

Jose "Pepe" Diaz
COMMISSIONER

Board of County Commissioners
MIAMI-DADE COUNTY – FLORIDA

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Dear Business Associate:

I am pleased to invite you to join me and other business people from across Florida on a Business Development Mission to the Republic of Korea from May 9th – 17th, 2014. Mission participants will visit Seoul and Busan (optional). The purpose of the mission, organized by the Economic Development & International Trade unit of Miami-Dade County, is to foster bilateral trade, commerce, tourism and cultural ties between the Republic of Korea and Florida.

Business participants will explore new market opportunities and establish new business prospects during pre-screened one-to-one business matchmaking meetings and other networking events. During the mission, participants will also have an opportunity to attend the 2014 Seoul Food Industry International Exhibition, the third largest food industry exhibition in Asia. The show attracts local and international buyers in the food & beverage industry, including importers, distributors/wholesalers, retailers, hoteliers, restaurateurs, food service buyers, etc. The show exhibitors include the following sectors: Food, Drinks, Hospitality, Foodservice, Bakery and Supermarket Industries.

On March 15, 2012, the United States Congress ratified the U.S. – Korea Trade Agreement creating numerous new opportunities for U.S. exporters to sell more Made-in-American goods, services, and agricultural products to Korean customers, as well as support more American jobs. The Agreement is expected to increase U.S. exports to Korea by approximately \$10 - \$12 billion annually. Korea is the United States eighth largest export market. The U.S. is the third largest exporter to Korea, with an 8.3% market share of Korea's total imports. Total U.S. exports to Korea exceeded \$42.3 million in 2012.

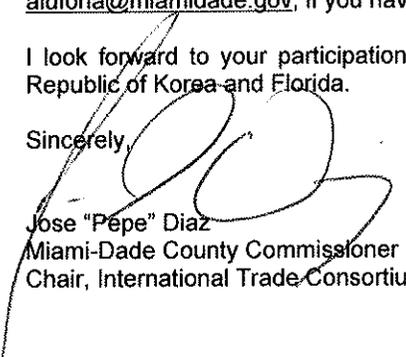
The Korean economy is inseparably tied to international trade. Trade accounts for more than 90% of its Gross Domestic Product (GDP). As Korea continues to move toward more technology-intensive industries, U.S. companies will find market opportunities in leading industries such as life sciences (medical devices, pharmaceuticals, and biotechnology), industrial chemicals, IT, nanotechnology, aerospace/defense, energy, environmental technology, and transportation. Also, Korea's strong shipping and air cargo infrastructure presents numerous opportunities, as a gateway for U.S. goods and services into the South-eastern Asian and Middle-eastern markets.

Florida and the Republic of Korea continue to enjoy favorable bilateral economic relations. The Korean Trade Investment Promotion Agency (KOTRA) has an office in Downtown Miami, PortMiami and the Busan Ports Authority (BPA) are engaged in a Sister Seaport Agreement and the Florida/Korea Economic Cooperation Committee, Inc. (FLOR/KOR), a statewide public-private partnership was created in 1982 to promote trade, investment, education, tourism and friendship ties between Korea and Florida.

The mission registration form is attached. Please return your completed registration before the deadline or contact Desmond Alufohai, International Trade Coordinator, at alufoha@miamidade.gov, if you have any question or need additional information.

I look forward to your participation as we continue to foster economic, commercial and cultural ties between the Republic of Korea and Florida.

Sincerely,


Jose "Pepe" Diaz
Miami-Dade County Commissioner
Chair, International Trade Consortium (ITC) Board of Directors



**ECONOMIC DEVELOPMENT & INTERNATIONAL TRADE (EDIT) UNIT
DEPT. OF REGULATORY & ECONOMIC RESOURCES
MIAMI-DADE COUNTY**



BUSINESS DEVELOPMENT MISSION TO THE REPUBLIC OF KOREA
"FROM THE GATEWAY OF THE AMERICAS TO THE GATEWAY OF NORTHEAST ASIA"

MAY 9TH - MAY 17TH, 2014

REGISTRATION DEADLINE: APRIL 4, 2014

ROUNDTRIP AIRFARE

Participants are responsible for making their own travel arrangements and are advised to arrive in Seoul no later than **Saturday, May 10th** or **Sunday, May 11th**. Official mission program begins on **Monday, May 12th**.

