



2008/09
Annual Report

The Jay Malina International Trade Consortium of Miami-Dade County



Come Trade With Us

The Jay Malina
International Trade
Consortium of
Miami-Dade County

The Jay Malina International Trade Consortium (ITC) promotes Miami-Dade County as a Global Gateway by enhancing international relations, cultural understanding, and trade.

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Honorable Carlos Alvarez, Mayor
Honorable Dennis C. Moss, Chair
And Members of the Board of County Commissioners

December, 2009



Dear Mayor Alvarez, Chair Moss, and Members of the Board of County Commissioners:

On behalf of the Board of Directors of The Jay Malina International Trade Consortium (ITC), I am pleased to present our Annual Report for FY 2008-2009.

This past fiscal year has been both rewarding and extremely challenging. The ITC has worked diligently to continue carrying out valuable and expertly executed programs that significantly impact small to medium sized local businesses engaged in international trade, or those just entering the trade market.

In 2008, overall trade in the Miami Customs District hit an all time high surpassing \$90 billion for the first time, a 14% increase from 2007. And in fact, the Miami Customs District recorded a \$20 billion trade surplus, the largest in U.S. history.

Nevertheless, these record breaking accomplishments, although impressive and noteworthy, are bittersweet as they are overshadowed by the negative impact the global recession has had on trade all over the world. Consequently, the trade numbers for this current year are not as encouraging, and in fact have been declining. For this very reason, we need to work to restore bilateral trade and assist in the continued economic development of our community which depends so much on international trade. Despite the challenges that lay ahead, they do not lessen our unwavering resolve to promote and strengthen Miami-Dade County as an international trade and cultural center.

Over the past year, we organized two outbound trade missions resulting in definitive triumphs that successfully solidified Miami-Dade County's position as a Global Gateway and platform for international trade. We have worked arduously to strengthen our relations with the governments of our top trading partners while facilitating international business relations for members of Miami-Dade County's trade and business community. We are certain that tomorrow will bring a brighter future and are confident that with the efforts of the ITC and so many in our community, we will bounce back from these troubled times stronger and wiser.

I want to thank the Mayor, the Chair and Board of County Commissioners, and the County Manager for their constant and unyielding support and encouragement during this demanding past year. A special thanks to the ITC Board of Directors, for their contributions and endless enthusiasm. Finally, I want to express my gratitude and appreciation to ITC Executive Director, Tony Ojeda and his staff for their dedication and countless hours of hard work.

Sincerely,

A handwritten signature in black ink, appearing to read "Natacha Seijas". The signature is fluid and cursive, written over a light blue background that features a faint, stylized globe graphic.

Natacha Seijas
Miami-Dade County Commissioner
ITC Chair

Honorable Carlos Alvarez, Mayor
Honorable Dennis C. Moss, Chair
And Members of the Board of County Commissioners

December, 2009



Dear Mayor Alvarez, Chair Moss, and Members of the Board of County Commissioners:

I am pleased to submit, as required by Ordinance 02-225 §2-1505 (as amended), the FY 2008-2009 Annual Report for the Jay Malina International Trade Consortium of Miami-Dade County (ITC).

Despite the many challenges we faced this past year, the ITC accomplished its main objectives as detailed in the agency's strategic plan, shaped under the leadership and guidance of ITC Chair, Natacha Seijas and the members of the ITC Board of Directors.

As the top 13th Customs District in the United States, Miami-Dade plays an enormous role in global trade, as is evident by our record breaking trade numbers in 2008. However, underneath these extraordinary figures, lies the fact that Miami-Dade lost market share with key trading partners, specifically in Latin America, not only as a result of the global recession, but more importantly because of competition from other U.S. cities. Our position as the "Gateway to the Americas" is being tested, and we at the ITC wholeheartedly welcome the challenge. Considering the enormous impact global trade has on our community, now more than ever we remain committed and focused on our mission to promote and strengthen Miami-Dade County as an international trade and cultural center.

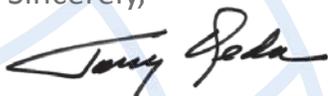
The agency's outbound trade missions this fiscal year centered on further developing our relationships with key players in the global market, as well as concentrating our efforts on strengthening our long standing relationships with Sister Cities affiliated communities.

Our business buying mission to Osaka, Japan and Taipei, Taiwan was successful in highlighting Miami-Dade County's role as a center for culture and international trade, while further strengthening our Sister Cities affiliation with Taipei County, Taiwan, a relationship established in 1989. Our first joint business development mission to Sao Paulo and Belo Horizonte, Brazil, organized in conjunction with our economic development partners, not only resulted in revitalizing our long standing Sister Cities relationship with Sao Paulo, but it produced tangible results. High level government officials from the State of Minas Gerais, Brazil, led a delegation to Miami-Dade County, as a result of an invitation extended by ITC Chair, Commissioner Seijas during the ITC's historic mission to Brazil.

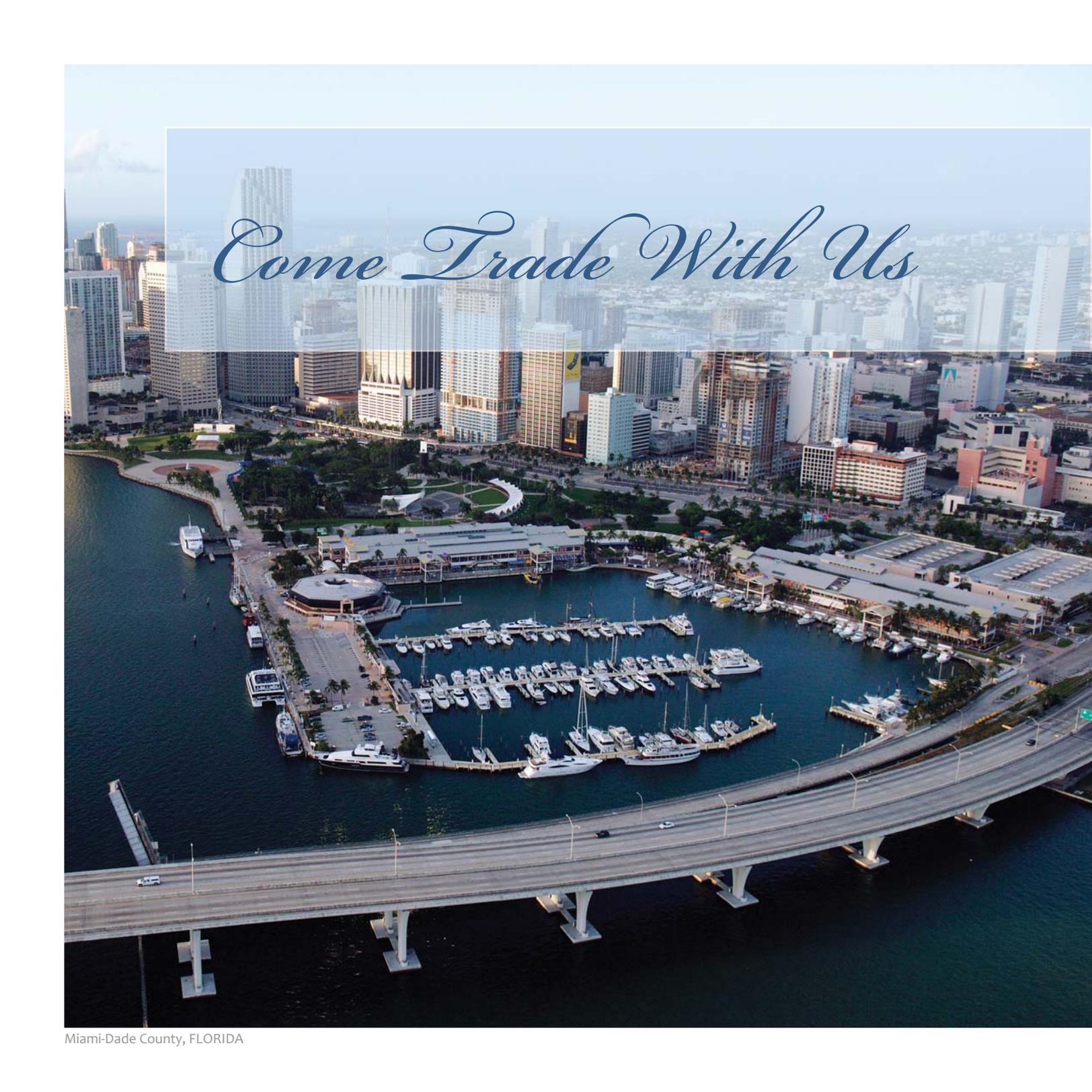
Through the many efforts of ITC staff, we have not only successfully increased international awareness of Miami-Dade County as a Global Gateway for trade and culture, but our agency has effectively raised its profile to become the County's premier agency for inbound/outbound trade missions, cultural exchange, and international relations.

I want to thank the Mayor, the Chair and Board of County Commissioners, and the County Manager for their unremitting guidance and support. In particular, I want to express my most heartfelt appreciation to ITC Chair, Commissioner Natacha Seijas, for her unending confidence, inspiration, and leadership. I am also truly grateful for the ITC Board of Directors, who gave so much of their time and ingenuity to advance our vision. Last but not least, I want to offer a special thanks to my devoted staff. They deserve our gratitude and appreciation for their continued devotion and diligence make our vision a reality.

Sincerely,



J.A. Ojeda, Jr.
Executive Director



Come Trade With Us

Miami-Dade County: A Global Gateway

1

Miami-Dade County's strategic location has played a critical role in positioning Miami's Customs District 52 as one of the largest in the country. In 2008, the South Florida region enjoyed an international merchandise trade volume of more than \$90 billion. Despite rapidly increasing imports from Asia, the region's trade surplus was \$20 billion - making Miami one of the few U.S. Customs Districts in the top 25 reporting a trade surplus. Miami-Dade County is a world class metropolitan community at the crossroads of the Western Hemisphere with a superior infrastructure for international trade supported by Miami International Airport and the Port of Miami.

