



**FLY- IN TO WASHINGTON, D.C
APRIL 12-13, 2007**

**BUSINESS DEVELOPMENT MISSION TO
SOUTH AFRICA
APRIL 15-26, 2007**

END OF MISSION REPORT

PREPARED BY

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ITC EXECUTIVE DIRECTOR**

MAY, 2007



TABLE OF CONTENTS

Executive Summary	Page 3
Purpose	Page 4
Part One: The Washington Fly-In	Page 5
Participants	Page 5
Congressional Delegation Meetings	Page 5
Meetings with Federal Officials and NGO's	Page 6
Meetings with Indian and Brazilian Embassies	Page 7
Conclusions and Observations	Page 7
Part Two: ITC Business Development Mission to South Africa	Page 8
Participants	Page 8
Background	Page 9
The Mission - Johannesburg Highlights	Page 10
The Mission - Pretoria Highlights	Page 14
The Mission - Cape Town Highlights	Page 14
The Mission - Business to Business Matchmaking	Page 16
Conclusions and Observations	Page 18
Appendix I Key Representatives	Page 19
Appendix II Mission Hosts	Page 21
Appendix III Mission Budget	Page 22

EXECUTIVE SUMMARY

The Jay Malina International Trade Consortium (ITC) organized a Fly-In to Washington, D.C. and a Business Development Mission to South Africa, April 11 to April 26, 2007.

The purpose of the Fly-In was to acquaint Congressional and federal officials of the role and purpose of the ITC and to request additional federal support for the agency's Trade Missions Program. ITC also held meetings with representatives of the U.S. Department of Homeland Security to request that Miami International Airport (MIA) be selected as one of the department's model airports to facilitate the movement of international passengers at MIA. In addition, ITC delegates met with the Corporate Council on Africa to review the political, social, and economic situation in that continent. Last, ITC met with representatives of the Indian and Brazilian embassies to review possible trade missions to those countries.

The Business Development Mission to South Africa visited the cities of Johannesburg, Pretoria, and Cape Town and consisted of nineteen mission participants representing the Board of County Commissioners, Miami-Dade County officials, local economic development and tourism agencies, and various private sector individuals interested in expanding their business opportunities. ITC selected South Africa for a trade mission destination after an evaluation of countries in the region performed by ITC in conjunction with its African Trade Initiatives Ad Hoc Committee and subsequent approval by the ITC Board of Directors. The visit to South Africa was the second to that country, and highlighted the importance of that country as a trading partner with South Florida. Bilateral trade between the two amounted to \$213 million in 2006.

The mission sought to further solidify bilateral relationships between Miami-Dade and South Africa by re-establishing direct air links between Johannesburg and Miami-Dade; to highlight Miami-Dade's position as a platform for global trade and tourism; to provide business opportunities for private sector mission participants; and to pursue a Sister Cities affiliation with the City of Cape Town. This report outlines in detail the success of the mission in achieving its objectives.

PURPOSE:

The mission of the Jay Malina International Trade Consortium (ITC) is to create opportunities for international trade and cultural understanding by promoting and strengthening Miami-Dade County as a global gateway. To achieve that goal the agency has developed an ambitious and aggressive strategy consisting of taking and funding trade missions abroad; implementing a marketing and outreach campaign; developing a database of local community exporters and importers; and promoting international understanding through our Sister Cities Program. In the month of April, ITC conducted a Fly-In to Washington, D.C. and led a Business Development Mission to South Africa to complement that strategy.

The purpose of the Fly-In was to brief members of our Congressional delegation of the role and purpose of the agency; to request federal funding in support of ITC trade missions programs; to brief federal administration officials of our activities to promote international trade; and to meet with representatives of the Indian and Brazilian embassies in Washington, D.C. to discuss possible ITC led missions to those countries in the near future.

A total of four persons from Miami-Dade County joined the Office of Intergovernmental Affairs representatives in Washington D.C., during ITC's visit there.