GROUND TRANSPORTATION

- Includes group airport transfers on recommended flights into Incheon International Airport Seoul and group transfers from mission hotel to all official venues, meetings and events.

OFFICIAL MEETINGS & MEALS

- Meetings with high level government officials.
- In-country briefing by U.S. Commercial Service Korea.
- Briefings and presentations by Economic Development Agencies and Organizations.
- Pre-arranged one-to-one business matchmaking meetings with Korean companies.
- Some meals and refreshments.

□ SEOUL ONLY:
Estimated Mission Cost Per Participant
\$2,100
(Includes lodging and registration fee, excludes airfare)

□ SEOUL & BUSAN
Estimated Mission Cost Per Participant
\$2,876
(Includes lodging, train fare and registration fee, excludes airfare)

SUPPORTING ORGANIZATIONS:



ENTRY REQUIREMENTS

U.S. citizens must have a valid passport. U.S. citizens don't require an entry visa, however non-US citizens should contact the Republic of Korea Embassy in Washington D.C. for visa enquiries:

Embassy of the Republic of Korea
2320 Massachusetts Ave, NW
Washington, DC 20008
Tel: (202) 939-5654; Fax: (202) 342-1597

OR

**Consulate General of the Republic of Korea
Atlanta, GA**
229 Peachtree Street, Suite 2100,
International Tower, Atlanta, GA 30303
Tel: 404-522-1611/3; Fax: 404-521-4040
Email: koreaconsulate@gmail.com

REPUBLIC OF KOREA (QUICK FACTS)

Population: 51 million (2012 est.)
Capital: Seoul (pop. 10.2 m)
Independence: August 15, 1945
Other Major Cities: Busan (3.5 m); Incheon (2.8 m); Daegu (2.8 m).

Currency: Won
GDP: USD 1.59 trillion
GDP per capita: USD 31,900
Dialing code from USA: (011) (82) + number.

Seoul is 14 hours ahead of Eastern Standard Time

FOR ADDITIONAL INFORMATION, CONTACT:

Desmond Alufohai, CMP
International Trade Coordinator
Economic Development & International Trade
Miami-Dade County, FL USA.
111 N.W. First Street, 19th Floor
Miami, FL 33128
Tel: 305-375-1254; (305) 375 3526; **Fax:** 305-679-7895
E-M: alufoha@miamidade.gov;
URL: www.miamidade.gov/oedit



MIAMI-DADE COUNTY



BUSINESS DEVELOPMENT MISSION TO REPUBLIC OF KOREA

MAY 9TH - MAY 17TH, 2014

PARTICIPANT INFORMATION & COMPANY PROFILE

(Please complete and return this form along with payment to EDIT)

PERSONAL INFORMATION

First Name: _____ Last Name: _____ Suffix: _____
[As it appears on your passport]

Indicate Any Special Needs: _____

ORGANIZATIONAL PROFILE

Name of Business Organization _____

Your Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

E-Mail: _____ Website: _____

Business Phone: _____ Mobile Phone: _____

Year Established: _____ Number of Employees: _____ Annual Sales: _____

INDUSTRY SECTOR [Please check the sector that applies]

- Aerospace Industry
- Agriculture
- Cosmetics
- Defense Industry Equipment
- Educational Services
- Energy: New & Renewable
- Entertainment & Media
- Franchising
- Food & Beverage
- Laboratory Scientific Equipment
- Medical Equipment & Devices
- Pollution Control Equipment
- Semiconductors
- Travel & Tourism
- Other: _____

INDICATE YOUR TYPE OF BUSINESS:

- Agent/Representative
- Joint Venture/partnership
- Distributor/Wholesaler
- Retailer
- Franchising
- Other: _____

MAIN OBJECTIVE FOR PARTICIPATING IN THIS MISSION:

- Buy from Korea companies
- Sell to the Korean market
- Other: _____

DESCRIBE YOUR PRODUCTS/SERVICES: _____

INDICATE THE TYPE OF AGENCIES OR COMPANIES YOU WOULD LIKE TO MEET DURING THIS MISSION:

IMPORTANT!