"...I encourage you to take full advantage of our world class infrastructure and our strategic location as the gateway to Latin America and the Caribbean."

Honorable Carlos Alvarez, Mayor
Miami-Dade County



Mayor Carlos Alvarez and Commissioner Natacha Seijas present the County's Key to Marcin Korolec, Undersecretary of State at the Ministry of Economy of the Republic of Poland during his visit to our community.

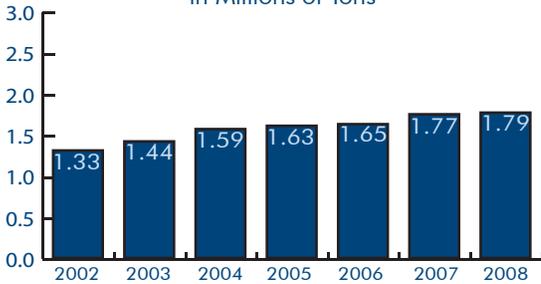
Airport

Miami International Airport (MIA) continues to be the #1 international freight airport in the U.S., and over 90 airlines service two-way cargo traffic linking the Americas with the high growth markets of Asia, Europe, and the Middle East. MIA is also a major transshipment hub with 50% of the cargo transhipped to other continents.

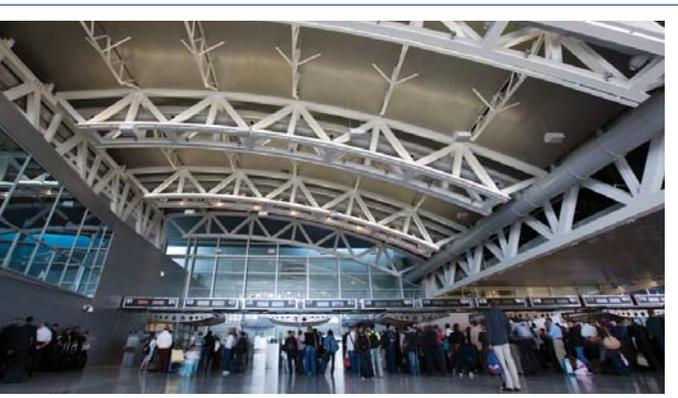
MIA ranks 3rd in total number of international passengers among U.S. airports for 2008, and has 1,100 weekly flights departing to 62 destinations. MIA and the General Aviation Airports' annual economic impact is \$26.7 billion. MIA and related aviation industries contribute 282,043 jobs directly and indirectly to the local economy.



Miami International Airport International Cargo
in Millions of Tons



*#1 International
freight airport in the U.S.*



Total Trade Volume Through Miami Customs District
in Billions of Dollars



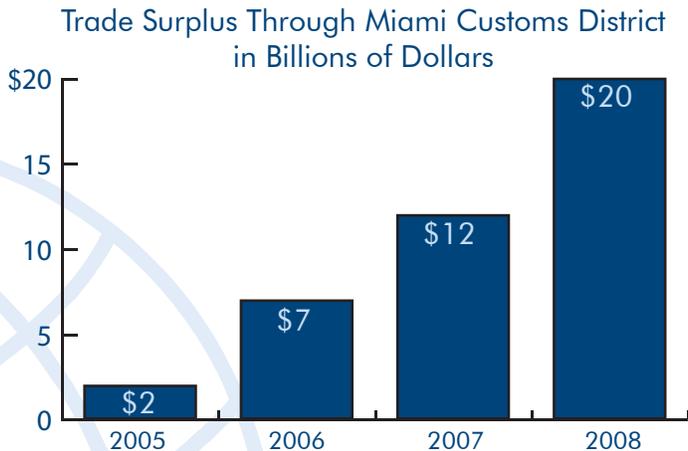
Seaport

As the Cargo Gateway of the Americas, the Port of Miami is the nearest major U.S. container port to the expanding Panama Canal. In fiscal year 2008, more than 7.4 million tons of cargo moved through the Port of Miami, and more than 20 shipping lines linked the port with 250 ports in more than 100 countries.

Known as the Cruise Capital of the World, the Port of Miami posted a world-record passenger count of more than 4.1 million on multiday cruises in fiscal year 2008. Cargo and cruise activities at the Port of Miami had an annual economic impact exceeding \$17 billion and created 176,000 jobs.



Cruise Capital of the World



A stylized world map in shades of blue and black. A semi-transparent grey box is centered over the map, containing the text 'Trade Missions Program' in a cursive font. Numerous white, curved lines radiate from a point in the North Atlantic, representing trade routes or mission paths across the globe.

Trade Missions Program

Trade Missions Program

2

A significant portion of ITC's programmatic activities revolve around the implementation of a program to promote Miami-Dade County as a Global Gateway and trade destination center. To that end, ITC aggressively pursues outbound and inbound trade missions.

The outbound missions program selects countries to target for ITC business development missions. In accordance with the agency's Strategic Plan, the ITC Board of Directors, through its various regional trade initiatives committees selects **two outbound trade missions in any fiscal year.**

The inbound missions program consists of reverse trade missions from other countries that have selected Miami-Dade as a direct result of ITC's outbound missions, or visiting missions organized by foreign consulates or trade offices. ITC provided assistance to eight incoming missions in FY 08-09.

FY 08-09 Trade Missions

Outbound Trade Missions	Inbound Trade Missions
Japan / Taiwan Brazil	Italy, Nigeria, Poland, Colombia, Martinique, Spain, Honduras & Peru, Dominican Republic



OSAKA, JAPAN



TAIPEI, TAIWAN



SÃO PAULO, BRAZIL



BELO HORIZONTE, BRAZIL

Outbound Trade Missions

ITC's outbound missions consist of in-country briefings by the U.S. State Department and Commercial Service in each host country as well as prearranged meetings with high-level government officials and local economic development agencies to acquaint them with Miami-Dade's international trade promotion programs. In addition, the ITC Executive Director, often with the participation of representatives from Miami International Airport and the Port of Miami, as appropriate, highlights Miami-Dade's world class infrastructure, multicultural composition, unique geographic location, and advantages as an international trade platform and a Global Gateway. ITC's business matchmaking program is an important part of its trade missions. It provides private sector delegates an opportunity to promote international business development by participating in pre-arranged business-to-business matchmaking meetings organized in conjunction with the host country's local economic development agencies. These services are provided to registered mission participants free of charge. ITC has received many congratulatory remarks from international partners for the manner in which the agency plans, organizes, and conducts outbound trade missions. During outbound missions the ITC Chair invites government and economic development agencies to bring a reverse mission to Miami-Dade.

In FY 08-09, the ITC Board of Directors, **approved two Business Development Missions** – One mission to Japan and Taiwan, and a mission to Brazil.



Osaka Castle, Osaka JAPAN

Outbound Trade Missions

Osaka, Japan

The ITC Buying Mission to Osaka was historic. It was the agency's first mission to Japan, one of the County's top trading partners in Asia. In 2008, trade with Japan amounted to over \$1 billion.

Osaka is the leading industrial center in Japan, and the capital of the Kansai region which represents \$804 billion of Japan's total Gross Domestic Product, thus making its economy the twelfth largest in the world. In meetings with government officials and economic development agencies, ITC learned of the numerous opportunities available for U.S. companies seeking new ideas and technologies to develop new products and services in that city. In Osaka, mission participants met with the U.S. Consul General, the Vice Mayor of Osaka, representatives of the Osaka Chamber of Commerce and Industry, the American Chamber of Commerce, the Kansai Federation, Osaka International Business and Promotion Center, and the Port of Osaka.



The Vice Mayor of the City of Osaka Satoru Morishita and Commissioner Natacha Seijas

34 Matchmaking Meetings

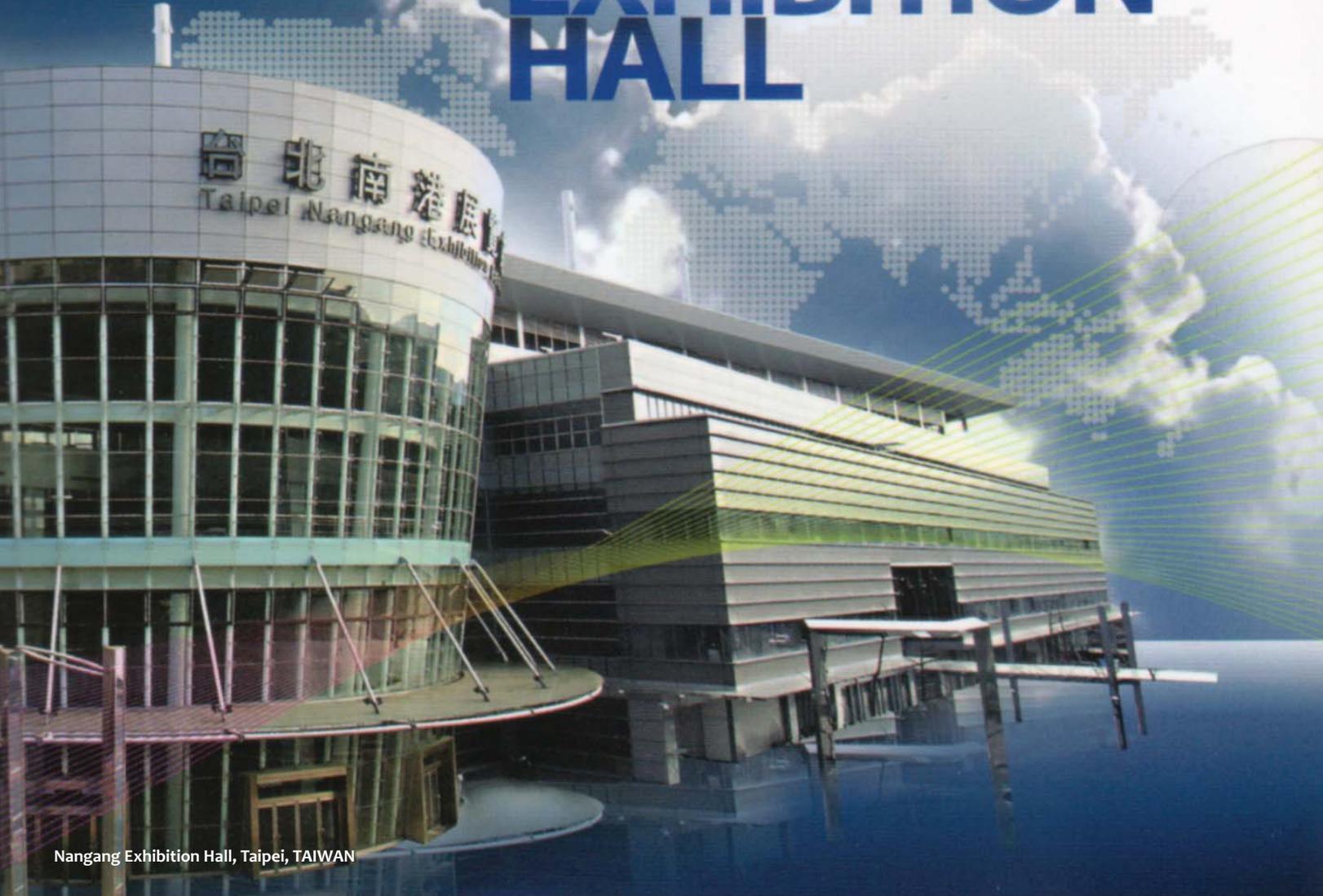
The Consulate General of Japan in Miami assisted ITC's staff in its planning effort for this mission. A total of 16 delegates from the public and private sector participated in the mission. In Osaka, the International Business Promotion Center (IBPC), Osaka Network Center, and ITC organized **34 business-to-business matchmaking meetings** for the private sector delegates. The delegates also attended economic briefing sessions organized by the American Chamber of Commerce in Osaka, Osaka Chamber of Commerce and Industry, and by the Kansai Economic Federation (Kankeiren).



