the delegation met with the highest officials in the Bahamas and provided many business and cultural exchange opportunities.

- On April 18th, the Sister Cities program participated in the first annual Youth Summit on Citizen Diplomacy. The Miami-Dade County Sister Cities program sponsored the event, which was jointly produced by the Miami Council for International Visitors, Miami-Dade College, and Miami-Dade County Public Schools. The event brought together more than 200 high school students from 15 schools.

BOARD MEETINGS	DATES HELD
ITC Board of Directors	April 11
Sister Cities Coordinating Council	May 17
COMMITTEE MEETINGS	DATES HELD
ITC Executive Committee	No meetings this quarter
Finance & Budget Committee	No meetings this quarter
Global Affairs Committee	May 17
Asian Trade Initiatives Ad Hoc Committee	No meetings this quarter
Africa Trade Initiatives Ad Hoc Committee	No meetings this quarter
Bahamas Committee - Sister Cities	April 22
Internal Management	June 26
European and Middle Eastern Trade Initiatives Ad Hoc Committee	May 10
Western Hemisphere Trade Initiatives Ad Hoc Committee	April 30, May 21
Sister Cities Arts Committee	May 17, June 1
Committee to Explore New Sister Cities Relationships	April 19

Administration & Finance

FINANCIAL REPORT

For Fiscal Year 2006-2007 (FY 06-07), the Board of County Commissioners authorized a budget of \$1.594 million to support ITC operations. This includes \$1.046 million for Personnel expenditures; \$542,000 for Operating costs; and \$6,000 for Capital.

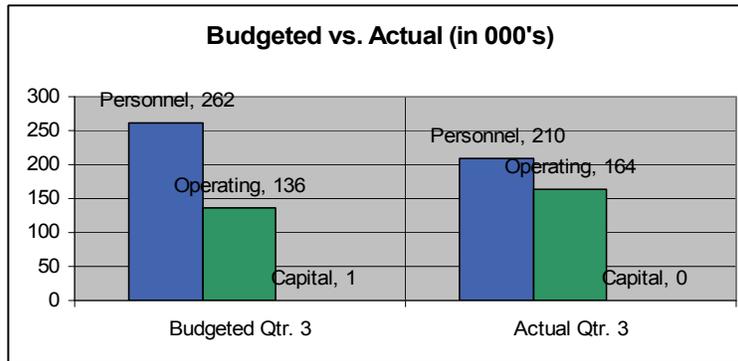
Quarter 3 Analysis:

PERSONNEL - Actual Personnel expenses for the 3rd quarter were 20% lower than budgeted. This was primarily due to attrition associated with a vacancy experienced during the quarter. Year-to-date actual expenditures for Personnel were 14% lower than budgeted.

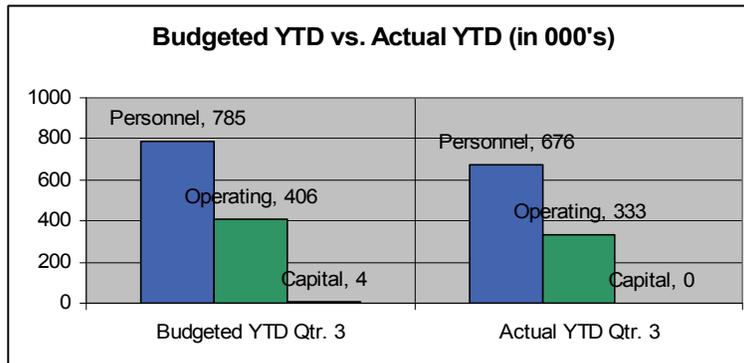
OPERATING - Actual Operating expenses for the 3rd quarter were 21% higher than budgeted. The higher than budgeted variance for the quarter was due to a number of costlier programmatic activities which began to be funded in the 3rd quarter, such as the FIU project. However, year-to-date actual figures after the 3rd quarter were still 18% lower than budgeted.

CAPITAL - There were no Capital expenditures during the 1st through 3rd quarters.

Quarter 3 Expenditures



Quarter 3 Year-To-Date Expenditures



Administration & Finance continued

There was one personnel change in the ITC staff during this quarter. International Protocol Specialist Cleopatra Contreras departed to pursue a career in law. Since most ITC staff members are carrying out protocol duties, the position was reclassified to that of Administrative Officer III, with the primary responsibility of managing the ITC Trade Database that is used for business matchmaking. After an intensive interview process an appointment is expected during the Fourth Quarter.

In other developments:

- ITC staff continued working on the development of the trade industry database comprising more than 18,000 businesses registered in Miami-Dade County. During this quarter staff began to provide trade leads to various international trade offices.