The purpose of the Business Development Mission to South Africa had four distinct approaches:

- To acquaint relevant trade and local officials in Johannesburg, Pretoria, and Cape Town of our efforts to promote international trade and commerce in South Africa, and to acquaint them with Miami-Dade as a platform for trade with the Americas;
- To meet with appropriate officials as well as representatives of South African Airways (SAA) in an effort to regain a direct flight between Miami-Dade County, Johannesburg, and Cape Town;
- To provide members of the private sector, who joined the mission opportunities to meet their counterparts to secure additional business ventures;
- To engage the City of Cape Town in a sister cities affiliation with Miami-Dade.

A total of nineteen persons participated in the mission to South Africa.

Part One: The Washington, D.C. Fly-In April 12-13

Participants:

County Commissioner **Natacha Seijas**; ITC Executive Director, **Tony Ojeda**; ITC Chair of the Global Affairs Committee, **Dwayne A. Wynn**; and **Terence G. Murphy**, Senior Policy Advisor to Commissioner Seijas joined **Eric Olafson** and **Maury Litwack** from our Washington Office of Intergovernmental Affairs for the meetings with members of the Congressional Delegation, representative members of the federal government, as well as non-governmental organizations, and representatives of the Indian and Brazilian embassies.

Congressional Delegation Meetings:

During the briefings with the Congressional Delegation, ITC reviewed the role and purpose of the ITC as well as the County's efforts to promote our community as a global trade and cultural destination center. In addition, ITC requested a federal supplemental appropriation of \$300,000 to support ITC's Trade Missions Program. This project would help to enhance ITC's trade efforts and assist in encouraging additional third party trade missions abroad. The group met with key staffers in the offices of U.S Representatives Lincoln Diaz-Balart and Kendrick Meek in Capitol Hill. Florida Senator, Bill Nelson was most favorably impressed with the ITC activities in support of trade promotion, and in particular of the ITC mission to South Africa. Senator Nelson is a member of African Affairs Subcommittee. The visit to Capitol Hill also included a visit with New Jersey Senator, Bob Menendez, who expressed support for ITC's efforts in trade promotion.



Pictured above from left to right, Dwayne Wynn, Commissioner Natacha Seijas, Senator Bill Nelson, and Tony Ojeda

**Part One: The Washington, D.C. Fly-In:
(continued)**

Meetings with Federal Officials and Representatives from Non-Governmental Organizations

The Fly-In also included meetings with senior members of the U.S. federal government involved in international trade and security.

During a meeting with Everett Eissenstat, Assistant U.S. Trade Representative for the Americas and a member of the Executive Office of the President, ITC reviewed Miami-Dade's efforts to promote our community as a platform for trade and requested the assistance of the U.S. Trade Representative in our efforts to showcase Miami-Dade as the Gateway to the Americas. Mr. Eissenstat reviewed the President's trade policy and complimented Miami-Dade County for its efforts in promoting trade in the Western Hemisphere as well as trade and cultural relations with Africa in general, and South Africa in particular. He also indicated that we were one of the very few communities in the United States that had developed an effective program for trade with Africa.

Another meeting at the U.S. Department of Commerce with Ms. Ana Guevara, Deputy Assistant Secretary for Services in the International Trade Administration and members of her staff, highlighted our community's efforts in international trade. As a result of the meeting, Ms. Guevara's staff indicated that the Department of Commerce had matching funds available in their Market Development Coordinator Program for trade missions and encouraged ITC to submit an application for those funds.

ITC also met with Ms. Deborah Moronese, a senior staff person with the Small Business Insurance Office of the Overseas Private Investment Corporation (OPIC). This federal agency works like a bank and assists U.S. businesses invest overseas by providing loans and political insurance. Ms. Moronese indicated her office was ready to provide assistance to Miami-Dade business interested in investing abroad.

In a meeting with Al Martinez-Fonts, Assistant Secretary for the U.S. Department of Homeland Security and his staff, discussion focused on the need for better coordination of security services at Miami International Airport (MIA). ITC requested that MIA be selected as one of the Department of Homeland Security's Model Airports to facilitate the movement of people through MIA.

ITC also met with Mr. Steven Hayes, the President of the Corporate Council on Africa, who gave an overview of the political, social, and economic conditions in the African continent. Mr. Hayes and his staff provided an excellent analysis of the situation in South Africa.