Onur Haytac of Benseron Technology, Inc. meets with his business counterpart in Osaka, Japan

Taipei World Trade Center

NANGANG EXHIBITION HALL



Nangang Exhibition Hall, Taipei, TAIWAN

Outbound Trade Missions

Taipei, Taiwan

The Buying Mission to Taipei, Taiwan, highlighted the long standing Sister Cities affiliation that has existed between Taipei County and Miami-Dade since 1989. Like Japan, Taiwan is one of Miami-Dade County's leading trade partners in Asia. As Taiwan's capital and most modern city, its unique advantages include abundant biotechnology and numerous research institutions, making it one of the most attractive cities in the Asia Pacific region.

In 2008, bilateral trade between South Florida and Taiwan was \$596 million. During meetings with key government officials and economic development agencies, delegates received relevant information about business opportunities, ongoing investment projects, and cultural exchange programs available in the region. In Taipei, mission participants met with the American Institute in Taiwan, the Ministry of Foreign Affairs, the Taipei County Governor, representatives of Taipei City Government, and Taiwan External Trade Development Council.



The Governor of Taipei County Honorable Hsi-wei Chou, and Commissioner Natacha Seijas

48 Matchmaking Meetings



Business matchmaking meeting in Taiwan

The Taipei Economic and Cultural Office in Miami, the Taiwan Trade Center in Miami, and Enterprise Florida/Taiwan Pacific Rim Office assisted ITC's staff in their planning efforts. A total of 16 delegates from the public and private sector participated in the mission. The Taiwan External Trade Development Council (TAITRA) and ITC organized **48 business-to-business matchmaking meetings** for the private sector delegates. In addition, private sector delegates participated as registered guests for TAITRA's Computex Trade Show - one of the largest Information and Communications Technology (ICT) Exhibitions and leading ICT procurement platforms in the world. Participants who attended the show had an opportunity to individually meet with electronics and computer vendors from all over the world, and observed firsthand the latest products available in the market.



Ponte Estaiada Octavio Frias, Sao Paulo BRAZIL

Outbound Trade Missions

Sao Paulo, Brazil

The Business Development Mission to Sao Paulo rekindled the long standing Sister Cities affiliation that has existed between Miami-Dade County and the city of Sao Paulo since 1988. Both communities declared their intent to develop new cultural exchanges and technical cooperation.

Brazil is Miami-Dade County's largest trading partner. Trade with Brazil reached \$13.17 billion in 2008. Sao Paulo represents 33% of Brazil's Gross Domestic Product, and it is that country's premier industrial and trade center. While in Sao Paulo, mission delegates met with the U.S. Embassy staff and Commercial Service, the Secretary of Development for the State, The Federation of Industries of the State of Sao Paulo (FIESP), the AMCHAM in Sao Paulo, and the Secretariat for International Affairs of the City of Sao Paulo, among others. Delegates received an overview of both the political and economic environment in the area, as well as the recent developments in bio-fuels, and the discovery of oil and gas deposits off the coast of Sao Paulo. Brazil's economy is expected to grow at the rate of 4% to 5% in 2010. These factors represent new opportunities for increased bilateral trade and business development.

45 Matchmaking Meetings

The Consul General of Brazil in Miami, the Brazilian Trade and Investment Promotion Agency, the Brazilian-American Chamber of Commerce, The Beacon Council, the Coral Gables Chamber of Commerce, and the Latin American Chamber of Commerce provided assistance in the planning of the mission to Sao Paulo and Belo Horizonte. A total of 15 members of the public and private sectors participated in the mission. The Federation of Industries of the State of Sao Paulo (FIESP) and ITC organized **45 business-to-business matchmaking meetings** for the private sector delegates. The AMCHAM of Sao Paulo also arranged informal business meetings.



ITC Executive Director Tony Ojeda, during a branding presentation in Sao Paulo



Business-to-business meeting in Sao Paulo



The financial center of Belo Horizonte, BRAZIL

Outbound Trade Missions

Belo Horizonte, Brazil

In Belo Horizonte, ITC emphasized the opportunities for trade between that city and Miami-Dade. Belo Horizonte is the capital of the state of Minas Gerais and occupies a strategic location in the center of Brazil. Tancredo Neves International Airport is Brazil's most important airport and operates a free trade zone. Minas Gerais is Brazil's second largest exporter, and represents 8.9% of that nation's Gross Domestic Product.

During meetings with the Speaker of the Legislative Assembly of the State of Minas Gerais, the State Secretariat for Economic Development, the Federation of Industries of the State of Minas Gerais (FIEMG), the Office of the Mayor of Belo Horizonte, and key members of the Mayor's staff, mission participants learned of Belo Horizonte's aspirations to become Brazil's second largest logistics hub by expanding the Tancredo Neves International Airport and creating a high-tech industrial corridor connected to the airport. In addition, the state government is planning a major expansion in that zone for a commercial center. These developments represent significant opportunities for business expansion and increased bilateral relations with Minas Gerais and Miami-Dade. As a result of the mission and an invitation from ITC Chair, Natacha Seijas,



Carlos Abijaodi, Superintendent of Entrepreneurial Development of the Federation of Industries of the State of Minas Gerais hosted the Miami delegation in Belo Horizonte



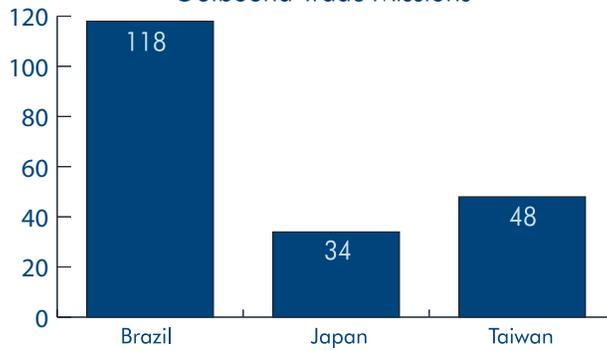
Commissioner Seijas meets with Alberto Pinto Coelho, Speaker of the Legislative Assembly of the State of Minas Gerais

73 Matchmaking Meetings

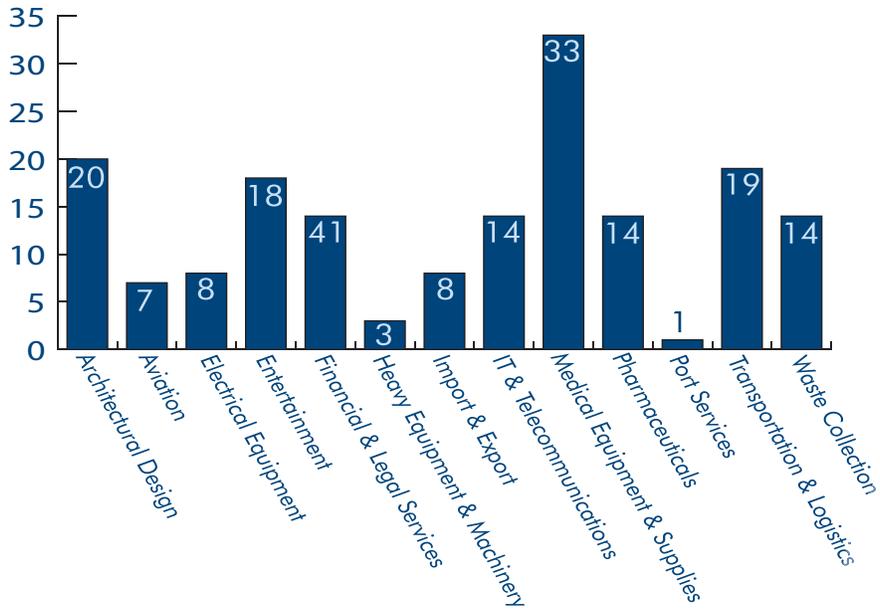
the Secretary of Development for Minas Gerais brought a delegation to Miami-Dade for the 2009 Air/Sea Cargo show. In addition, ITC is exploring a Memorandum of Understanding to formalize the economic relations between our two communities.

A total of 14 members of the public and private sectors participated in the mission to Belo Horizonte. The Federation of Industries of the State of Minas Gerais (FIEMG), its International Business Center, and ITC organized **73 business-to-business matchmaking meetings** for the private sector delegates. Delegates also attended EXPOSIBRAM, the largest mining show in Brazil.

