



ITC Chair Jose "Pepe" Diaz

**A Message From the Chair**

Welcome to Trade Miami-Dade, the newsletter highlighting the activities of the International Trade Consortium (ITC) Board of Directors and the Economic Development and International Trade Unit (EDIT) of Miami-Dade County.

As the Chair of the ITC, I have the responsibility of engaging our local partners and making new commercial connections around the world. The advantages of using Miami-Dade County and its superb international trade resources for moving product to and from anywhere in the world are formidable. Our message is clear, Come Trade With Us, and together we can make Miami-Dade prosper.

We hope you enjoy *Trade Miami-Dade*, and that you will join us in promoting Miami-Dade as the Global Gateway.

# Trade Miami-Dade

The Journal of the ITC

*Bringing the World to Miami-Dade Business*

July 2015

## Miami-Dade Mission to Paris and Marseille, France

Miami-Dade County Mayor Carlos A. Gimenez; the Chair of the County Commission, the Hon. Jean Monestime; and ITC Chair Jose "Pepe" Diaz led a Miami-Dade County Business and Trade Development Mission to Paris and Marseille, France, from June 12 through 20, 2015. Economic development organizations such as the



Greater Miami Convention and Visitors Bureau and the Beacon Council, along with representatives from Miami International Airport, PortMiami and others joined the mission. In addition, private sector participants held business match-making meetings organized by the Chamber of Commerce and Industry of Paris and Marseille. The Miami-Dade Delegation also participated in the Paris Air Show Florida Pavilion led by Florida's Gov. Rick



Scott. The Pavilion organized by Enterprise Florida was once again the largest of any state, showcasing companies that demonstrate the innovation and expertise that makes Florida an international business leader. In total, 17 Florida companies and organizations participated in the Florida Pavilion. With approximately 2,200 exhibiting companies from 44 countries and more than 139,000 trade visitors from all over the world, the International Paris Air Show was this year's largest aviation and aerospace exhibition and display. (Continued page 4.)

## Mr. Manny Gonzalez Named New EDIT Chief



We invite you to join the staff of the Miami-Dade County Economic Development & International Trade Unit in welcoming its new Chief, Mr. Manny Gonzalez. Mr. Gonzalez was instrumental in the creation of this office in 1999 and served as the ITC Executive Director from 2004-2006. Mr. Gonzalez joins the office from the Miami-Dade Aviation Department, as Chief of Miami International Airport Business Ventures. He also served as Chief Operating Officer of the City of Miami International Trade Board.

## Trade at a Glance



Miami's trade with the world fell to \$36.4 billion through four months of 2015, according to a WorldCity analysis of latest U.S. Census Bureau data. That's 3.73 percent below its total trade during the same time period last year. Miami's exports decreased 2.87 percent while imports fell 4.79 percent. Miami's surplus was \$3.99 billion.

Through April the district's top five trade partners were Brazil, Colombia, China, Chile and the Dominican Republic compared to the same period last year when the top five were Brazil, Colombia, China, Costa Rica and Chile.

Source: WorldCity



## Malaysian Delegation visits Miami-Dade County



The Right Honorable Zambry Abd Kadir, Chief Minister (Governor) of the State of Perak, Malaysia, recently led a delegation of 21 persons consisting of private and public officials to Miami-Dade County. The purpose of the visit was to learn from the experiences of Miami-Dade County and City of Miami, strategies for revitalizing poor neighborhoods and eliminating slums and blight through creative services, housing and infrastructure development.

The delegation also requested meetings with Miami-Dade County representatives responsible for the Neighborhood Revitalization Strategy Areas (NRSAs), Public Facilities & Capital Improvements, Public Housing & Community Development and the Southeast Overtown/Park West Community Redevelopment Agency (CRA), City of Miami.

## Delegation from Miami-Dade Sister City Prague Visits



On June 10, EDIT hosted a delegation from Prague, Czech Republic, which is a Miami-Dade Sister City. Prague Deputy Mayors Daniel Hodek and Peter Dolinek were welcomed by ITC Chair Jose "Pepe" Diaz, who discussed ways to increase two-way trade between the two communities. Miami Dade Aviation Department Marketing Division Director Chris Mangos briefed the Deputy Mayors about the possibility of direct air service between Miami and Prague.

# Mayor Carlos A. Gimenez Greets Mayor of Shenzhen, China

Miami-Dade County by Mayor Carlos A. Gimenez greeted Mayor Xu Qin of Shenzhen, China on June 26. Shenzhen is a major industrial and logistics hub in South China and enjoys a close proximity to Hong Kong. Shenzhen Bao'an International Airport serves as the Asia-Pacific hub for several airlines, and Shenzhen Port is one of the busiest and fastest growing ports in the world.



## Seaport and Airport News



On June 19, 2015, the Miami-Dade delegation visiting France renewed a **Sister Seaport agreement with the Port of Marseille**. The agreement calls for continuing close relationship between PortMiami and the Port of Marseille, establishes a commitment to mutual development, and will promote the exchange of information for

both cruise and container operations. Pictured are Madame Christine Cabau Woehrel, President and CEO of Port of Marseille; Juan Kuryla, PPM, Director, PortMiami; Chairman Jean Monestime, Miami-Dade Commission; and Commissioner Jose “Pepe” Diaz, Chairman of the ITC.

Port Miami and Marseille Sister Port Agreement received good local media coverage.



During the week of June 8, Miami International Airport welcomed aviation executives from around the globe to Miami for the **International Air Transport Association’s (IATA) 71st Annual General Meeting** held in Miami Beach. IATA is the world’s leading airline association with 250 member carriers, and MIA proudly took on the roles of host airport and event participant, with Miami-Dade Aviation Department (MDAD) Director Emilio T. Gonzalez serving as a panel speaker and meeting with numerous international airline executives during the three-day gathering. Pictured is Director Gonzalez (R) with Michael Huerta, Administrator of the Federal Aviation Administration.



## More from the Paris Air Show



Mayor Gimenez, Commissioner Diaz, along with Beacon Council Chair Donna Abood, met with Sebastien Bazin, Chairman and CEO of the Sofitel Hotel Chain, which established its Americas headquarters in Doral, Florida, in 2014. ITC Chair Diaz was the main sponsor of the incentive package developed with the Beacon Council to bring Sofitel to Miami-Dade County.

### Miami-Dade County branding seminars held in Paris and Marseille draws strong audience participation

During the course of the mission to France, the Miami-Dade delegation along with economic development agencies, held in Paris and Marseille a “Miami Dade branding” program which was well attended by the private sector and French media. In Paris alone, over 24 journalist attended.



France was Miami-Dade County’s 12th-largest trading partner in 2014, moving up four spots from the year before and becoming our top trading partner among all European countries. Miami-Dade County’s value of bilateral trade with France amounted to \$2.65 billion in 2014, an increase of 9.4% from the prior year. Regarding foreign direct investment, France has the third-most multinational corporations (42) among all foreign countries with a foreign presence in Miami-Dade County.

The Miami-Dade delegation met with the Mayor of Marseille, Mr. Jean-Claude Gaudin, to discuss the possibility of establishing a Sister City agreement with the City of Marseille. Officials from Marseille are planning to visit Miami-Dade in early 2016.