**Part One: The Washington, D.C. Fly-In:
(continued)**

Meetings with Representatives of the Indian and Brazilian Embassies

The ITC Board of Directors at its April 11, 2007 meeting accepted the recommendation of its Asian Trade Initiatives Ad-Hoc Committee to take a Miami-Dade County Mission to India in September of this year. ITC met with Mr. Anil K. Sharan, Counselor for Commerce at the Indian Embassy in Washington, D.C., who provided an overview of the situation in India and offered his embassy's assistance in planning the mission to India.

ITC also met with Mr. Rubens Gama, Director of the Trade Promotion Office of the Brazilian Embassy in Washington, D.C. ITC is studying, along with its Western Hemisphere Trade Initiatives Ad-Hoc Committee, a possible country in South America for an ITC trade mission. And, since Brazil is the largest trade partner with our community, ITC met with trade officials to obtain additional data regarding bilateral trade efforts.

Conclusions and Observations:

The Fly-In to Washington, D.C. highlighted Miami-Dade County's efforts to promote our community as a trade and cultural destination center and acquainted our Congressional Delegation as well as relevant federal government officials or our unique program for international trade and commerce. It also provided an opportunity to request congressional financial assistance in support of our trade missions program.

Part Two: ITC Business Development Mission to South Africa April 15-26, 2007

The ITC Business Development Mission to South Africa evolved as a result of an intensive planning effort conducted by staff along with members of the ITC African Trade Initiatives Ad Hoc Committee (ATIC), chaired by Ms. Bernadine Bush. The ITC Board of Directors accepted the recommendation of the ATIC to conduct a Business Development Mission to South Africa from April 15 to April 26, 2007. ITC staff prepared and organized the mission logistics and recruited participants through a registration process advertised through the media, the ITC Web Page, the ITC database of business interested in South Africa, and the various other stakeholders interested in expanding trade between South Africa and Miami-Dade County. A total of nineteen persons participated in the mission.

Participants:

County Commissioner **Natacha Seijas**, ITC Chair; County Commissioner **Audrey Edmondson**, Chair of the Commission's Committee on Economic Development and Human Services; County Commissioner, **Sally Heyman**, Vice Chair of the Commission's Committee on Aviation and Tourism; ITC Executive Director, **Tony Ojeda**; ITC Global Affairs Committee Chair and President/CEO Worldwide Access, **Dwayne Wynn**; ITC Chair African Trade Initiatives Committee and President and CEO B. Bush, Inc., **Bernadine Bush**; ITC Western Hemisphere Trade Initiatives Ad-Hoc Committee and Senior Partner Law Firm J. David Pena and Associates, **J. David Pena**; ITC Board Member and President/CEO The Rivers Group Corporation, **Chief Sandrell Rivers**; Assistant Aviation Director, **Miguel Southwell**; Director Urban Initiatives for the Beacon Council, **Charita Allen**, Director of Sales for Florida and the Caribbean for the Greater Miami Convention and Visitors Bureau, **Sandra Daley-Francois**; Managing Director for the Latin Chamber of Commerce, CAMACOL, **Patricia Arias**; Dean of Academic Affairs of Johnson and Wales University, and Chair of the Board of the Visitor Industry Council of Greater Miami, **Dr. Larry Rice**; President Rice Training Solutions, **Dr. Claire Michele Rice**; Executive Director of the Foundation for Democracy in Africa, **Anthony Okonmah**; Operations Manager for Vertical Source Pharma, **Lazaro Amores**; Senior Policy Advisor to Commissioner Natacha Seijas, **Terence G. Murphy**; Aide To Commissioner Audrey Edmondson, **Gerard Philippeaux**; and ITC Senior Trade Developer, **Desmond Alufohai**.

The cost of the mission paid by each participant was \$3695 including airfare, lodging, and registration which included all local business transportation, most meals, and networking receptions.