The table below shows the planned vs. actual activities of the ITC during this quarter. The most significant changes from the last quarter and from earlier reporting periods was in the large number of protocol assignments that the ITC staff completed. A busy diplomatic season and work by new staffers paid off handsomely. The number of sponsored receptions and conferences also far exceeded those planned. Indeed all planned activities either met or exceeded the planned goals, with one exception. There were no actual third party outgoing missions this quarter. This issue has been addressed and plans are underway to find ways to generate more activity in this area so that the goals will be met.

<u>ACTIVITIES</u>	<u>PLANNED</u>	<u>ACTUAL</u>
Third Party Incoming Missions	1	1
Third Party Outgoing Missions	2	0
ITC Newsletter	3	3
ITC Board of Directors Meetings	2	1
ITC Committee Meetings	4	10
Sister Cities Coordinating Council Meetings	1	1
Sister Cities Committee Meetings	3	3
Protocol Services	5	13
Sponsored Events	3	6

Trade Development

ITC-Led Missions:

The ITC spent much of the quarter planning and preparing for the Business Development Mission to South Africa, which took place April 15-April 26. The mission was highly successful. Commissioners Natacha Seijas, Audrey Edmonson and Sally Heyman participated. A contingent of Miami-Dade County officials as well as of organizations such as the Beacon Council, the Greater Miami Chamber of Commerce, the Greater Miami Convention and Visitors Bureau, the Latin America Chamber of the U.S.A., representatives of Miami International Airport and the Port of Miami, and various local business representatives traveled to Johannesburg and Cape Town where they met with the highest local officials. A highlight of the trip was the meeting with South African Airways. Their executives indicated a willingness to consider reopening the direct air link between Miami and Johannesburg. Agreements to sign memoranda of understanding between business and tourism organizations in both cities were also concluded. And Cape Town and Miami-Dade indicated an intention to seek Sister Cities relationship.

Sister Cities carried out a mission to the Bahamas, the first-ever official trip from Miami-Dade to its closest Sister City. The Cultural and Business Development Mission took place June 27-30. Led by Commissioner Dennis Moss, the purpose of the mission was to reaffirm the close cultural, government and economic ties enjoyed by the residents of Miami-Dade. In addition to meeting with senior government officials, the delegation included businesses from Miami-Dade County that met with their Bahamian counterparts who were pre-screened for matching commercial interests.

Entity	Destination	Mission Dates
ITC	South Africa	April 15-26
SISTER CITIES	The Bahamas	June 27-30

Third Party Missions:

The ITC certified one Third Party inbound Mission this quarter. There were no certified outgoing missions this quarter, and work is being done by the Trade Developers to generate more activity in this area. Certified outgoing missions are eligible to receive a reimbursement of up to \$3,000 per mission or \$6,000 per year per sponsoring organization. They are also eligible to receive up to \$7,500 on a reimbursement basis from Enterprise Florida, Inc. Incoming missions, when certified by ITC, are eligible for reimbursement up to \$2,000 or \$6,000 per year per sponsoring organization.

Mission Organizer	Destination	Mission Dates
Malaysia External Trade Development Corporation	Miami-Dade	April 10

Marketing and Outreach

Marketing and Outreach are integral functions of the ITC and the Sister Cities Program. After moving energetically during the Second Quarter to implement a proactive and focused communications strategy as identified by the Strategic Plan, the Third Quarter has been a period of consolidation. An emphasis has been placed on internal communications, thus the ITC Highlights are now published and distributed every Monday to keep the Board of Directors and the Coordinating Council apprised of weekly activities. The newly completed ITC video has been posted on the website and has been made available in three languages, English, Spanish and French. The mission to South Africa was supported by media outreach in South Africa, which was covered extensively on the web throughout the world and received print media coverage in South Africa as well as in various media in Miami-Dade. The video was rolled out during the South Africa mission, receiving very positive reception. The brand, “Miami-Dade / Global Gateway” has been well received by Miami-Dade economic development and tourism agencies. The ITC website was further redesigned and updated to include more current activities.