200 Matchmaking Meetings
Outbound Trade Missions



Matchmaking Meetings by Sector
Outbound Trade Missions - Brazil, Japan, & Taiwan







Miami-Dade County, FLORIDA

Inbound Trade Missions

Inbound trade missions consist of reciprocal visits made by cities visited by the ITC and come as a result of an invitation made by the ITC, or of missions organized by foreign consulates and trade offices. The ITC provides coordination with local government and economic development organizations, as well as financial and logistical support. A total of 8 inbound trade missions visited Miami-Dade in 2008.

“Receiving inbound trade missions gives Miami-Dade County a great opportunity to showcase our resources and demonstrate why we are the Global Gateway to the world.”

Tony Ojeda, ITC Executive Director



ITC Executive Director Tony Ojeda, welcomes an inbound trade delegation from Poland in April 2009

Italy

The Beacon Council, which launched the Fashion-Lifestyle Initiative and took a mission to Italy in May 2008, coordinated an inbound trade and cultural mission from the Lombardy Region of Milan, Italy, December 1st - 4th, 2008.

The Beacon Council created the Fashion-Lifestyle Initiative to raise Miami-Dade's profile as a fashion industry business destination by attracting high-end brands that would ultimately establish showrooms, marketing and sales offices, warehouses, and distribution centers in Miami. ITC supported this mission by using its trade database and other marketing methods to arrange a total of **42 business-to-business matchmaking meetings** between 20 Miami companies involved in the fashion industry and Italian fashion companies.



An Italian belt manufacturer meets with a Miami-Dade business during a matchmaking meeting

Nigeria



Visiting Nigerian delegation during a question and answer session presented by ITC and other Miami-Dade economic development organizations

42 Matchmaking Meetings

The Nigerian-American Chamber of Commerce and U.S. Foreign Commercial Counselor in Lagos, Nigeria, led a 25 member delegation from Lagos, Nigeria to Miami-Dade May 10th-13th, 2008.

ITC supported this mission by using its trade database to supply **2,343 trade leads** to Enterprise Florida to arrange the business-to-business matchmaking component of the mission. Participating businesses represented a wide range of sectors, including agriculture, telecommunications, engineering, financial services, food and beverage equipment, transportation, and security.

2,343 Trade Leads Supplied

Inbound Trade Missions

Poland

As a direct result of an invitation extended by Commissioner Natacha Seijas during ITC's mission to Poland in May, 2008, Marcin Korolec, the Undersecretary of State at the Ministry of Economy of the Republic of Poland, led a trade delegation to Miami-Dade from March 28th - April 1st, 2009.

The Polish delegation included four government officials and sixteen business entrepreneurs interested in purchasing and/or selling previously owned vehicles, dietary supplements, molds and plastic products, hotel and restaurant equipment and supplies, spirits, agro processed food, construction, and real estate. Using ITC's extensive trade database, ITC arranged **57 business-to-business matchmaking meetings** with local Miami-Dade companies.

57 Matchmaking Meetings

Colombia

The Colombian-American Chamber of Commerce hosted an inbound trade mission from Bogota, Colombia November 3rd - 7th, 2008. ITC sponsored a business networking reception, and briefed the delegation about Miami-Dade County.

There were 13 business delegates from the textiles and crafts, frozen fruit pulp, marmalade, and children's and patio furniture sectors.



The Honorable Dennis C. Moss, Chair of the Board of County Commissioners greeted the visiting Polish delegation along with ITC Chair, Natacha Seijas



Polish business delegates met with Miami-Dade County businesses during the Polish inbound mission

Martinique

ITC supported a 10 member inbound business delegation from the Island of Martinique sponsored by Alliance Française de Miami and the Martinique Chamber of Commerce on July 9th, 2009.

ITC used its trade database to identify **1,600 businesses in South Florida** that matched the target industries of the visiting delegation. The delegates represented a variety of industries including food & beverage products, telecommunications, apparel, and consulting. Participants met with their local business counterparts and had the opportunity to tour the Port of Miami.



ITC hosted a delegation from Martinique

1,600 Trade Leads Supplied

Spain

The Spanish Trade Office organized an inbound mission from Cordoba, Spain, October 7th, 2008. ITC supported the mission by briefing the 17 member delegation about the benefits of doing business in Miami-Dade County.



The Honorable José "Pepe" Diaz, Vice Chair of the Board of County Commissioners greeted a delegation from Honduras

Honduras & Peru

The Florida Foreign Trade Association (FFTA) organized an inbound mission from Honduras & Peru on June 15th, 2009.

ITC sponsored a business luncheon and briefed the delegation about Miami-Dade County. Eight companies representing agrochemicals, consumer products, advertising, electrical supplies, office supplies, and industrial machinery parts participated in the mission.

Inbound Trade Missions

D.R.

The Florida Foreign Trade Association (FFTA) organized and hosted an inbound mission from the Dominican Republic November 13th, 2008.

ITC sponsored a business luncheon, and ten companies representing construction equipment, food and beverage, and telecommunications participated in the mission.

Protocol Services

Hosting visiting foreign officials and newly appointed consuls accredited to Miami represents an important aspect of ITC's work program. In FY 08-09, ITC formally and informally greeted a number of delegations and officials:

- Miami-Dade County Commissioner Dorrin Rolle welcomed the Vice President of Sierra Leone, the Honorable Samuel Sam Sumana, two ministers of his cabinet, and other high level officials to Miami-Dade on January 21st, 2009. Sierra Leone is interested in opening a Consulate in Miami-Dade and has an interest in establishing a Sister Cities relationship between Freetown, Sierra Leone and Miami-Dade.
- ITC staff met with Mr. Ludwig Van den Bossche, Investment and Trade Commissioner from the Consulate of Belgium on February 17th, 2009 to discuss increased trade opportunities between Belgium and Miami-Dade.
- The Mayor's office staff and ITC welcomed the new Consul General of France, Honorable Gaël de Maisonneuve, on October 2nd, 2009, to discuss new ways in which to increase trade between France and Miami-Dade County.

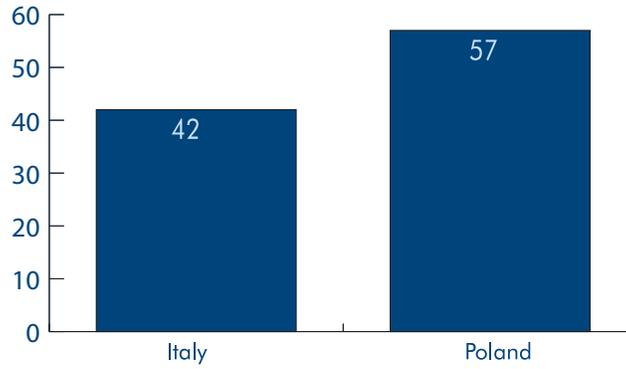


The Honorable Dorrin Rolle greeted a delegation from Sierra Leone

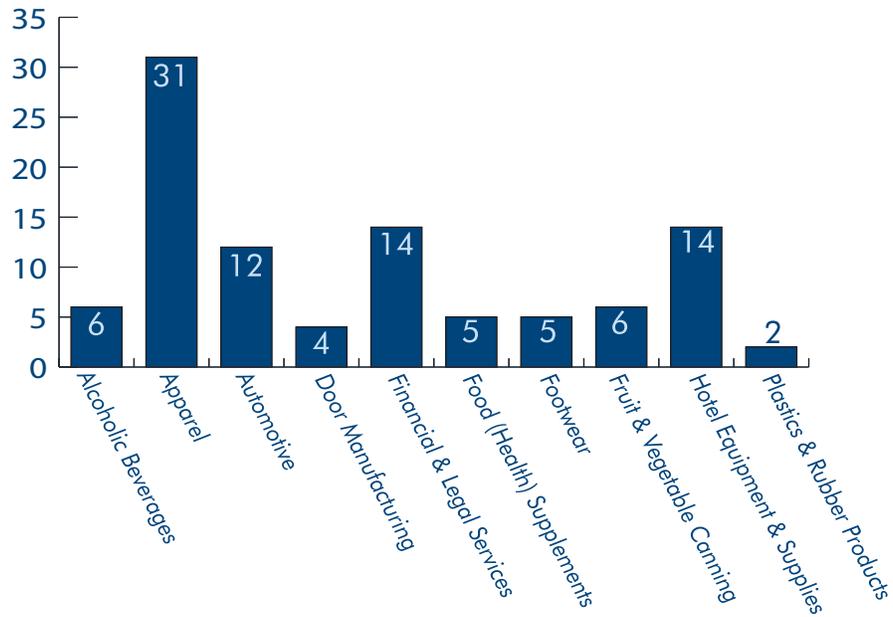


ITC Trade Development Specialist Maria Dreyfus-Ulvert, and the Office of the Mayor welcomed the new Consul General of France, Honorable Gaël de Maisonneuve

99 Matchmaking Meetings Inbound Trade Missions



Matchmaking Meetings by Sector Inbound Trade Missions - Italy & Poland





Marketing & Outreach



Communications, Marketing & Outreach

3

One of ITC's programs consists of a comprehensive marketing and communications campaign to inform the trade community of ITC's projects and services through a database, a trade calendar of events, the ITC newsletter, promotional DVD, and interactive website. In addition, ITC publishes along with World City an annual trade statistical guide - Miami Trade Numbers.

"One of ITC's goals is to promote Miami-Dade County as a Global Gateway for international trade and business. One of the ways we do this is by creating awareness through marketing initiatives."

Albert Oses, Chair of Internal
Management & Marketing
Committee



Marketing & Outreach

ITC's marketing and communications campaign includes the important task of branding Miami-Dade County as a Global Gateway. One of ITC's key branding tools is its promotional video titled "Come Trade With Us." During FY 08-09, ITC updated this video which features the latest statistics, fresh footage of Miami-Dade, and a new personal invitation from Miami-Dade's Mayor, the Honorable Carlos Alvarez.