Please email a paragraph of your biographical information and a recent passport-sized photograph in .jpeg format. The information provided will be used to prepare the delegates' brochure.



MIAMI-DADE COUNTY

BUSINESS DEVELOPMENT MISSION TO REPUBLIC OF KOREA MAY 9TH - MAY 17TH, 2014



PARTICIPANT'S REGISTRATION FORM & LODGING

(Please complete and return this form along with participation fee to EDIT)

First Name: _____ Last Name: _____ Suffix: _____
[As it appears on your travel passport]

Nationality: _____ Passport Number: _____ DOB: _____

Please note that each participant is responsible for making their own travel arrangements. Please plan to arrive in Seoul no later than Sunday, May 11th. Official program begins on May 12 th , 2014.	ESTIMATED COST	YOUR COST
A. ROUNDTrip AIRFARE PER PERSON Roundtrip airfare from any Florida city to Seoul	\$	
B. SEOUL - BUSAN - SEOUL (OPTIONAL) Round trip per person on Korean Rail Bullet Train (KTX) (\$78 each way)	\$156	
C. LODGING SEOUL: Westin Chosun Hotel - Seoul (May 10 th - 15 th , 2014) SINGLE OCCUPANCY (\$230 / DOUBLE OCCUPANCY (\$275) x 5 NIGHTS. BUSAN: Westin Chosun Hotel - Busan (May 15 th - 17 th , 2014) (OPTIONAL) SINGLE OCCUPANCY (\$235) / DOUBLE OCCUPANCY (\$270) x 2 NIGHTS. Name of your Roommate: _____ (Quoted <u>estimated</u> hotel room rates include bed, breakfast and all applicable taxes, subject to change)	\$ 1,150 (Seoul) \$ 470 (Busan) (OPTIONAL)	
D. REGISTRATION FEE PER PARTICIPANT (NON-REFUNDABLE/ NON-TRANSFERABLE) [Includes briefings, presentations, airport transfers, ground transportation, official and business matchmaking meetings, some meals/receptions, coffee breaks, surcharges and administrative costs]	\$ 950 (Seoul) \$ 150 (Busan) (OPTIONAL)	
E. LATE REGISTRATION FEE (Applicable if filing after April 4th, 2014)	\$ 250	
GRAND TOTAL [A + B + C + D + E] (B,C,D and E are payable to Miami-Dade County/ TMC depending on payment method)		

METHOD OF PAYMENT & REGISTRATION INSTRUCTIONS

- CREDIT CARD:** PLEASE COMPLETE AND RETURN THE ATTACHED CREDIT CARD AUTHORIZATION FORM TO EDIT.
- CHECK NUMBER :** _____ **TOTAL AMOUNT:** _____

IF PAYING BY CHECK, PAYMENT SHOULD BE MADE PAYABLE TO: **"TRADE MISSION CENTER OF THE AMERICAS, INC."**
(A 5% OF FACE AMOUNT OF CHECK WILL BE CHARGED FOR NON-SUFFICIENT FUND (BAD) CHECKS.)

3 EASY WAYS TO REGISTER: COMPLETE AND RETURN ALL COMPLETED DOCUMENTS, ONE PER PERSON:

1. SCAN AND EMAIL COMPLETED DOCUMENTS TO ALUFOHA@MIAMIDADE.GOV.
2. MAIL HARD COPIES TO: DESMOND ALUFOHA, INTL TRADE COORDINATOR, 111 NW 1ST STREET, 19TH FLR, MIAMI, FL 33128.
3. SEND COMPLETED DOCUMENTS BY FAX TO: (305) 679-7895.