Part Two: Business Development Mission to South Africa (continued)

Background:

Trade between Miami-Dade and South Africa amounted to approximately \$213 million in 2006. Miami International Airport (MIA) has identified South African Airways as the strongest candidate for its air service development strategy for Africa. South Africa is one of the most political stable countries in Africa, and while it faces many economic challenges, it enjoys the strongest economy in the African continent with a per capita income in 2006 of about \$13,000. South Africa will host the World Cup (Soccer) Tournament in 2010, and the South African government is expected to spend approximately \$50 billion Rand (approximately U\$7.14 billions) in developing its infrastructure to accommodate the expected hundred of thousands of tourists from all over the world to watch the games. While the government's goal is to obtain sustainable development at the rate of 6% per year, the country has an unemployment level of approximately 40% according to reports issued by the U.S. Commercial Service in Johannesburg.

South Africa is the Gateway to Africa, and its economy represents, according to the American officials in the U.S. Consulate in Johannesburg, 24% of the Gross Domestic Product (GDP) of all of Africa. The country is the leader of the South African Customs Union which permits the free flow of goods and service from and to South Africa and its neighbors in the southern tip of Africa. To promote the economic development of the population, the government has created the Black Economic Empowerment program which requires that all major firms in the country have at least a 20% capital investment from Black Entrepreneurs as well as an aggressive program that requires Black employment in all firms at approximate 15% of the total workforce of each company or firm.

While the South African government has developed an aggressive education policy, and practically every school aged child is enrolled in school, there is a great need for skilled professionals at all levels of society. Progress has been made since independence in 1994, but the country is still reeling from the effect of the apartheid policies of the past. However, all South Africans are proud of their country and its achievements, and there is a sense of commitment to the future economic development of all members of their society.

South Africa is a logical business and cultural partner for Miami-Dade County with its multicultural society and its rapidly expanding volume of trade with most of the world. The Port of Miami has a Sister Port agreement with the Port of Cape Town and the Port of Durban.

Part Two: Business Development Mission to South Africa (continued)

Working with officials in South Africa, the U.S. Commercial Service, and the staff of Enterprise Florida in Johannesburg, ITC staff identified the cities of Johannesburg, Pretoria, and Cape Town as the sites most beneficial to conduct the mission. Johannesburg is the business capital of South Africa; Pretoria is its administrative capital; and Cape Town, a city which shares many similarities with Miami-Dade County is one of South Africa's most important tourist destinations. In Johannesburg, Pretoria, and Cape Town mission participants met with the U.S. Commercial Service, local and provincial government officials, economic development agencies and tourism agencies, the U.S. Ambassador and members of his key staff (Pretoria), and representatives of the private sector, who participated in business matchmaking meetings.

The Mission—Johannesburg Highlights:

In Johannesburg mission participants first received a series of briefings organized by the U.S. Consulate and the U.S. Commercial Service which provided an overview of economic conditions in South Africa and discussed the economic climate for foreign direct investment in the country. These meetings established the groundwork for doing business in Africa and oriented the participants as to the reality of the South African social, political, and cultural situation. During the briefing, the representative of Enterprise Florida, Inc. (EFI) in South Africa reviewed the role and function of that agency there. EFI assisted the ITC staff in setting the matchmaking meetings in Johannesburg.

Gauteng is the province in which Johannesburg is located, and the Gauteng Economic Development Agency (GEDA) is the provincial government agency responsible for the economic development policies of that region. GEDA briefed the group on the economic challenges and opportunities of the region, and provided information on how to best engage local businesses in the area. ITC Chair Natacha Seijas invited GEDA to bring a trade mission to Miami-Dade and highlighted the need to establish direct air service between Johannesburg and Miami-Dade so that mutual trade levels would increase significantly. The meeting also served to clarify Miami-Dade's role as a platform for trade to the Americas.

Investment opportunities in South Africa, according to GEDA, include the following industries, products, and services: agro-processing, fruit and vegetables, meat processing, wine, chocolates, fibers, automotive and engine parts, organic chemicals, pharmaceuticals, mining, arts and crafts, services—hotel management, car rentals, management consultants, engineering and architectural services related to the hosting of the World Cup in 2010. ITC will use this data to assist possible third party trade missions to and from South Africa in the future.