Other marketing tools include the publication of ITC's bi-monthly newsletter, The Global Trader, the issuance of press releases, and participation in other media outlets:

- Published & distributed 6 newsletters
- Issued 13 press releases
- Participated in 4 print media interviews
- Placed 1 full page advertisement
- Participated in 9 broadcast media events including the Rich Roffman Radio Show, Tele-Miami, FIU's Wertheim Lecture Series, and the Neal Asbury Radio Show



ITC Communications and Media Specialist Martha Hoffmann, takes photos in the Commission Chambers



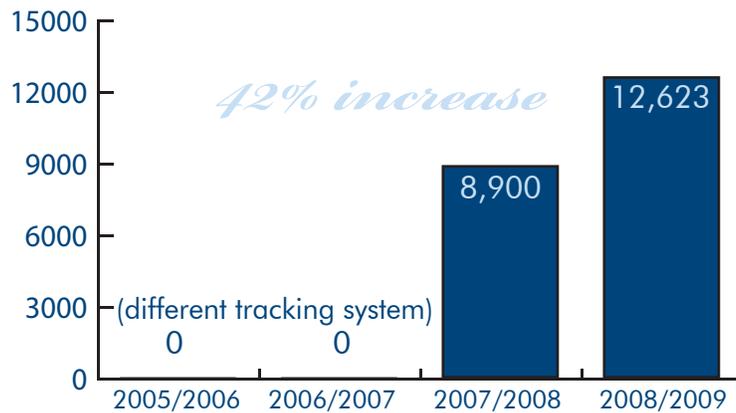
ITC Executive Director Tony Ojeda, directs Ed Moynihan of Miami-Dade TV

*Come Trade
with Us!*

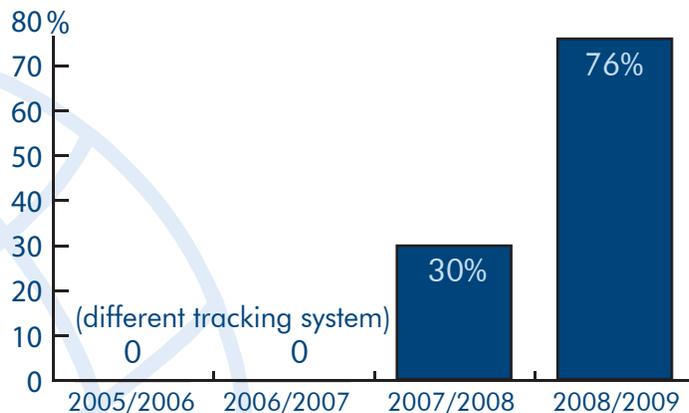
Marketing & Outreach

ITC's website continues to be an internationally acclaimed source for trade information about Miami-Dade County. ITC also has embraced the power of social media, and has been active in posting activities on the County's Facebook, YouTube, and Twitter pages.

ITC Website Visits



ITC Website Returning Visitors



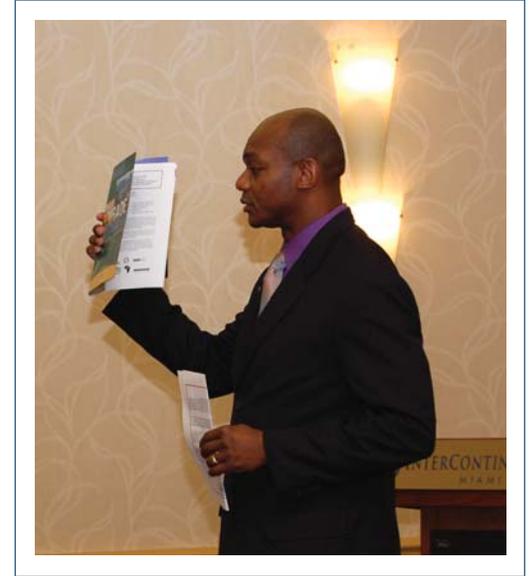
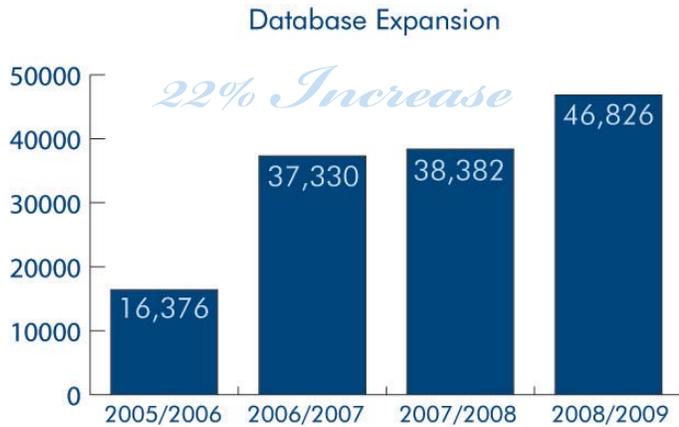
ITC Internal Management and Marketing Committee Chair Albert Osés, addresses the Board of County Commissioners to unveil the updated *Come Trade With Us* video



ITC Marketing & Outreach Manager Jeanie Lisenby, discusses marketing initiatives with ITC Internal Management and Marketing Committee members

Marketing & Outreach

The ITC trade database continues to be an indispensable tool for establishing critical links for business matchmaking opportunities. It also serves as a mechanism to communicate with the ever growing constituency that wants to stay informed on trade related activities in South Florida.

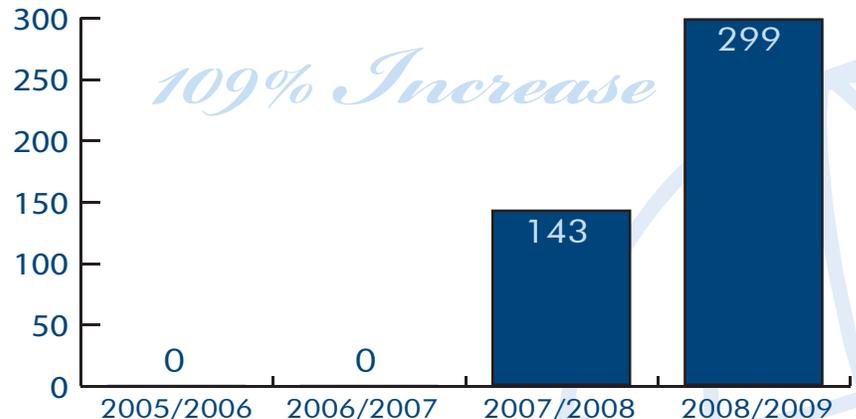


ITC Senior Trade Development Specialist Desmond Alufohai, advocates trade for Miami-Dade County during an inbound trade mission from Nigeria



ITC Senior Executive Secretary Elizabeth Moss, assists during business-to-business meetings

Business to Business Matchmaking Meetings

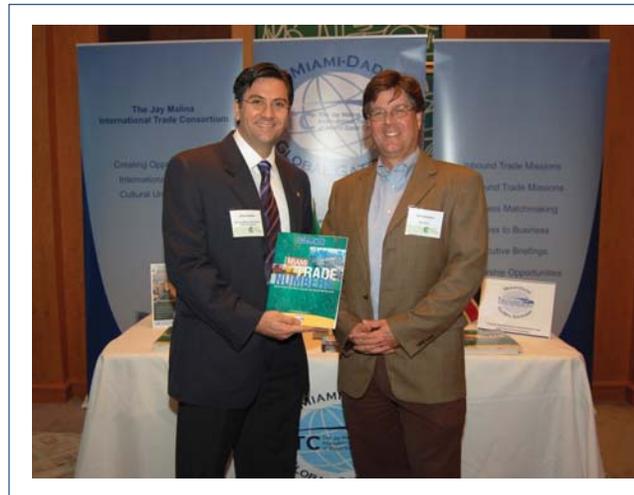


Marketing & Outreach

For the 9th year in a row ITC has sponsored the Miami Trade Numbers magazine, a statistical guide published by WorldCity, that highlights import and export statistics and trade trends for the Miami Customs District.

This past year, ITC partnered with WorldCity at the State of Trade event in coordination with the launch of the Miami Trade Numbers annual publication. Consular and trade officials from Canada, the Bahamas, Trinidad and Tobago, Peru, Ecuador, Mexico, Guatemala, and Chile attended the event, laying the ground work for a future trade summit.

*Come Trade
with Us!*



ITC Assistant Director Jimmy Nares, and World City President Ken Roberts, present new issue of Miami Trade Numbers



ITC Assistant to the Executive Director Ricardo Bran, assists during business-to-business meetings

Tower Theater

Sister Cities Program



The Art of Calligraphy, The Tower Theatre, MIAMI-DADE COUNTY

Sister Cities Program

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ITC also administers the Miami-Dade Sister Cities Program, which promotes citizen diplomacy, international cultural understanding, and trade and commerce by receiving foreign missions, by leading missions to partner communities abroad, and by developing local projects that foster interest in world affairs.

Sister Cities programmatic activities for FY 08-09 included the annual Art Exhibit, Youth Summit, and Consular Corps reception as well as the first Sister Cities Summit Planning Meeting.

“Miami-Dade County’s multicultural character is one of its most important assets, and Sister Cities celebrates this diversity by reaching out to our partner communities all over the world to promote municipal cooperation, cultural understanding, and to enhance economic development.”

Honorable Carlos Alvarez, Mayor
Miami-Dade County



Sister Cities Coordinating Council Chair Shelly Smith-Fano, at the *Art of Calligraphy* event

Sister Cities

Over 30 artists from various Sister Cities affiliated communities participated in the Seventh Annual Sister Cities Art Exhibit entitled *The Universal Language of Art* that opened on September 17th and ran through October 8th, 2009, at Miami Dade College's Tower Theater.

The Art Exhibit consists of works of art selected by the Art Exhibit Committee from among local artists representing countries which have Sister Cities affiliations with Miami-Dade County. A Miami Dade College student receives a scholarship based on academic achievement, economic need, and community service from funds raised from art sales during the Exhibit.