Finally, the ITC sponsors, staffs, and participates in various trade and cultural events. The number of sponsored conferences, receptions as well as the protocol assignments, as well as the events attended in which the staff has participated has grown significantly since the Second Quarter. That reflects both a greater involvement of the staff as well as the participation of new staff members in protocol events. The tables below reflect the activities in which the ITC has been involved, and the delegations that have been officially received in Miami-Dade County this quarter:

Sponsored Events:

Organization	Activity	Dates
Malaysia External Trade Development Corporation	Conference on Malaysia-USA Business Opportunities	April 10
ITC-Sister Cities, Miami-Dade Public Schools, Miami-Dade College and Miami Center For International Visitors	Youth Summit	April 18
Center for Hemispheric Policy / University of Miami	2 nd Annual Conference on Latin America	April 19
Miami-Dade County Dept. Of Bus. Development / ITC	Workshop on Opportunities in International Trade	April 27
Foundation for Democracy in Africa	2 nd US – Africa Air Transportation Summit	June 6-8
Port of Miami	Briefing for Port Stakeholders	June 6

Marketing and Outreach continued...

Attended Events

Organization	Activity	Date
Enterprise Florida and the Broward Alliance	European Business Briefing	April 17
ITC	Washington, D.C. Fly-In	April 12-13
Sister Cities	Broadening Sister Cities Relationships	April 19
Center for Hemispheric Policy – University of Miami	Workshop on Central America Political, Economic and Foreign Policy Update	April 9-10
Bethel House Museum	Museum’s Annual Event	April 22
Miami-Dade College School Of Business Administration And ITC	Exploratory meeting: Bahamas Connection	April 23
Nicaraguan-American Chamber Of Commerce	Business Networking Reception	April 25
WorldCity Magazine	Seminar: Latin America’s New Competitive Edge: Ethanol	April 25
Greater Miami Chamber Of Commerce	Board of Governors and Trustees Luncheon	April 4
INTRADE	Presentation of ITC Trade Mission Workshop	May 8
Port of Miami	Workshop on the Proposed Port Tunnel	May 10
Miami-Dade College Of Business	Minority Export Training Program – Trade Mission Seminar	May 16

Marketing and Outreach continued...

Attended Events

Organization	Activity	Date
Miami Council for International Visitors	Monthly Board Meeting	May 23
Center for Hemispheric Policy	Argentina's Economic Outlook	May 24
District Export Council	Export University: Focus On Latin America	May 25
Miami-Dade Commissioner Pepe Diaz	Airport Protocol Security Issues	May 30
CAMACOL	Hemispheric Congress Of Chambers of Commerce	May 30- June 3
Council of the Americas	Brazil Roundtable Discussion	June 1
Greater Miami Chamber Of Commerce	Goals Conference of 2007	June 2
Haitian Heritage Cultural Month	International Trade Seminar	May 25
U.S. Commercial Service	Opportunities in African Markets	June 8
FFTA – Florida Foreign Trade Association	Trade-USA Incoming Trade Mission from the Caribbean	June 25
FTAA	FTAA Board Meeting	June 26
ITC	ITC-Small Business Administration Work- shop	June 26

ITC Protocol Services

Organization	Activity	Date
Bahamas Consulate	Bahamas Networking Dinner	April 4
ITC / Sister Cities	Greet Haitian officials and Diplomats	April 17
ITC	Reception Consul General of El Salvador, Mr. Luis Montes Brito	April 18
ITC / Brazilian Trade Office	Receive a delegation of Young Entrepreneurs from Fortaleza	May 4
Port of Miami / Consulate General of The Gambia	Port of Miami / Gambia Port Sister Port Authority Sister Port Agreement	May 7
Women in International Trade and US-Mexican Chamber of Commerce	Presentation by the Hon. Jorge Lomonaco, Consul General of Mexico in Miami	May 9
ITC	Greet Congressman Lin Zhaoushu, People's Republic of China	May 14
ITC / Pakistani-American Chamber of Commerce	Visit of Pakistani Ambassador to the U.S.	May 21
British Consulate	Reception Celebrating the Queen's 81 st birthday	May 30
ITC Chair Natacha Seijas	Greet Barcelona Business Delegation	May 30
ITC / Miami Council For International Visitors	U.S. Department of State Visitors Leadership Program For a Turkmenistan delegation	May 30
Italian Consulate	Italian National Day Reception	May 31
Consulate General of Canada	Farewell reception for the Deputy Consul General	June 21



**Carlos Alvarez
Mayor**

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Barbara J. Jordan, Vice Chairwoman

**Barbara J. Jordan
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**Katy Sorenson
District 8**

**Dorrin D. Rolle
District 2**

**Dennis C. Moss,
District 9**

**Audrey M. Edmonson
District 3**

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

**Sally A. Heyman
District 4**

**Joe A. Martinez
District 11**

**Bruno A. Barreiro
District 5**

**Jose "Pepe" Diaz
District 12**

**Rebeca Sosa
District 6**

**Natacha Seijas
District 13**

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District 7**

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George M. Burgess, County Manager

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