Part Two: Business Development Mission to South Africa (continued)

At a briefing with the Trade and Investment Agency of the northern South African province of Limpopo, mission participants also learned first hand of the investment and trade opportunities in that province. Although, it became even clearer during this briefing that their exports of fruits and vegetables to the United States would not be feasible without a direct flight between Johannesburg and Miami-Dade.

The Executive Mayor of Johannesburg, the Honorable Amos Masondo met with our group in his office where we had the first opportunity to officially communicate to the authorities of the city of Johannesburg the importance to their future economic development as well as ours of restoring direct air flights between Johannesburg and Miami-Dade. Mayor Masondo understood the economic implications of this direct air route, and he offered his support during future discussions with South African Airways officials. Commissioner Seijas invited the Mayor to bring a business delegation to Miami in the near future to promote the 2010 World Cup in South Africa.



Pictured above the Miami Dade Mission Participants with the Mayor of Johannesburg, Amos Masondo

Part Two: Business Development Mission to South Africa (continued)

Another key meeting in Johannesburg took place with representatives of the Gauteng Tourism Authority (GTA), the provincial entity responsible for promoting tourism in the region. ITC unveiled the newly published video, “Miami-Dade, a Global Gateway—Come Trade with Us” to the acclaim of all concerned. Sandra Daley-Francois, Director of Sales for the Caribbean for the Greater Miami Convention and Visitors Bureau (GMCVB) also made a presentation about the tourism opportunities in Miami-Dade and agreed to sign a Memorandum of Understanding between the GMCVB and GTA to work cooperatively in the promotion of tourism for both areas. During this meeting, Commissioner Seijas again emphasized the need for direct flights between Johannesburg and Miami-Dade. Both agencies agreed that without direct air linkages it would be difficult to increase tourism opportunities.



Pictured above from left Commissioner Sally Heyman, GTA Chair Geoff Makhubo, Commissioner Natacha Seijas, Commissioner Audrey Edmondson, and Thabo Masemula, GTA Senior Manager

The Miami-Dade presentation provided GTA an opportunity to learn first hand of the key role that we play as a platform for trade and tourism for the Western Hemisphere.

The Speaker of the Gauteng Provincial Legislature, the Honorable Richard Mdakane enthusiastically received the Miami-Dade delegation at the Provincial Chambers, and expressed his delight that such a high level delegation from Miami-Dade was visiting his province to promote bilateral trade, since he felt that the great challenge facing his country was to fight poverty and underdevelopment, and that these types of trade missions would provide the impetus for further economic growth. He accepted an invitation from Commissioners Seijas, Edmondson, and Heyman to bring a legislative group to Miami-Dade in the near future.

Part Two: Business Development Mission to South Africa (continued)

Among the most important highlights of the mission was the meeting in Johannesburg with key executives of South African Airways (SAA) at their headquarters near Oliver Tambo International Airport. Commissioners Natacha Seijas, Audrey Edmondson, and Sally Heyman met with Phillip Bekker, General Manager: Airport Operations for SAA; Marc Cavaliere, SAA Executive Vice President, North America; Thulani Nzima, CEO SAA Travel Centre; and Jason Krause, SAA Head of Network Development. Also present at this meeting were ITC Executive Director, Tony Ojeda; ITC Chair Global Affairs Committee, Dwayne Wynn; Assistant MIA Director for Development, Miguel Southwell; Director of Sales for Florida and the Caribbean for the GMCVB, Sandra Daley-Francois; Director of Urban Initiatives for the Beacon Council, Charita Allen; and Enterprise Florida, Inc. South Africa Director, Tongila Manly.

At this meeting, the Miami-Dade representatives discussed with SAA officials the rationale for restoring direct flights between Miami and Johannesburg. The presentation included:

- analysis by MIA of the potential profitability of these flights for SAA;
- offer by the GMCVB of assistance in promoting the flights with relevant local travel agencies and tour operators and for discounted lodging at local hotels for SAA crews;
- offer by the Beacon Council to assist with the relocation of offices in tax deferred enterprise zones and assistance with human resource training;
- review by ITC of the tourist potential of the 2010 World Cup;
- review by ITC Global Affairs Chair of Miami-Dade's community support.