German Molina (right) with winning painting

*Over 30 artists
participated*

The Sister Cities Arts Committee selected a painting by local artist German Molina entitled, "Only Art Only You" as this year's Art Exhibit poster and catalog cover. The winning poster was unveiled at the Meet the Artist Reception on September 2nd, 2009.

Founded more than 50 years ago by President Dwight Eisenhower, the goal of Sister Cities is to create and strengthen partnerships between the U.S. and communities around the world through municipal cooperation, cultural understanding, and economic development activities.



ITC Executive Director Tony Ojeda, members of the Arts Committee, and artist German Molina (right) winner of the poster contest

Sister Cities Program

In conjunction with the 2009 Art Exhibit and in partnership with the Taipei Economic and Cultural Office in Miami, ITC held a seminar entitled "The Art of Calligraphy by Andres Chong" on September 30th, 2009, at Miami Dade College's Tower Theater.

Mr. Chong is a long time Miami resident of Chinese descent, and is self-taught the ancient art of Chinese calligraphy and brush painting. Mr. Chong has exhibited in numerous cultural and educational institutions in South Florida and overseas including China, Taiwan, and Hong Kong. The foreign and local press covered the event which created exposure for Miami-Dade County.



The Art of Calligraphy received international media exposure in the Chinese World Journal

Miami-Dade has had a Sister Cities agreement with Taipei County since 1989



The 7th Annual Sister Cities Art Exhibit opening night

Sister Cities

The 2009 Youth Summit brought high-school students to Miami Dade College's North Campus for a morning-long session on April 21st, 2009, to consider the unique challenges of promoting global peace through citizen diplomacy.

The theme of this year's Summit "Citizen Diplomacy in a Time of Global Economic Challenge" focused on the opportunities for promoting cultural understanding at a time when many nations around the world are experiencing severe business and economic conditions. Students heard from a panel of distinguished speakers and engaged in a series of interactive exercises designed to stimulate how they thought about their roles and responsibilities in today's global environment. ITC sponsored the Summit along with Miami Dade College, Miami-Dade County Public Schools, and the Miami Council for International Visitors.



ITC Executive Director Tony Ojeda, consults with student at the 2009 Youth Summit

Miami-Dade County has 23 Sister Cities on five continents

On March 24th, 2009, ITC convened a summit of local Sister Cities programs to discuss ways to improve collaboration and coordinate future activities. The Summit examined such issues as:

- Joint fundraisers
- Future joint meetings
- Election to the Sister Cities International Board of Directors
- Joint booth at future Sister Cities conferences



Students discuss global challenges at the 2009 Youth Summit

Sister Cities Program

The Sister Cities Art Exhibit in September 2008 raised funds for the Sister Cities Scholarship Program. The Sister Cities Coordinating Council reviewed a total of 12 applications for the scholarship and awarded a \$1,500 scholarship, based on academic achievement, financial need, and community service, to Ms. Inatha Lorfils, a nursing student at Miami Dade College. Former Board of County Commissioners Chairman, Bruno Barreiro, presented the scholarship to Ms. Lorfils on December 18th, 2008, at the County Commission Chambers.

Over 70 consulates & trade offices in Miami-Dade

ITC together with the Greater Miami Chamber of Commerce and Baptist Health International Center sponsored the annual Consular Corps reception at the Four Seasons Hotel on May 6th, 2009. The reception recognized the Corps' contribution to the community's economy and international standing. The Miami-Dade Consular Corps is one of the largest diplomatic representations in the U.S.



Miami Dade College nursing student Inatha Lorfils, receives scholarship at the Board of County Commission Chambers



Senior Sister Cities Coordinator Adam Peters, consults with attendee at the 2009 Consular Corps reception

A nighttime photograph of the Miami skyline. The image shows several illuminated skyscrapers of varying heights and architectural styles. In the foreground, a bridge with blue-lit supports spans across the water. The sky is dark, and the city lights create a vibrant contrast. A semi-transparent white rectangular box is overlaid on the upper portion of the image, containing the text 'Administration & Finance' in a blue, cursive font.

Administration & Finance

Downtown Miami, MIAMI-DADE COUNTY FLORIDA

The ITC administration and finance section prepares the departmental budget, develops and administers contracts, keeps records of revenues and expenditures, and coordinates financial records with the County's Finance Department. It also provides staff support to the ITC Board of Directors and the Sister Cities Coordinating Council.

"We have had a very challenging budget year and have learned to do more with less. The agency is now well positioned to capitalize on the upside once the economy turns around."

Rick Zelman, Chair of the Budget and Finance Committee



ITC Chair Commissioner Natacha Seijas, and ITC Executive Director Tony Ojeda, at an ITC Board of Directors meeting

Administration & Finance

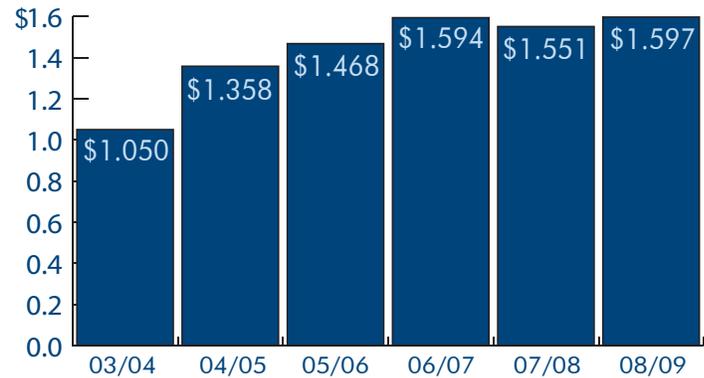
The department's operating budget for FY 08-09 was \$1.597 million. This budget funded the operations outlined in this report and a staff of 11 full-time and 2 part-time employees. It also supported the operations of the two citizen policy boards and their committees.

ITC is also the custodian of the agency's non-County assets: the ITC Trust Account, the Trade Mission Center of the Americas, Inc., and the Sister Cities Trust Account. These accounts established either by actions of the Board of County Commissioners or by the ITC Board, include private sector dollars used to support and strengthen departmental operations.



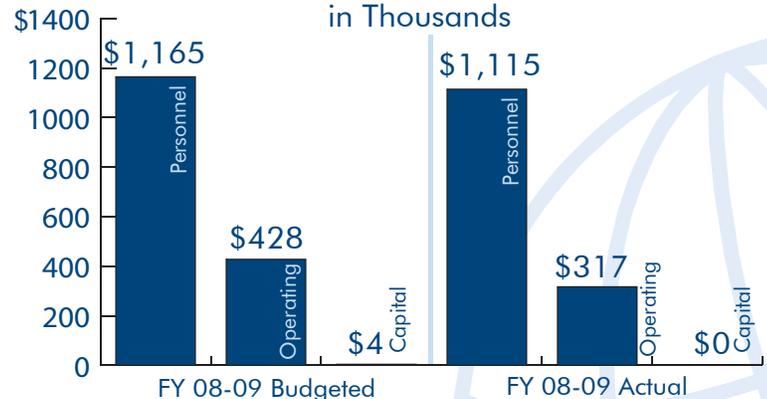
ITC Executive Director Tony Ojeda, addresses the Board of County Commissioners

Departmental Budget Allocations in Millions

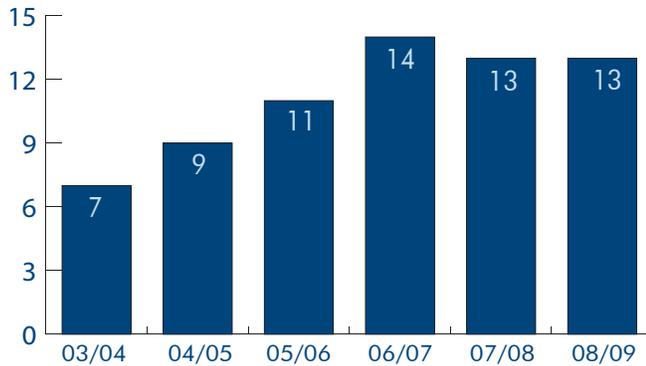


Budget and Finance Committee Chair Rick Zelman, addresses the ITC Board of Directors

FY 08-09 Year-to-Date Analysis Budgeted vs. Actual in Thousands



ITC Staffing Levels



Significant Fiscal Year Activities:

- Monitored and processed payments for departmental expenses in accordance with budget authorization levels.
- Maintained agency's scorecard to monitor progress of planned programmatic activities.
- Administered the agency's non-County assets: The ITC Trust Account (\$161,570), the Trade Mission Center of the Americas, Inc. (TMC) (\$27,302), and the Sister Cities Trust Account (\$34,398).
- Maintained the 501c(3) non-profit corporation status, prepared annual filings, registrations and IRS tax forms for the TMC, and renewed annual Directors and Officers liability insurance coverage.
- Deposited \$5,504 in the TMC Bank Account from net revenues generated from the two ITC-led outbound missions.
- Approved expenses to support programmatic activities in accordance with the agency's Strategic Plan.
- Supported two citizen policy boards and their committees.
- Supported and continued the professional development of ITC staff by sending several staffers to educational forums and certification programs.
- Administered the Gateway Florida, Inc. - Miami-Dade County grant.