IMPORTANT MISSION INFORMATION

- Final selection of participants will be confirmed by EDIT staff after determining **sector suitability and market potential.**
- Registration fee is **non-refundable and non-transferable and after payment.**
- **A \$250** late fee will be charged for participants filing their registration after **April 4th, 2014.** Business appointments will not be arranged for participants filing after April 4th, 2014.

Your signing of this registration form binds you to all the terms and requirements of this mission. EDIT reserves the right of cancellation and the right to change the mission program/ itinerary on-site, based on unforeseen circumstances. Participants agree, at all times and hereafter, to hold harmless and indemnify EDIT, TMC, its staff and Board of Directors, contributing organizations, sponsors, agents, affiliates and volunteers from errors, omissions, or adverse actions that may result from this mission.



**ECONOMIC DEVELOPMENT AND INTERNATIONAL TRADE UNIT
DEPT. OF REGULATORY & ECONOMIC RESOURCES
MIAMI-DADE COUNTY**



**BUSINESS DEVELOPMENT MISSION TO THE REPUBLIC OF KOREA
MAY 9TH - MAY 17TH, 2014**

CREDIT CARD AUTHORIZATION FORM
(Please return completed form to EDIT)

**Stephen P. Clark Center
111 NW First Street, 19th Floor
Miami, FL 33128
Tel: 305-375-1254; Fax: 305-679-7895**

I,
(Name of cardholder as it as appears on credit card)

hereby authorize **Miami-Dade County (EDIT), TMC or its affiliates** to charge my credit card for the sum of \$ _____, as my participation fee for the **Business Development Mission to the Republic of Korea, May 9th thru May 17th, 2014**, which includes my lodging, registration fee, ground transportation and train fair for Busan (if applicable).

Additional information for your reference regarding the charges:

.....

Credit Card Information:

American Express MasterCard Visa

Credit card number: Expiration date:

Security code: Total Amount charged \$.....
*(3 digit code on reserve side of MasterCard and Visa) OR
(4 digit code on front side of American Express Card)*

Billing Address (as provided to issuing bank):

.....

City: State: Zip Code:

Phone:..... Fax: E:Mail:

By signing this form, cardholder acknowledges receipt of services described above for the total amount shown and agrees to perform the obligations set forth in the Cardholder's agreement with the issuer.

Cardholder's Signature: Date:

FOR INTERNAL USE ONLY:

Date Received: Approved By:

Comments:



**ECONOMIC DEVELOPMENT & INTERNATIONAL TRADE UNIT
MIAMI-DADE COUNTY**

BUSINESS DEVELOPMENT MISSION TO THE REPUBLIC OF KOREA

(SEOUL & BUSAN)

MAY 9TH - MAY 17TH, 2014

MISSION PARTNERSHIP SPONSOR LEVELS

Platinum Level - \$7500

Two (2) complimentary mission **registration fees**

Recognition as prime sponsor at all mission official events including receptions

Speaking opportunity for sponsor remarks during all sponsored events

Corporate logo on all mission materials

Full-page advertisement in mission briefing booklet

Gold Level - \$5000

One (1) complimentary mission **registration fee**

Recognition as sponsor at all mission official events including receptions

Corporate logo on all mission materials

Full-page advertisement in mission briefing booklet

Silver Level - \$2500

Five (5) guests invited to networking receptions

Recognition as sponsor at all mission official events including receptions

Corporate logo on all mission materials

Half-page advertisement in mission briefing booklet

Standard Level - \$1000

Two (2) guests invited to networking receptions

Corporate logo on all mission materials

Recognition as sponsor at all mission official events including receptions

Please make check payable to:

Trade Mission Center of the Americas, Inc. and mail to:

Stephen P. Clark Center

111 NW 1st Street, 19th Floor

Miami, FL 33128

Or indicate if you wish to make payment by credit card.

For further information please contact:

Desmond Alufohai, CMP

International Trade Coordinator

Economic Development & International Trade Unit,

Department of Regulatory and Economic Resources (RER), Miami-Dade County

Tel. (305) 375-3526; Fax: (305) 679-7895

Email: alufoha@miamidade.gov; URL: www.miamidade.gov/oedit