SAA officials expressed their satisfaction with the County's presentation and indicated their primary consideration for any route changes focused on the profitability of the enterprise. Miami-Dade's offer was well accepted, and everyone involved felt that a decision in favor of flying to Miami would be forthcoming in the near future. Commissioner Natacha Seijas reiterated that a direct flight between Johannesburg and Miami-Dade would create additional jobs and contribute to increased bilateral trade and tourism for both communities.



From left to right, Marc Cavaliere and Phillip Bakker, SAA, Commissioners Seijas, Edmondson, and Heyman

Part Two: Business Development Mission to South Africa (continued)

The Mission—Pretoria Highlights:

In Pretoria, mission participants had an extensive briefing at the U.S Embassy by the U.S. Ambassador to South Africa, Eric Bost, and Embassy agency heads. This was the largest trade delegation from the U.S. visiting South Africa since Mr. Bost had assumed office. The Ambassador and his staff provided the group an extensive briefing of the political situation in South Africa and wished the group well in our efforts to obtain direct air service between Johannesburg and Miami-Dade.

The South African Department of Trade and Industry (DTI) in conjunction with Ministry of Foreign Affairs provided a comprehensive overview of the economic reality in South Africa and reviewed that country's foreign policy issues. As a non permanent member of the United Nations Security Council, South Africa is a full partner of the United States in our efforts to combat terrorism, drug trafficking, and money laundering. During the briefing, the Ministry of Foreign Affairs indicated that it was supporting the opening of a South African consulate general or a South African trade office in Miami-Dade County in the near future. The meeting also focused on the importance of Miami-Dade as a future platform for trade for South African goods and services en route to other parts of the Western Hemisphere.

The Mission—Cape Town Highlights:

Cape Town is situated in the Western Cape Province, and the Western Cape Investment and Trade Promotion Agency (WESGRO) provided an overview of the economic landscape of the province. U.S. Consul General in Cape Town, Helen La Lime officially welcomed the delegates on behalf of the United States government. During this briefing, ITC also unveiled the newly published video, "Miami-Dade, a Global Gateway—Come Trade with Us" and reviewed the many similarities that our community shared with Cape Town. The Cape Regional Chamber of Commerce highlighted the many business opportunities available in the Cape area especially with the upcoming World Cup in 2010.

The convention and events bureau in the area, the Cape Town Routes Unlimited reviewed tourism opportunities and invited the participation of the GMCVB to work with them in the promotion of mutual tourism. As in Johannesburg, the GMCVB offered to enter into a Memorandum of Understanding with the Cape tourism agency.

Mayor Helen Zille, the Mayor of Cape Town, received the delegates in her office at the Cape Town Civic Center. Commissioner Seijas provided an overview of our visit and reviewed the many similarities between our two communities. ITC Global Affairs Chair Dwayne Wynn discussed Miami-Dade's role as a global gateway for trade and culture.

Part Two: Business Development Mission to South Africa (continued)

Mayor Zille and Commissioner Seijas reviewed the opportunities for cooperation between our two communities. Mayor Zille discussed the need for support in the area of law enforcement and crime prevention, particularly regarding the socio economic problems created by local gangs involved with drugs and drug trafficking. She also requested assistance in the area of job training, broadband access, and film permitting. In this spirit of friendship and mutual trust, both Mayor Zille and Commissioner Seijas signed a Declaration of Intent between Miami-Dade County and the City of Cape Town that will lead to a more formal Sister Cities affiliation between the two communities.



Pictured above Cape Town Mayor Hellen Zille and Commissioner Natacha Seijas with copies of the Declaration of Intent

The Western Cape Province Department for Economic Development and Tourism which is the provincial agency responsible for economic development and tourism in the Western Cape area provided an overview of the economic challenges and opportunities in the area.

Mission participants had a final meeting in Cape Town with the Director and staff of the Port Authority of Cape Town. The Port of Miami has a Sister Port agreement with that port, and its Director, Mr. Sanjay Govan, highlighted the cooperation between the two ports since the agreement was signed. Commissioner Seijas emphasized the need for greater bilateral trade between the two ports.