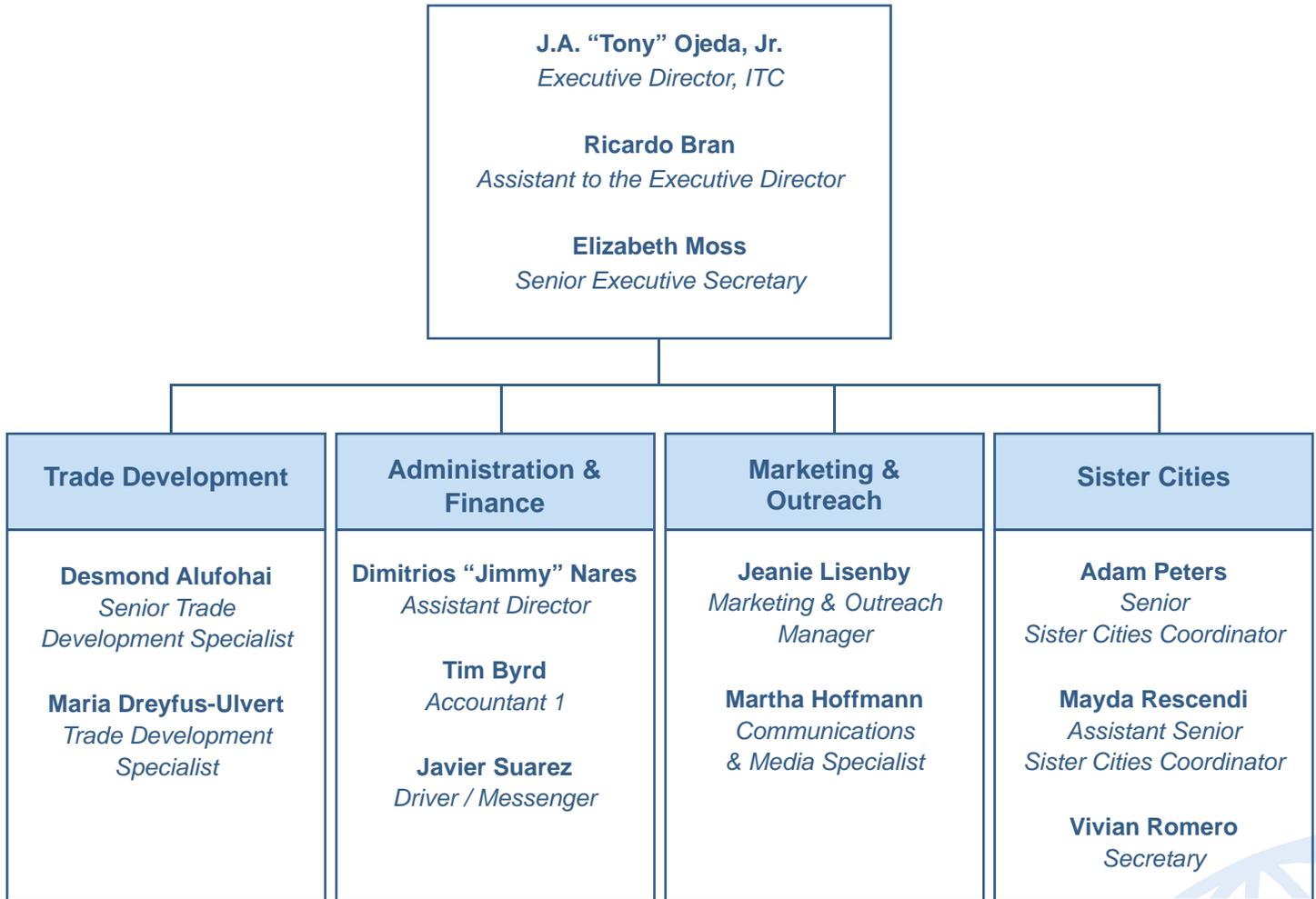


ITC Assistant Director Jimmy Nares, reviews the budget with the ITC Board of Directors

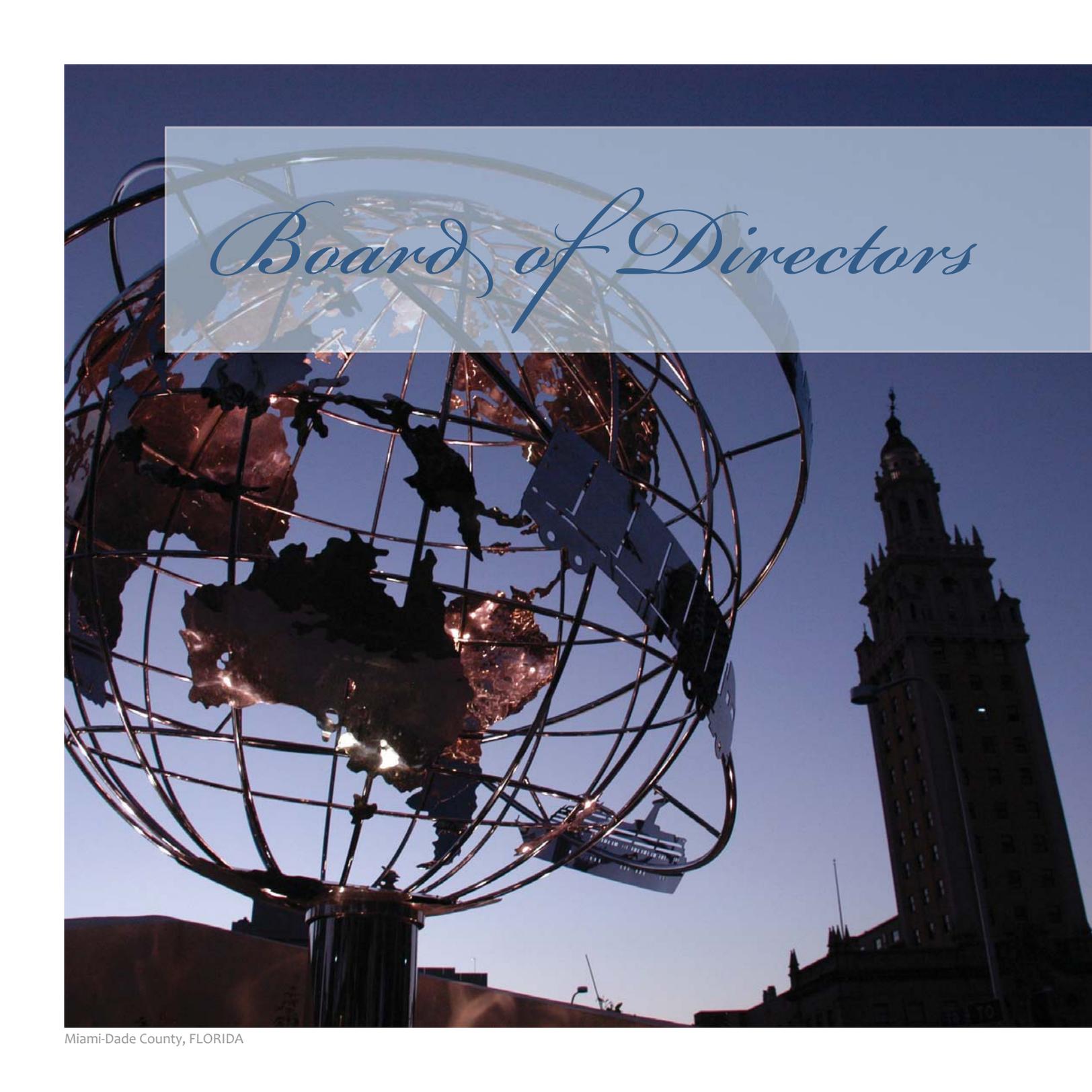


ITC Executive Director Tony Ojeda, holds discussion with the ITC Strategic Planning Committee members

The Jay Malina International Trade Consortium







Board of Directors

ITC Board of Directors & Sister Cities Coordinating Council

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The ITC Board of Directors and the Sister Cities Coordinating Council set policy, assist ITC staff in establishing yearly measurable objectives, establish program priorities, and recommend the agency's budget for consideration by the Mayor and County Commission. Both boards also advise the Mayor and County Commission on issues affecting the County's international agenda.

The Mayor and the Board of County Commissioners appoint citizen volunteers from the public and private sectors to the ITC Board and to the Sister Cities Coordinating Council. The key economic development agencies in the community also appoint representatives to the ITC Board of Directors.

"The ITC plays a very important role in promoting Miami-Dade County as a Global Gateway for trade. I encourage you to utilize its resources and services to expand your business internationally."

Jose Luis Castillo, Vice-Chair



Commissioner Natacha Seijas ITC Chair, with members of the Executive Committee and Committee Chairs

ITC Board Highlights:



ITC Chair Natacha Seijas, at an ITC Board meeting

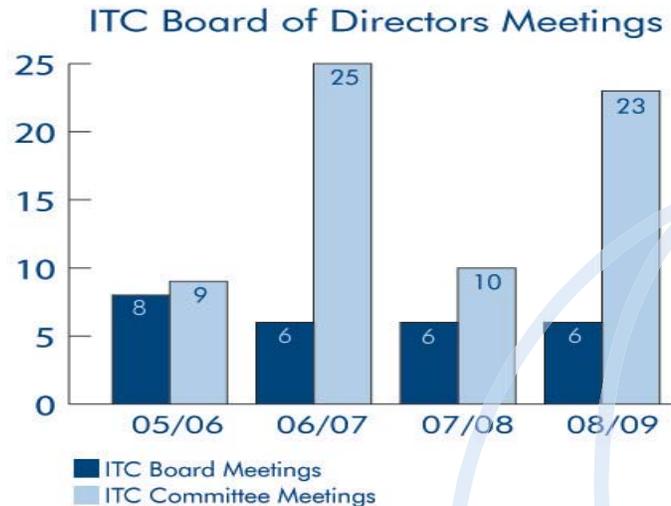
The ITC Board of Directors provides oversight and coordination for all ITC's activities, sets policy, recommends the annual budget, and approves recommendations made by its various committees. One of the most important functions of the Board is to provide input for ITC's Strategic Plan which is amended periodically to reflect budgetary reductions.

The Board also approved two ITC Business Development Missions to Japan and Taiwan, and to Brazil. The ITC Asian and Western Hemisphere Trade Initiatives Ad Hoc Committees respectively recommended these missions for FY 08-09.

The ITC board met as the Board of Directors of the Trade mission Center of the Americas, Inc. (TMC) to approve its annual budget.



ITC Board members discuss trade issues



Sister Cities Highlights:

The Sister Cities Coordinating Council provides oversight for Miami-Dade's Sister Cities program, and during FY 08-09, the Council's activities included organization of the Youth Summit, Art Exhibit, and Consular Corps reception. These events have defined the Miami-Dade County Sister Cities program over the years and have contributed to cultural understanding with our partner cities around the world.

The Council approved a scholarship awarded to one deserving Miami-Dade College student with funds earned from the Sister Cities Art Exhibit. The Council also placed two cities in Emeritus status and recommended two new Sister Cities affiliations.