Part Two: Business Development Mission to South Africa (continued)

The Mission--Business to Business Matchmaking:

Private sector representatives participating in the Mission to South Africa had opportunities to meet with local South African businesses and enterprises both in Johannesburg and Cape Town. ITC staff in cooperation with the U.S. Commercial Service, Gauteng Economic Development Agency (GEDA), Western Cape Trade and Investment Promotion Agency (WESGRO), and Enterprise Florida, Inc. (EFI), South Africa arranged the matchmaking business to business meetings. While ITC cannot report any sales agreement entered into the various parties, every private sector participant in the delegation had several meetings with their counterparts in South Africa. Miami Dade business delegates also had the opportunity for additional matchmaking activities during their visit to ABSA Permanent Exhibition Stand at the Oliver Tambo International Airport in Johannesburg.

Immediate private sector results:

- Cartoon Candy of South Africa has notified the Beacon Council that as a result of their meeting in Johannesburg, that company is planning to open an office in Miami-Dade in the last quarter of 2007.
- Remkor Technology, Inc. has tentatively agreed to bring an exhibit booth to the Latin Chamber of Commerce (CAMACOL) Hemispheric Congress of Chambers of Commerce to seek distributors for its products in Latin America.
- CAMACOL is working with the Economic Division of the South African Embassy in Washington, D.C. to establish linkages between South Africa and Latin America to foster business opportunities for the private sector in the two regions.
- The Dean of Academic Affairs at Johnson and Wales University agreed to exchange both faculty and students between his University and the University of Cape Town.

Part Two: Business Development Mission to South Africa (continued)

Representative Matchmaking activities in South Africa:



Part Two: Business Development Mission to South Africa (continued)

Conclusions and Observations:

The ITC Business Development Mission to South Africa was successful in meeting its stated objectives:

- Mission participants received a thorough briefing by U.S. and South African authorities of the social, political, and economic conditions of the country.
- Miami-Dade County officials had ample opportunities to brand our community as a global center for trade, tourism, and cultural activities through our meetings with key South African officials, economic development, and tourism agencies.
- South African Airways officials pledged to review the re-establishment of direct air service between Johannesburg, Cape Town, and Miami-Dade as a result of a high level presentation made to SAA executives by Miami Dade County Commissioners, ITC, Miami International Airport, Greater Miami Convention and Visitors Bureau, Beacon Council, and Enterprise Florida, Inc.
- Miami-Dade business participants had numerous opportunities for matchmaking with businesses in Johannesburg and Cape Town.
- The Mayor of City of Cape Town, Helen Zille signed a Memorandum of Understanding with Commissioner Natacha Seijas that will lead to a first Sister Cities Affiliation agreement between an African city and Miami Dade County.
- The Port of Cape Town and the Port of Miami solidified their bilateral Sister Port Agreement.
- The Greater Miami Convention and Visitors Bureau will sign a Memorandum of Understanding with the Gauteng Tourism Authority and Cape Town Routes Unlimited—the convention bureau for Cape Town.
- The Gauteng Economic Development Agency and representatives of the Gauteng Legislature have indicated they will lead a reciprocal trade mission to Miami-Dade County in the near future.
- The South African Ministry of Foreign Affairs has indicated its serious consideration for opening a South African consulate general and/or a trade office in our community.

APPENDIX I

KEY REPRESENTATIVES OF SOUTH AFRICAN AND UNITED STATES AGENCIES PARTICIPATING IN MEETINGS WITH THE MIAMI DADE BUSINESS MISSION

JOHANNESBURG and PRETORIA

- **Craig Allen**, Minister Counselor for Commercial Affairs, U.S. Commercial Service
- **Steve Coffman**, U.S. Consul General, Johannesburg
- **Douglas M. Shuster**, Manager for Business Development, Sub Saharan Africa, U.S. Trade and Development Agency
- **Tongila Manly**, Enterprise Florida, Inc., South Africa
- **Nitesh Dullabh**, Senior Project Manager, Gauteng Economic Development Agency
- **Manabile Shogole**, General Manager, International Operations, Limpopo Trade and Investment
- **Honorable Amos Masondo**, Executive Mayor of Johannesburg
- **Geoff Makhubo**, Chair, Gauteng Tourism Authority
- **Thabo Masemula**, General Manager, Gauteng Tourism Authority
- **Honorable Richard Mdakane**, Speaker, Gauteng Provincial Legislature,
- **Gengezi Mgidlana**, Provincial Secretary, Gauteng Legislature
- **Eric M. Bost**, U.S. Ambassador to South Africa, U.S. Embassy, Pretoria, South Africa
- **Donald G. Teitelbaum**, Deputy Chief of Mission, U.S. Embassy, Pretoria, South Africa
- **Raymond L. Brown**, Counselor Political Affairs, U.S. Embassy, Pretoria, South Africa
- **Cobbs Pillay**, Manager, Americas Desk, Department of Trade and Industry, Republic of South Africa, Pretoria, S.A.
- **Jan Van Vollehoven**, Director for the U.S.A. Department of Foreign Affairs, Republic of South Africa, Pretoria, S.A.
- **Yunus Hoosen**, Manager, Investment and Promotion, Department of Trade and Industry, Republic of South Africa, Pretoria, S.A.
- **Phillip Bekker**, General Manager, Airport Operations, South African Airways
- **Marc Cavaliere**, Executive Vice President, North America, South African Airways
- **Thulani Nzima**, CEO, Travel Center, South African Airways
- **Jason Krause**, Head of Network Development, South African Airways

**APPENDIX I
(CONTINUED)**

CAPE TOWN

- **Nils Flaatten**, Acting CEO, Western Cape Investment and Trade Promotion Agency
- **Helen La Lime**, U.S. Consul General, Cape Town, South Africa
- **Arifa Parkar**, Marketing Manager, Cape Regional Chamber of Commerce
- **Calvyn Gilfellan**, Executive Manager, Cape Town Routes Unlimited
- **Bjorn Hufkie**, Convention Bureau, Cape Town Routes Unlimited
- **Amanda Kotze-Nhalpo**, Marketing Manager, Cape Town Routes Unlimited
- **Honorable Helen Zille**, Executive Mayor of Cape Town
- **Simon Grindrod**, Councillor, Mayoral Committee Economic, Social Development, and Tourism, City of Cape Town
- **Mansoor Mohamed**, Executive Director, Economic and Social Development, City of Cape Town
- **Hildegarde Fast**, Acting Head of Department, Department of Economic Development and Tourism, Western Cape Province
- **Sanjay Govan**, Port Manager, Port of Cape Town

APPENDIX II
MISSION HOSTS

- Gauteng Economic Development Agency
- Perfect Portfolio Art Fund, DE Professional Consulting and Mirzam, South African Business Club of South Florida
- Gauteng Tourism Authority
- Gauteng Provincial Legislature
- Department of Trade and Industry, Republic of South Africa
- Kuoni DMC Africa and Africa Sky Hotels
- Western Cape Investment and Trade Promotion Agency
- Port of Cape Town

APPENDIX III
MISSION BUDGET

Revenues:

Airfare Collected (19 participants)	31,766
Hotel & Registration Fees (19 participants)	
Hotel Accommodations in Johannesburg & Cape Town	
23,993	
Registrations Collected	10,602
Total Revenues:	<u>\$66,361</u>

Expenditures Incurred:

Airfare Paid	32,531
Hotel Accommodations (Johannesburg & Cape Town)	24,202
Other Expenses:	
Ground Transportation	3,765
Receptions (Johannesburg & Cape Town)	2,486
Conference Room Rental for Business Matchmaking	336
Miscellaneous	605
* Total Expenses:	<u>\$63,925</u>

Net Anticipated Gain to the Trade Mission Center of the Americas, Inc. \$
2,436

* Total Expenses figure includes some minor expense adjustments (both increases and decreases) which are pending. These anticipated adjustments have been assumed to have a currency exchange rate of 7.1 South African Rand to \$1 US. At the time of settlement, any variance to this figure due to the fluctuating exchange rate should be minimal.