Sister Cities Coordinating Council members



Sister Cities Coordinating Council Arts Committee members

Sister Cities Affiliations

Asti, Italy
 Cayman Islands, BWI
 Iquique, Chile
 Lamentin, Guadeloupe
 Mendoza, Argentina
 Pereira, Colombia
 Pucallpa, Peru
 Santa Cruz, Bolivia
 Sao Paulo, Brazil
 Stockholm County, Sweden
 Tenerife, Canary Islands, Spain
 Veracruz, Mexico

Asuncion, Paraguay
 Commonwealth of the Bahamas
 Kingston, Jamaica
 Maldonado, Uruguay
 Monagas, Venezuela
 Petit Goave, Haiti
 San Jose, Costa Rica
 Santo Domingo, DR
 St. Kitts & Nevis Islands
 Taipei County, Taiwan
 Turks & Caicos Islands

ITC Board of Directors

County Ordinance 02-225 as amended, defines the ITC Board's power and responsibilities. The ITC Board is responsible for providing overall oversight and coordination for all our programs and activities, as well as for advising the Mayor and The Board of County Commissioners on matters related to international trade and commerce.

ITC Board Members

Honorable Natacha Seijas, Chair

Rene Alvarez

Ivan Barrios

Dexter Bridgeman

Bernadine Bush - Chair, African Trade Initiatives Ad Hoc Committee

Jose Cañero

Carlos Castellon

Jose Luis Castillo - Vice Chair, ITC Board of Directors; Chair, Seaport Ad Hoc Committee

Shelly Smith-Fano - Chair, Sister Cities Coordinating Council

Bernice Fidelia

Ralph Gazitua - Chair, Western Hemisphere Trade Initiatives Ad Hoc Committee

Alex Gonzalez - Chair, Asian Trade Initiatives Ad Hoc Committee

Mario O. Gutierrez

Alfredo Hidalgo-Gato

Walter Loy - Chair, Europe & Middle Eastern Trade Initiatives Ad Hoc Committee

Ralph MacNamara

Gisela Marti

Albert Oses - Chair, Internal Management & Marketing Committee

Andrew Osolase

Juvenal Piña

Joseph Rhoden

Denis Rod

Khalid Salahuddin - Chair, Strategic Planning Committee

Gerarld Schwartz

Ana Sotorrio

Roberto Torricella

Jose A. Villalobos

Sonny Wright

Rick Zelman - Chair, Budget & Finance Committee

Cynthia W. Curry, Ex-Officio

J.A. Ojeda, Jr., Executive Director

Eric Rodriguez, Assistant County Attorney

Sister Cities Coordinating Council

ITC also administers the Miami-Dade County Sister Cities Program and provides support to The Sister Cities Coordinating Council composed of persons appointed by the Mayor, the Board of County Commissioners, and by the Council itself. The Council serves as an advisory group to the Mayor and Board of County Commissioners to foster international cultural understanding and citizen diplomacy.

Sister Cities Coordinating Council members

Shelly Smith-Fano, Chair

Norma Amaro, Vice-Chair

Emma Tibaldeo
Asti, Italy

Roddy E. Gomez
Santo Domingo, Dominican Republic

Hugo Castro
Maldonado, Uruguay

Eva Swift
Stockholm, Sweden

Carolina Sivoli
Monagas, Venezuela

Silvia Unzueta
Tenerife, Canary Islands, Spain

At Large Members

Karen Campbell
Melissa Dunn
Judge Margarita Esquiroz
Malou Harrison
Evelina Lowenthal

Honorary Members

Lynden James
Dr. Billy Yeh



Appendix

ITC also sponsors and/or participates in a number of events and programs that fulfill its mission of promoting Miami-Dade County as a Global Gateway.

ITC provides protocol services and briefings for recently appointed consuls, trade officials, and visiting delegations. In addition, ITC participates, conducts, or sponsors events and workshops, and it represents the County in activities, conferences, and other programs relating to trade, international events, and cultural programs throughout the South Florida region.

Appendix

OFFICIAL VISITS & PROTOCOL SERVICES

Delegation from Sierra Leone: Honorable Samuel Sam Sumana, the Vice President of Sierra Leone

Official Visit: Carlos Pirovano, Undersecretary of Investment, Ministry of Economic Development Government of the City of Buenos Aires

Official Visit: Ludwig Van den Bossche, Investment and Trade Commissioner, Economic and Commercial Representation for Flanders and Brussels, Consulate of Belgium in Atlanta

Trade mission from Poland: Marcin Korolec, Undersecretary of State at the Ministry of Economy of the Republic of Poland

Delegation from Martinique

Official Meeting: Consul General of France Hon. Gaël de Maisonneuve

SPONSORED EVENTS

GMCC Trustee Luncheon - in cooperation with the Greater Miami Chamber of Commerce

2008 Florida – China Business Breakfast Forum & Matchmaking Meeting - in cooperation with the Florida-China Association, Inc.

The Art of Italian Style Business-to-Business Matchmaking Meetings - in cooperation with The Beacon Council and Milan Chamber of Commerce

XXII Annual State of the Ports Briefing - in cooperation with World Trade Center Miami

2009 International Women's Day - in cooperation with World Trade Center Miami

2009 Miami International Agriculture & Cattle Show - in cooperation with Miami-Dade County

Seventh Annual Beacon Council Awards - in cooperation with The Beacon Council

Third Annual Sister Cities Youth Summit - in cooperation with Miami Dade College, Miami-Dade Public Schools, and Miami International Visitors Council

The Art of Calligraphy - in cooperation with the Taipei Economic and Cultural Office in Miami

AfrICANDO 2009 - in cooperation with the Foundation for Democracy in Africa

Presentation of the Industrial Sectors of the Region Marche - in cooperation with the Consulate General of Italy in Miami and the Italy-America Chamber of Commerce Southeast, Inc.

New Opportunities in Export - in cooperation with Minority Business Enterprise Center

FIU Lecture in Honor of the Polish Delegation

Inbound Trade Mission from Honduras and Peru - in cooperation with the Florida Foreign Trade Association

Ninth Annual Miami Trade Numbers Unveiling - in cooperation with WorldCity

AAPA XVIII Latin American Congress of Ports - in cooperation with American Association of Port Authorities

Seventh Annual Sister Cities Art Exhibit - in cooperation with Miami Dade College

Jamaican Business Expo 2009 - in cooperation with the Jamaica USA Chamber of Commerce

REPRESENTATIVE WORKSHOPS AND CONFERENCES

Miami Conference on the Caribbean and Central America - in cooperation with Caribbean - Central American Action

Doing Business 2009 Report – Discussion on Business Regulatory Reform in Latin America - in cooperation with Council of the Americas

U.S. - Poland Trade and Economic Cooperation & Business Opportunities in Poland Seminar

Appendix

REPRESENTATIVE PARTICIPATION AND SUPPORT

National Day Celebration of the Republic of China

Greater Miami Convention and Visitors Bureau Annual Meeting

Event Marketing Innovation Tour

Shenzhen: China's City of Innovation

Doing Business in Pernambuco (Brazil)

Organization of Women in International Trade Luncheon

Taste of Chile

Consulate General of Japan Luncheon

Chamber of Commerce of Santa Cruz de Tenerife Welcome Dinner

Celebrating Canary Islands Culture in Miami Annual Gala

Latin America 2009: Economic, Business and Trade Forecast

Dominican Ministry of Tourism Event

Welcome of Delegation from Italy

The Art of Italian Style

Emperor of Japan Reception

Miami-Dade County and City of Miami News Conference on Port of Miami Tunnel

Greater Miami Chamber of Commerce Trustee Luncheon

Prospects for EU-U.S. Relations under the Obama Administration

U.S. Policy Towards Cuba: A conversation with American Diplomats

State of the County Address

Opening Ceremonies of Club Italia Lounge

South African Consulate of New York Reception

Luncheon In honor of Hong Kong Commissioner

2009 Trade Outlook Briefing

Innovative Ideas in Challenging Economic Times

Wertheim Lecture Series at FIU

Japan / Taiwan Market Opportunity Webinar

Discover Friuli: Italy's North-easternmost Region

Hong Kong Economic & Trade New York Commissioner Briefing

Trade Connections: the Import/Export event series

Brazil's Economy and Global Economic Downturn

Fourth Annual Latin America Conference

Luncheon in honor of Laurice Hunter-Scott

Meeting with Mayors from Albania

International Hispanic Network Luncheon

Presentation of the Argentinean province of Tucuman by Tucuman's Economic Federation

Beacon Council-Consular Corps Lunch

Regional Crisis Relief Annual Luncheon

Gateway Florida's Board of Trustees

Reception honoring Daniel Scioli, Governor of Buenos Aires Province

Educational Institutions and Community Development in Latin America

Italian National Day

Greater Miami Chamber of Commerce Goods

Ambassador's Dialogue: H.E. Ambassador Conference Antonio Patriota, Ambassador of Brazil to the U.S.

Ground breaking ceremony for Plaza Colombia

Miami International Arbitration Society

National Day Celebration of the Republic of China

America's Energy Symposium



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Printed and Produced by Government Information Center

Come Trade With Us



Carlos Alvarez, *Mayor*

Board of County Commissioners

Dennis C. Moss, *Chairman*

José "Pepe" Diaz, *Vice Chairman*

Barbara J. Jordan, *District 1*; Dorrin D. Rolle, *District 2*;

Audrey M. Edmonson, *District 3*; Sally A. Heyman, *District 4*;

Bruno A. Barreiro, *District 5*; Rebeca Sosa, *District 6*;

Carlos A. Gimenez, *District 7*; Katy Sorenson, *District 8*;

Dennis C. Moss, *District 9*; Sen. Javier D. Souto, *District 10*;

Joe A. Martinez, *District 11*; José "Pepe" Diaz, *District 12*;

Natacha Seijas, *District 13*

Harvey Ruvin, *Clerk of Courts*

George M. Burgess, *County Manager*

Robert A. Cuevas Jr., *County Attorney*



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